



Great Canadian GIVING CHALLENGE

Your summer fundraising simplified
June 2018

AN INITIATIVE OF

GIV3

AND



FOUNDERS OF

GIVINGTUESDAY™



#GivingChallengeCA
June 2018

Hello - nice to meet you!



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GIV3

AND



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Today's Agenda

- Introduction and webinar reminders
- What is the Great Canadian Giving Challenge? Why get involved?
- Examples of great campaigns
- 5 tips to make the most of the GivingChallenge:
 1. Email
 2. Social media
 3. Website, blog, etc.
 4. Matching funds
 5. Support from local media
- Planning checklist
- Q&A



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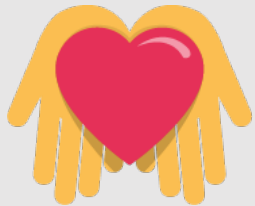
CanadaHelps is a non-profit social enterprise serving charities and donors.



CanadaHelps is a charity that helps charities. We ensure all Canadian charities – most notably the smallest ones that need it the most – have access to the online fundraising tools, technology, and education they need to succeed. Because we're a charity, our fees are a fraction of those of the for-profit alternatives.



For donors, we offer a one-stop shop for supporting any registered Canadian charity online. CanadaHelps makes giving easy. Easily explore and discover new causes. Give once or monthly, donate securities, or increase your impact fundraising for charity. Enjoy instant or anytime access to all your charitable tax receipts.



At a glance: Trusted for over 17 years, more than 18,000 charities rely on our non-commercial online fundraising platform and over 1.7 million Canadians have given using CanadaHelps. We have a spotless record for safe and secure payment processing and instant tax receipting.



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What is the Great Canadian Giving Challenge?

- An exciting month-long contest that gives registered Canadian charities the chance to win a **\$10,000** donation!
- Kicks off on June 1st, 2018
- Charities are automatically given 1 entry for every \$1 they receive in June via CanadaHelps.org or GivingChallenge.ca.
\$1 = 1 chance to win
- On July 1st, one randomly winning ballot is selected, resulting in a \$10,000 donation (from the GIV3 Foundation) to the charity.



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Why get involved? It's proven to inspire giving!



\$9,988,224



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Active participants raise more!



Active participants earn
79% more vs. the 17%
average increase.



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And the 2017 winner is ...



CanadaHelps 
@canadahelps

Following

The word is out! Congratulations to the [@cahumanesociety](#) for winning the 2017 [#GivingChallengeCA](#) and a \$10K donation from [@GIV3_Canada](#)!



6:48 PM - 1 Jul 2017





#GivingChallengeCA

June 2018

Winning \$10,000 would be great, but the win for all charities is to inspire supporters

The top reason organizations participate is to engage existing and new donors.

– GivingChallenge charity survey

The Great Canadian Giving Challenge is a great way to encourage individuals to give at a time when charitable giving is not so widely publicized. The incentive of helping us to win a donation of \$10,000 is a great motivator for many of our supporters.

-Rosie Blanning, [Toronto Humane Society](#)

A \$10,000 win would be amazing and provide 5,000 dozen eggs but regardless we all win thanks to every June online donation through the Giving Challenge! ”

-Marjorie Bencz, [Edmonton's Food Bank](#)

The Great Canadian Giving Challenge provides the opportunity for donors to imagine the possibilities of what their donation can accomplish.”

- Lindsay Pomper, [Victoria Sexual Assault Centre](#)

The Great Canadian Giving Challenge was a wonderful opportunity to engage our committed donors, and make some new friends, who were excited by the potential \$10,000 incentive.”

-Anita Schipper, [Unity Project for Relief of Homelessness in London](#)



Great campaigns: clear and simple goals



Moorelands CS @MoorelandsCS · 25 Jun 2017

Less than a week til #givingchallengeca ends! Make a donation through @canadahelps before the end of the month! ow.ly/Fz9M30ce7Mm



Museum - Health Care @MuseumofHealth · 21 Jun 2017

Don't forget to help us win the Great Canadian Giving Challenge! Donate online today! #GivingChallengeCA canadahelps.org/en/charities/m...



ActionAgainstHunger @acfcana · 25 Jun 2017

Without the support of donors like you, we can't help kids like Keynyang. Thank you. #GivingChallengeCA #ZeroFamine canadahelps.org/en/charities/a...



IntervalHouseOttawa @IntervalOttawa · 19 Jun 2017

Every \$1 donated through CanadaHelps in June is a chance for IHO to win \$10,000 during #GivingChallengeCA! tinyurl.com/yc75fqo6





#GivingChallengeCA
June 2018

Great campaigns: make it your own

EMILY
CARR
UNIVERSITY

[Academics](#) | [Admissions](#) | [Student Life](#) | [About Us](#)



Exciting Totem Pole Project at the Great Northern Way Campus

Posted on May 31, 2017 | [Emily Carr Stories](#)

Emily Carr University of Art + Design is embarking upon an exciting new project to mark the University's relocation to its new Great Northern Way Campus. We are commissioning a Totem Pole – and you can help.

Throughout the month of June, every \$1 you give to Emily Carr University via [Canada Helps](#) or [givingchallenge.ca](#) earns us a chance to win a \$10,000 donation to support the Totem Pole project!





#GivingChallengeCA
June 2018

Great campaigns: use multiple channels

Make-A-Wish Canada
16 mins ·

The Great Canadian Giving Challenge with CanadaHelps is here! For the entire month of June, every \$1 you donate to us through canadahelps.org or givingchallenge.ca qualifies us to win \$10,000! The more you give, the more chances for us to win! #GivingChallengeCA

Donate today and help grant a wish: <http://bit.ly/1WUHTuv>

HELP US WIN \$10,000

In June, every dollar donated through canadahelps.org makes us eligible to win \$10,000.

\$10,000 COVERS THE COST OF A SINGLE WISH

Support us in the Great Canadian GIVING CHALLENGE and help make wishes come true!

#GivingChallengeCA

MAKE-A-WISH
Canada

HELP US WIN \$10,000

In June, every dollar donated through [CanadaHelps.org](http://canadahelps.org) makes us eligible to win \$10,000.

MAKE-A-WISH
Canada

*** \$10,000 COVERS THE COST OF A SINGLE WISH ***

Support us in the Great Canadian GIVING CHALLENGE and help make wishes come true!

#GivingChallengeCA

MAKE-A-WISH
Canada

Make-A-Wish Canada
@MAWCanada

Our mission is to grant wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Canada
Joined May 2009

Tweets **Tweets & replies** **Media**

Make-A-Wish Canada Retweeted
MAKE-A-WISH UK (@makeawishuk) · 1h
Karl's family treasure the precious memories they have of their son in his magical room. bit.ly/KarlBedroomA Wish

"When you don't know how long you're..."

Who to follow: [Monster.ca](#) (@MonsterCa), [Ching \(@chingching\)](#), [Simply Measured](#) (@simplymeasured)

MAKE-A-WISH
Canada

Media Kit | Donations | Canada.ca | English | Français

DONATE **Refer a Child** **Volunteer** **6,281** Wishes Granted

About Us | Chapters | Wish Stories | Get Involved | News & Events | Partners | Shop

Help Us Win \$10,000
Your support can help make wishes come true!
[Find out more](#)

DONATE at CanadaHelps.org
#GivingChallengeCA

MAKE-A-WISH
Canada

DID YOU KNOW... It costs \$10,000 to grant ONE wish?

Impact of a Wish | West



#GivingChallengeCA

June 2018

Great campaigns: have some fun!



St. Felix Centre @StFelixCentre · 13m

The children @ our #AfterSchool program invite you to givingchallenge.ca. Help Us Win \$10K! #GivingChallengeCA



Bruce House @MoreThanAHouse · 24 Jun 2017
Celebrate #Canada150 by giving! Every \$1 you donate in June gives us a chance to win \$10K. givingchallenge.ca #GivingChallengeCA

Help Gateway Theatre win \$10,000!

**The Great Canadian
GIVING CHALLENGE**
DONATE BY JUNE 30th



bit.ly/GTGiving



Gateway Theatre @Gateway_Theatre · 30 Jun 2016
final day of #GivingChallengeCA! help us win 10K for youth performing arts programs: bit.ly/GTGiving #donate
pic.twitter.com/nK0VtL47Jr



#GivingChallengeCA

June 2018

Engage supporters
using email



#GivingChallengeCA
June 2018

Engage with supporters via email!

Win \$10,000 for charity!

**Great Canadian
GIVING CHALLENGE**

Please Help our Charity Win \$10,000

Every \$1 you donate to our charity in June via GivingChallenge.ca counts as a ballot to help us win \$10,000 from the GIV3 Foundation. Please donate today - we really appreciate your help!

Donate to help us win

For full contest rules and regulations, please read the [Official Contest Rules](#)

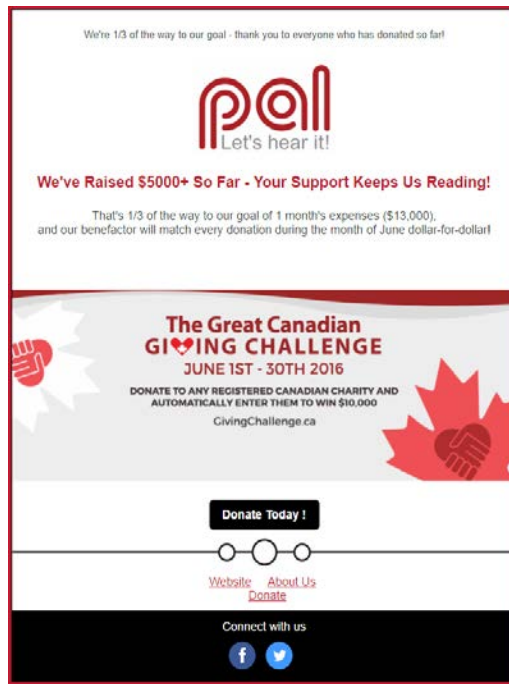
Email is highly effective. Plan to send a few to your supporters:

- Let them know there's something big coming on June 1st
 - (Make it part of your usual messaging)
- Send a launch email. Let your supporters know how their donations will help and that they can help you win
- Tell supporters what you could do with \$10,000
- Keep them up to date throughout June and send a final push

Create a custom email on
GivingChallenge.ca



Give your email a clear call to action



Win \$10,000 for the animals!

[View this email in your browser](#)



Throughout the month of June, a donation of any size made through our [Giving Challenge page](#) can help us win a \$10,000 donation!

Every \$1 donated = 1 entry in to a prize draw to win a \$10,000 prize. That could provide lifesaving surgeries for animals in crisis, or feed every animal in the shelter for over two months.

Not only will your gift give us a chance to win this amazing prize, it will also help us feed and care for all the animals who need us [right now](#).

GIVE \$50 = 50 ENTRIES

GIVE \$25 = 25 ENTRIES

◀ This amount would feed two animals for the whole month of June!

GIVE \$15 = 15 ENTRIES

Even if you can't give today, you can still help us by sharing our Giving Challenge page with your friends and family! Simply copy and paste this link in your email and social media pages - <https://www.canadahelp.ca/org/bcgc/78345>.

Thank you!

Toronto Humane Society
11 River Street, Toronto, Ontario M5A 4C2

New shelter adoption hours are:
Monday to Friday - 11am to 6pm (animal viewing until 7pm)
Saturday and Sunday - 10am to 5pm (animal viewing until 6pm)
416-362-2273

[unsubscribe from this list](#) [update subscription preferences](#)



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Engage supporters on social media



#GivingChallengeCA
June 2018

Get social with your supporters!

Use the hashtag #GivingChallengeCA

Post reminders daily!

Use images and video to engage.

Share what your charity could do with a \$10,000 donation.

Early momentum is key, but plan mid-campaign reminders and end of campaign “last minute” calls to action





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June 2018

Social media tips

Strong images get engagement

- Kids and babies
- Puppies and other animals
- Happy people
- DO NOT just share your logo

Include a call to action

Tell your impact story

Link to a donation page

Ask for shares





#GivingChallengeCA
June 2018

Always link directly to your donation page

GivingChallenge.ca

Great Canadian
GIVING CHALLENGE

HELP | FR
Powered by CanadaHelps.org

Your Donation Will Support:

Halifax Cat Rescue Society
BN: 828634204RR0001

Great Canadian
GIVING CHALLENGE

WIN a \$10,000 gift for this charity. Every dollar you donate in June is a chance to win. [See details.](#)

Donation Amount

\$

Message/Instructions for Halifax Cat Rescue Society

Payment Information

VISA

PayPal


CanadaHelps.org

Canada
Helps.org
giving. made simple.

Francais Help Giving Basket Sign In

Donate Explore Fundraise Why CanadaHelps Blog For Charities

< Back to my Charity Search Results



Halifax Cat Rescue Society
Registered Name: Halifax Cat Rescue Society
Business Number: 828634204RR0001

[Add to my Favourite Charities](#)

Donate Now

Share this page
[f](#) [t](#) [p](#) [e](#)

About

Our Impact

Find Out More About This Charity

5264 Vestry Street
HALIFAX, NS, B3K 2N9
finance@catsinhalifax.ca
[Visit our Web Site](#)

Donate To This Charity Now

Donate Now

Donate Monthly

Donate Securities

Fundraise

\$25

\$50

\$150

\$300

\$ Other



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Use the free buttons, badges and social media images!





#GivingChallengeCA
June 2018

Use the free buttons, badges and social media images!



1200x1200-23.jpg



1200x1200-22.jpg



1200x1200-21.jpg



1200x1200-20.jpg



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1200x1200-9.jpg



1200x1200-10.jpg



1200x1200-11.jpg



1200x1200-12.jpg



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Short videos get engagement

Video is a great way to engage people with your message

- Can be used on your web site and social media
- Easily shareable
- Social posts with video tend to get higher engagement rates
- Posting videos natively on Facebook and Twitter performs better than linking to YouTube





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Follow up and say thanks!



ShelterBox Canada @ShelterBoxCan · 5 Jul 2017

Thank you so much for supporting us during the #GivingChallengeCA in June. We raised over \$6,800! @canadahelps @GIV3_Canada



HopeSpring @Hope_Spring · Jul 4

Thank you! \$4,700 for those facing #cancer, their caregivers and families in #VVRAwesome.

#GivingChallengeCA

Thank you to everyone who supported us during the Great Canadian Giving Challenge!



We exceeded our goal! \$4,700 to help patients facing cancer, their caregivers and families, and 4,700 chances to win the grand prize!



Unity Project @UnityProjectLdn · 4 Jul 2017

We are thrilled to announce that through the @canadahelps #GivingChallengeCA we raised a HUGE \$7,825! THANK YOU to all who supported us!!



Jacob O'Connor and 1 other liked

Forum4YC @forum4YC · Jun 30

Thanks to your generosity we have more than 4750 chances to win the grand prize of \$10,000. #GivingChallengeCA #Canada150





#GivingChallengeCA

June 2018

Adapt your website,
blog etc.



#GivingChallengeCA
June 2018

Use your website, blog etc...

Have a dedicated place to send supporters who click

- Simple layout
- Clear call to action
- Easy to donate

You can also get a ready-to-use donation page for your charity at givingchallenge.ca





#GivingChallengeCA

June 2018

More websites





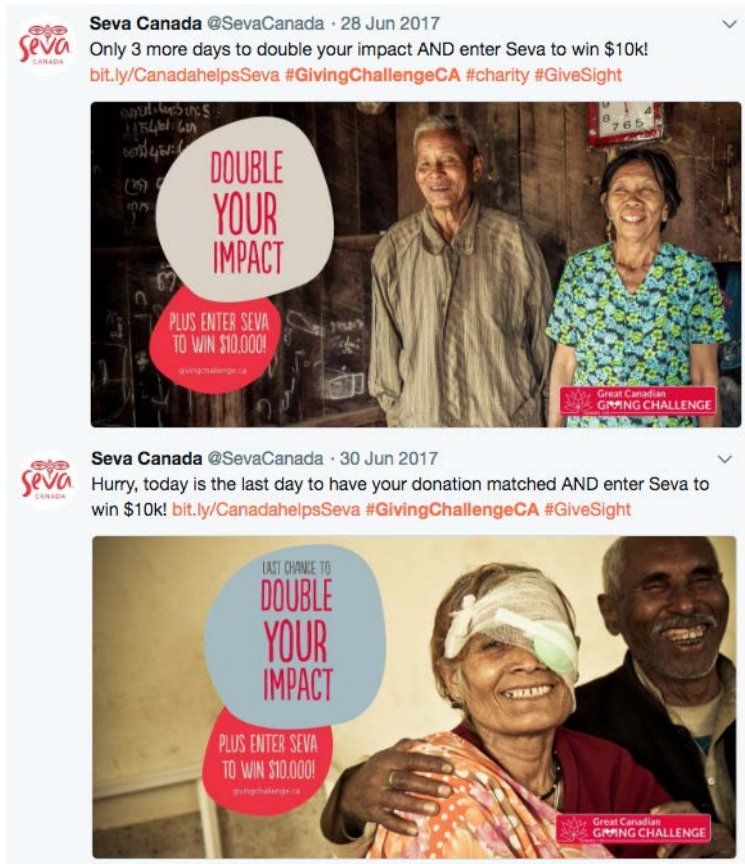
#GivingChallengeCA

June 2018

Multiply your impact
with matching funds



Multiply your impact with a matching partner!



And if you haven't had the chance yet...

"The Toronto Challenge" may be over,
but CanadaHelps' "[Great Canadian Giving Challenge](#)"
continues until June 30:

During the month of June, every dollar donated
via [our CanadaHelps donation page](#)
counts as one ballot in a draw for PAL to win
\$10,000!

DOUBLE YOUR DONATION CONTINUES!

Again this year, our private angel donor has pledged to
match every donation dollar-for-dollar!
That means every \$1 you donate **counts as \$2!**

[Click here to donate](#), and for more information on the **Great Canadian Giving Challenge**, click on the banner:



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More matching offers



Jennifer Ashleigh @jenashcharity · 30 Jun 2017

LAST DAY to double your donation's impact & help us win \$10k (=over 900 hrs of respite care). jenash.org/donate #GivingChallengeCA

LAST DAY
TO DOUBLE
YOUR
IMPACT!



Every \$1 donated in
June qualifies JACC
to win
\$10,000





The Great Canadian GIVING CHALLENGE

This June, every dollar you donate through Canada Helps automatically enters Help Lesotho into a draw for \$10,000 from the Great Canadian Giving Challenge.

**3x
the impact!**

Thanks to the generous support of a private donor, your donation will be **TRIPLE MATCHED** up to \$5,000.

[DONATE NOW](#)



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June 2018

Ask for support from
local media



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June 2018

Engage with local media!

Windsor Daycare seeks support for outdoor learning space

HEATHER DESVEAUX

Published June 13, 2017 - 4:03pm

Last Updated June 18, 2017 - 4:39pm



Children who attend Windsor Daycare, are hoping folks throughout the Valley will help support their campaign to have a new, greener outdoor play area if they can get enough donations and win an online contest with a prize of \$10,000.

With more emphasis on early childhood development, some daycare operators are doing what they can to focus on more "play care."

Windsor Daycare is looking for your help to win a national charity contest so they can transform their outdoor space, into more of an outdoor play centre that will help spark imaginations and play.

For the entire month of June, Windsor Daycare is participating in the Great Canadian Giving Challenge, a national public contest to benefit registered charities from coast-to-coast.

For every dollar donated to the daycare, via CanadaHelps.org or GivingChallenge.ca, automatically enters the daycare in a competition to win an additional \$10,000 prize.

The grand prize draw is on Canada Day.

"We want to have a space that will be more natural looking for the children, and suitable for different abilities," said fundraiser co-ordinator Stephanie Sedgwick.

The Great Canadian Giving Challenge is a unique story you can use to get some local media attention.

- Give your story a local hook – your supporters can help in their community and be part of a national event
- Let your community know what you would do with the prize money



More local media



Photo by Tim van der Kooij: Vernon's Bernie Jaeger (in wheelchair) is participating in the ALS Society of B.C.'s Great Canadian Giving Challenge. Bernie Jaeger

Jaeger up for Challenge

Vernon's Bernie Jaeger is participating in the ALS Society of B.C.'s Great Canadian Giving Challenge.

Jun. 8, 2017 5:30 a.m. / COMMUNITY



Vernon's Bernie Jaeger and the ALS Society of B.C. are participating in the Great Canadian Giving Challenge that will last until June 30.

Before ALS put him in a wheelchair, Jaeger was an active man who described himself as a workaholic when it came to his jobs as a taxidermist and a big game outfitter.

[Home](#) / [Community](#) / East Scarborough Storefront Participates...

East Scarborough Storefront participates in Giving Challenge

Charity will use donation to create leadership opportunities

COMMUNITY JUN 02, 2017 • SCARBOROUGH MIRROR



The East Scarborough Storefront is participating in this year's Great Canadian Giving Challenge until June 30. - East Scarborough Storefront/Photo

The third annual Great Canadian Giving Challenge is back, and the East Scarborough Storefront is asking residents to say "yes" to charitable giving from Thursday, June 1 to Friday, June 30 by donating \$1.

For every dollar donated to the Storefront through www.givingchallenge.ca, an entry will be submitted into a draw for the charity to win an additional \$10,000 donation.

edmonton
examiner
com

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LOCAL ALBERTA CANADA WORLD

NEWS

Volunteer Edmonton: Great Canadian Giving Challenge runs until June 30

By Sharon Mvundura, Volunteer Edmonton
Wednesday, June 8, 2016 9:46:13 MDT AM

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What would you do if you won the lottery? Maybe you would take a portion of the money and donate to your favourite charity. Few people get the opportunity to donate a large sum of money to a cause they support. In the month of June, CanadaHelps and GIV3 are giving Canadians a chance to win big for the charity of their choice.

The Great Canadian Giving Challenge kicked off June 1st and runs until June 30th. Every \$1 donated to a registered charity enters that charity into a draw to win \$10,000.

Last year, The Great Canadian Giving Challenge raised \$6.3 million for more than 7,500 charities. 41,000 Canadians contributed and helped increase donations by 22% compared to 2014. Next year, 2017, is Canada's 150th anniversary and GIV3 aims to spotlight Canadians' giving spirit for our country's milestone anniversary.

The impact \$10,000 could have for a charitable organization is enormous. For an after-school program, it could upgrade playground equipment or it could purchase new tires for a seniors transportation service — the possibilities are endless.

So how can you get involved and win big for the charity of your choice?



#GivingChallengeCA

June 2018

What to do next?



#GivingChallengeCA
June 2018

GivingChallenge checklist

- ✓ Donation page and links
- ✓ Launch email ready
- ✓ Created social media posts and images
- ✓ Contacted local media



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June 2018

Thank You!