Great Canadian Giving Challenge and Canada 150:

Your summer fundraising simplified
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 16 years, more than 17,000 charities rely on our non-commercial online fundraising platform and over 1 million Canadians have given using CanadaHelps. We have a spotless record for safe and secure payment processing and instant tax receipting.
Hello! Nice to meet you.

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Today’s Agenda

- What is the Great Canadian Giving Challenge?
- The Great Canadian Giving Challenge meets Canada 150
- Show and tell: examples of current and past charity campaigns
- What should your charity keep in mind this year?
- What to do next
- Enter our early bird prize giveaway contest!
- Q&A

#GivingChallengeCA
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 1\textsuperscript{st}, 2017

- Charities are automatically given 1 entry for every $1 they receive in June via CanadaHelps.org or GivingChallenge.ca.
  
  $1 = 1$ ballot

- On July 1\textsuperscript{st}, one randomly winning ballot is selected, resulting in a $10,000 donation (from GIV3) to the charity.
What is the goal of The Great Canadian Giving Challenge?

To help charities grow giving in summer, the perennial low time for giving.
Proven To Inspire Canadians to Give

The Great Canadian Giving Challenge donation lift vs. 2014

2014
+22%
2015
2016
+48%

12,444,410 Twitter impressions
70% increase in total Twitter impressions

2016 RESULTS

8,083,828 entry ballots
28% increase from 2015

8,650 Qualifying Charities
52,035 Number of Donors
65,377 Number of Donations
An Opportunity Charities Value

It works! Actively participating raises more. Those involved for 2 years in a row earn 164% more vs. the 28% average increase.

“BC & Alberta Guide Dogs breeds, raises and professionally trains guide dogs for blind/visually-impaired individuals and autism support dogs for children with moderate to profound autism and their families. Our organization relies on the generosity of donors so that we can provide these dogs free of charge. Thank you to CanadaHelps, vital programs such as the “Great Canadian Giving Challenge” and to all the amazing donors for empowering our organization to help others!”

— William Thornton, Chief Executive Officer
BC & Alberta Guide Dogs

“The Great Canadian Giving Challenge gives our community a dream to rally around, increasing our donations in the process. Our generous supporters help us accomplish so much over the year, but if we won $10,000, we’d be able to direct funds to projects requiring more substantial investment, such as digitizing our archive of over 7,000 artworks to provide online access for the public, or encouraging young artists with a “Printmakers in the Schools” program.”

— Sara Kelly, Associate Director
Open Studio

“The demand for our services continues to rise each year, already we have seen a dramatic increase in the amount of patients admitted to our centre compared to last year. With $10,000 we could cover the costs of food for our patients for nearly 4 months! Food for our patients can be expensive, and not only that, but in our peak seasons we can have 200-300 animals in care each day.”

— Holly Duvall, Executive Director
Alberta Institute for Wildlife Conservation

“Dedicated staff and volunteers are the backbone of PAL-Reading Services Inc., which provides free human-voice audio transcriptions of printed material for individuals who cannot otherwise access text. The Great Canadian Giving Challenge provides an immense opportunity for us to raise awareness and excitement about the work that we do. We’re a small organization, and an extra $10,000 would have a big impact on our financial stability, enabling us to maintain and possibly increase the level of services we provide to the print-challenged community.”

— W. Mark Fielding, Senior Program Manager
PAL-Reading Services Inc.
The perfect opportunity to organize a 150th event

Take advantage of this ready-to-go program or layer it into a program you already have planned.
Some great campaigns from last year!
What could you do with $10,000?!

With a $10,000 donation we will...

- Provide a safe home for a woman re-claiming her life for a YEAR

#GivingChallengeCA
www.GivingChallenge.ca

With a $10,000 donation we will distribute $80,000 worth of healthy food to Ontarians in need!

#GivingChallengeCA
www.GivingChallenge.ca

@FareShareFB: Thanks to everyone who’s supported us so far in the #GivingChallengeCA! Two more days! pic.twitter.com/Hf5G4ZFlxU
Kidney Cancer Canada is participating in the Great Canadian Giving Challenge this June to help raise funds for the Kidney Cancer Research Network of Canada. The network is a Canada-wide collaboration of doctors and researchers answering key questions around the causes and best ways to treat kidney cancer. Canada is home to groundbreaking research in kidney cancer like Dr. Georg Bjarnason’s work on individual treatment dosing for patients with metastatic renal cell cancer and Dr. Daniel Heng’s work on national and international kidney cancer patient databases.
Keep it clear and simple!

Help us grant our next wish

Throughout the month of June, every $1 donated to Children’s Wish via Canada Helps earns us a chance to win a $10,000 donation.

The more you give, the more chances we have to win!

DONATE THROUGH CANADA HELPS TODAY
Multiply your impact with matching funds!

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.

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

DONATE NOW
Make it your own!

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
Use multiple channels to reach your supporters.
Some orgs even made videos!
Track your progress and celebrate!

We've Raised $5000+ So Far - Your Support Keeps Us Reading!

That's 1/3 of the way to our goal of 1 month's expenses ($13,000), and our benefactor will match every donation during the month of June dollar-for-dollar!

The Great Canadian Giving Challenge
June 1st - 30th 2016
Donate to any registered Canadian charity and automatically enter them to win $10,000.
GivingChallenge.ca

Donate Today!

Website  About Us  Donate

Connect with us
Facebook  Twitter

PAL-Reading Services
@PAL_Reading

Thanks to you, we beat our $13,000 #GivingChallengeCA fundraising goal! Click here for details: conta.cc/29iB9jO
Have some fun!

St. Felix Centre @SFFelixCentre - 13m
The children @ our #AfterSchool program invite you to givingchallenge.ca. Help Us Win $10K! #GivingChallengeCA

Help Gateway Theatre win $10,000!
The Great Canadian GIVING CHALLENGE
DONATE BY JUNE 30th

bit.ly/GTGiving

Gateway Theatre @GatewayTheatre - 30 Jun 2016
final day of #GivingChallengeCA! help us win 10K for youth performing arts programs: bit.ly/GTGiving #donate pic.twitter.com/nKVfru47tR
Things to keep in mind

Winning $10,000 would be great, but the win for all charities is using the prize to inspire donations.

So, mobilize your supporters in every channel:

• Your web site
• Social media
• Email
• Local media
Plan your communications

Engage all your stakeholders and tell them exactly what you want them to share

- Staff
- Volunteers
- Board members
- Influencers

Create some assets and have them ready

- Get buttons and graphics at givingchallenge.ca

Prime your audience in advance

- Share the #GivingChallengeCa video

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

“Help us win $10,000”

Ask supporters for the action you want

Tell them what you would do with $10,000

Make it about the impact, not the money
Social media tips

Use the hashtag — let your supporters know they’re part of something big!

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
Email tips

Email is a highly effective medium. Plan to send a few emails 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**

- **Keep them up to date throughout June and send a final push**
Your web site tips

**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 Great Canadian Giving Challenge donation page for your charity at [givingchallenge.ca](http://givingchallenge.ca)
Local media

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

- **Leverage the Canada 150 messaging opportunity**
- **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**
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
Get resources

Get the toolkit, videos, graphics and more:

GivingChallenge.ca
Enter for a chance to win early bird prizes!

Simply create a campaign page on CanadaHelps.org that promotes your Canada 150 campaign.

Deadline: May 15, 2017 at 11:59pm (PDT)

See contest details at: bit.ly/2nIWaLI
We’ll promote your campaign on our campaign-browsing page on CanadaHelps.org to the hundreds of thousands of Canadians on our email list.

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Thank You!