

Attract More Donors on CanadaHelps.org

An easy checklist for creating a compelling charity profile that inspires donors to give.

Every Canadian charity has a free, ready-to-use profile on CanadaHelps.org—a chance to be discovered by the millions of Canadians who use CanadaHelps.org to find and give to their favourite charities.

Log into your CanadaHelps charity account and complete this simple checklist to create a compelling charity profile and increase your chances of reaching more donors on CanadaHelps.org:

1. Get discovered - make it easy for donors to find you



Add your charity logo in the “Main Profile Page” section to establish your online identity to potential new donors and to be easily recognized by those already familiar with your organization.



Set your primary category and sub-category (e.g. Arts & Culture) under the “Discovery Settings” tab to make it easy for donors who browse by charitable category to identify the type of work you do.



Write a one-sentence description of your charity’s mission in the “Short Intro Text” section of the “Discovery Settings” tab, to grab donors’ attention when they are browsing charities.

2. Tell your story - motivate donors to give to you



Write a compelling story to go in your profile’s “About Text” section under the “Profile” tab, capturing the spirit of your charity and why you need donor support.



Upload captivating images and videos in the “Media Library” tab highlighting the work you do; this is where you can pick your Main Profile Image and add to your Media Carousel.



Choose your Main Profile Image under the “Page Visuals” tab to represent your work and connect with potential donors.



Share testimonials from those you’ve helped under the “Quotes” tab, to show donors the impact of what you do and what their donation can help achieve.

3. Launch a campaign - connect donors with your cause



Add a campaign under the “Campaigns” tab to encourage donors to support a specific need, whether it’s a tangible item your charity needs, a critical campaign in need of support, or an ongoing project.

Charities with completed charity profiles receive 5x more in donation revenue on CanadaHelps.org!

This is based on 2019 data collected and analyzed from more than 21,000 charity profiles on CanadaHelps.org.



Get started today! Sign up for your free charity profile or log in to make updates.

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