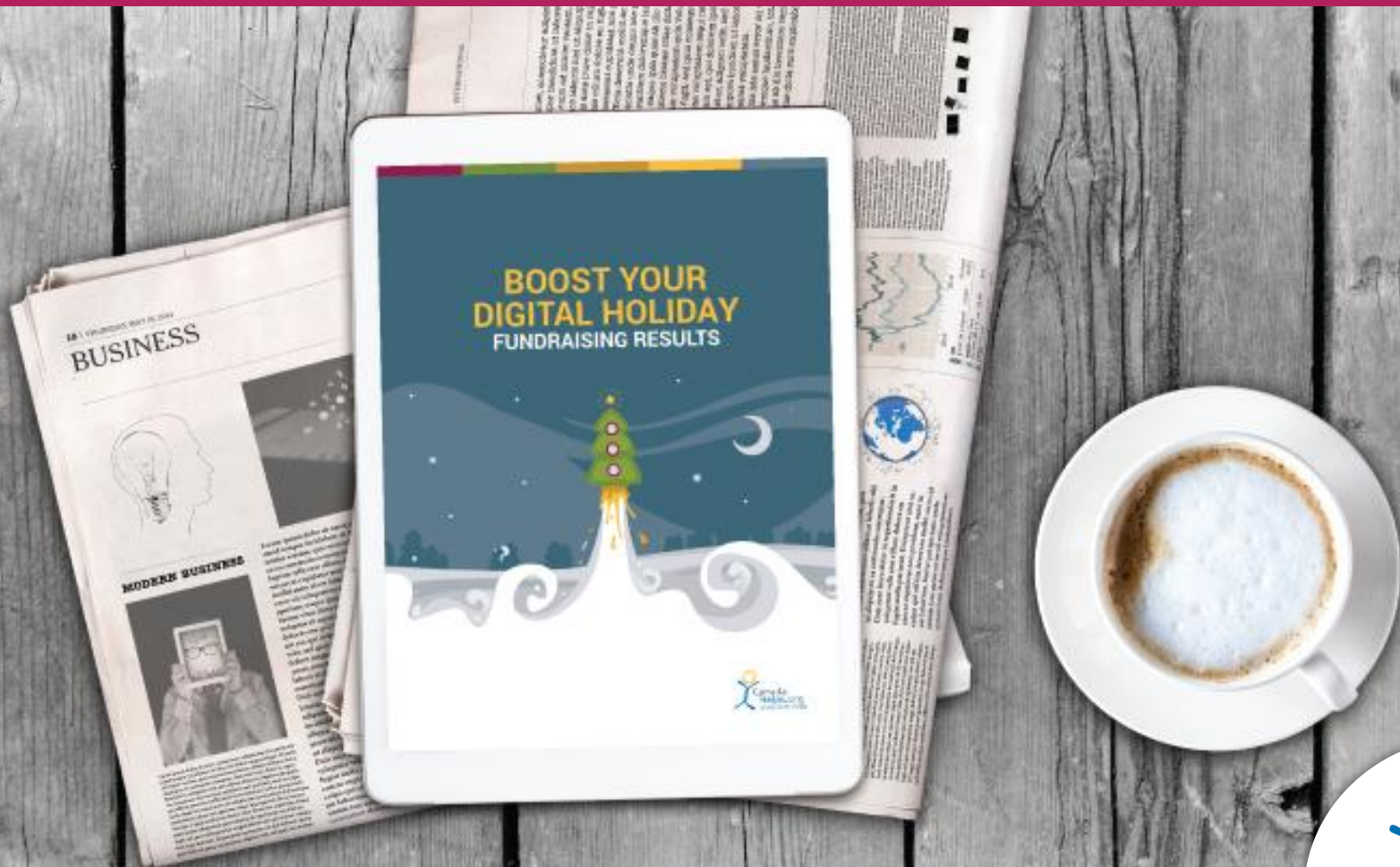


for beginners

Top 10 Tips for Maximizing Donations from Your Website



CanadaHelps is a non-profit social enterprise serving charities & 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.



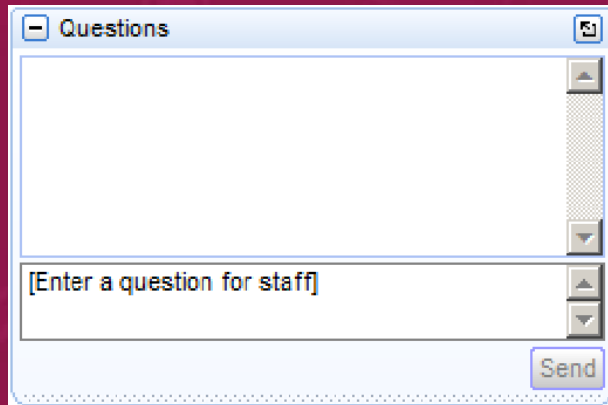
For donors, we offer a one-stop shop for supporting any registered Canadian charity online. CanadaHelps makes giving easy. Easily explore and discover new causes. Give once or monthly, donate securities, or increase your impact fundraising for charity. Enjoy instant or anytime access to all your charitable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



At a glance: Trusted for over 16 years, over 17,000 charities rely on our non-commercial online fundraising platform and more than 1 million Canadians have given using CanadaHelps. We have a spotless record for safe and secure payment processing & instant tax receipting, and operate on less than 1.8% of donation revenue.

Webinar Reminders

- You can hear us, but we can't hear you.
- Have questions?
Type them into the Questions Log at anytime.

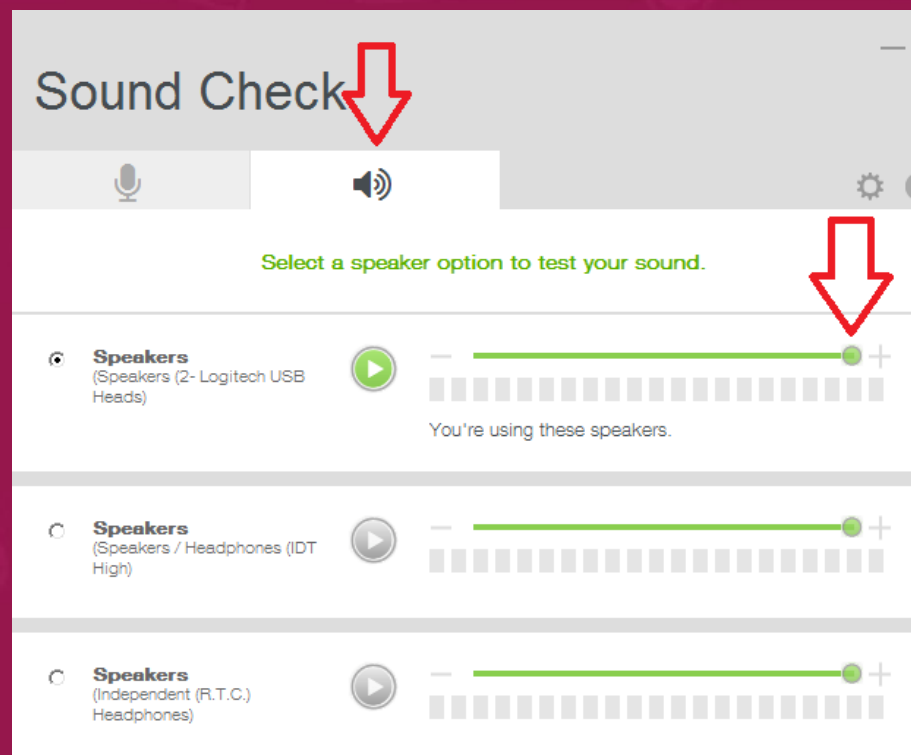
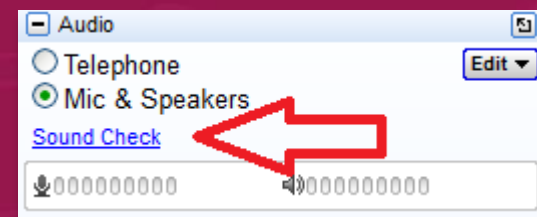


A screenshot of a web application window titled "Questions". The window has a large text area for input, a smaller text area at the bottom containing the placeholder text "[Enter a question for staff]", and a "Send" button at the bottom right. The window is styled with a light blue border and a standard Windows-style title bar.

Webinar Reminders

Trouble hearing us?

- Turn up your computer's volume.
- Click Sound Check under Audio in your GoToWebinar Panel.
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.



Webinar Reminders

- For the best webinar experience, close all other applications.
- **Yes!**
The links to the webinar slides and recording will be emailed to you within 24 hours. You'll be able to watch the recorded video on demand.



Agenda

1. The 3 Second & 30 Second Rule
2. Donate Button 101
3. Fewer Steps= Higher Conversion
4. Multi-Step vs. One Page Forms
5. All the Ways to Give
6. Add Credibility & Support
7. Themes and Seasonality
8. Suggested Donation Amounts
9. What's Your Impact?
10. Get 'Em Before They're Gone
11. Q&A Period



Cindy Younan
Charity Marketing Manager at CanadaHelps
cindyy@canadahelps.org

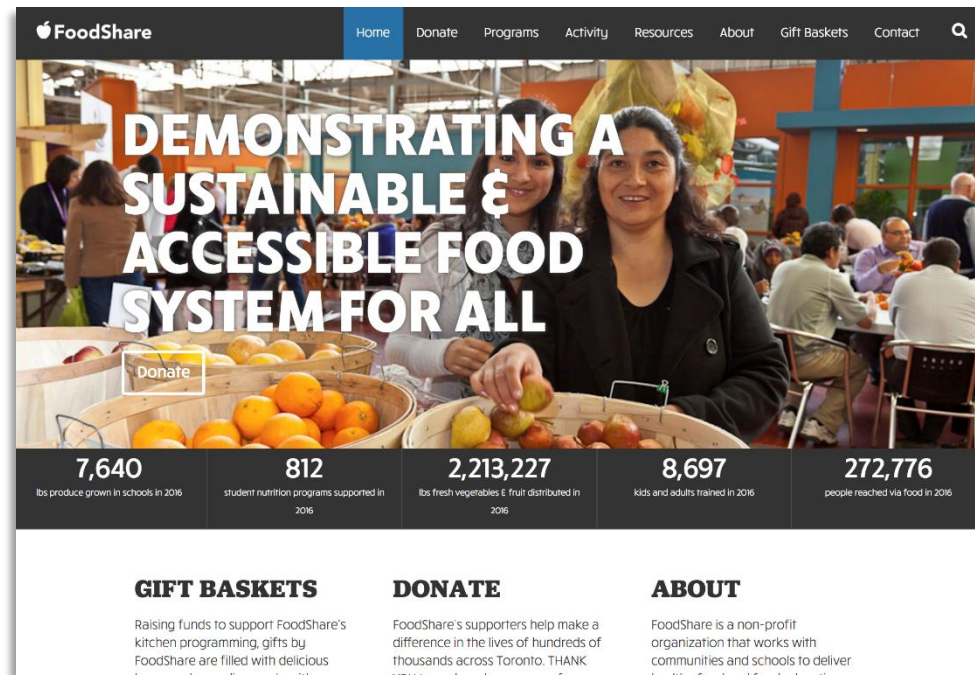


Jacob O'Connor
Charity Success Manager at CanadaHelps
jacobo@canadahelps.org

The 3 Second & 30 Second Rule

Your homepage is arguably the most important element of your website.

- You have 3 seconds from the time someone arrives at your site to engage that visitor.
- Consider the weighting of messaging on your homepage. Industry experts recommend 70% new donors, 20% repeat donors and 10% volunteers.
- Pay special attention to your headline, sub-heading and image.
- Once you pass the 3 second rule, you have 30 seconds to convince your visitor to stick around and learn more. Make your content scan-able, show your impact, and make it easy for them to move one step closer to your goal.



The 3 Second & 30 Second Rule

[HOME](#)[GET INVOLVED](#)[LEARN](#)[ABOUT](#)[CONTACT US](#)[DONATE](#)

**TOGETHER WE CAN
TRANSFORM TORONTO**

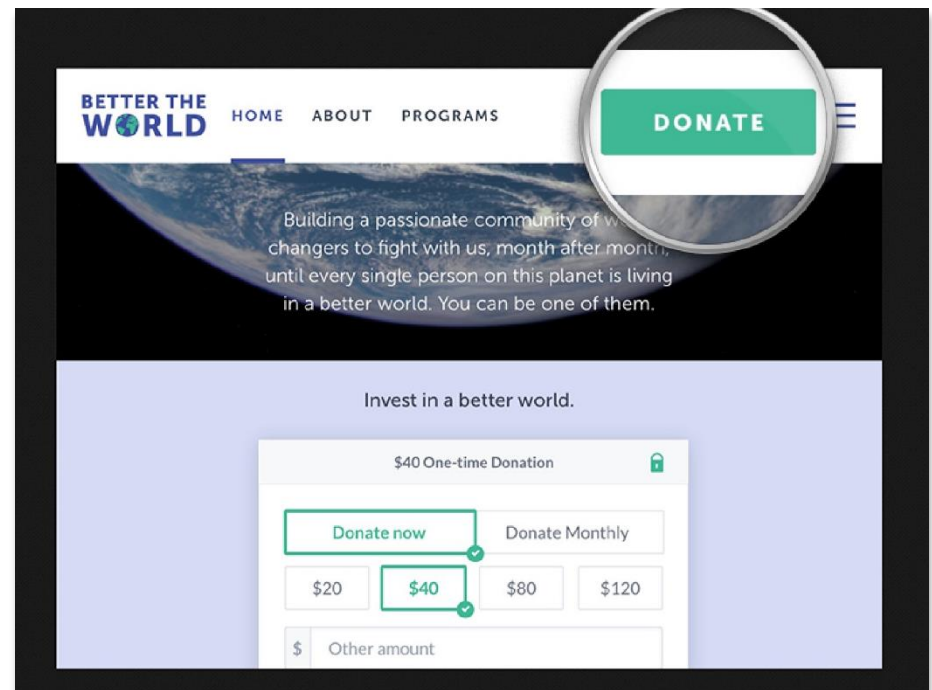
[VOLUNTEER](#)[LEARN MORE](#)[PROGRAMS](#)

RECEIVE OUR EMAIL UPDATES

Donate Button 101

Simple Yet Highly Effective Tips for Using Donate Now Buttons

- Make it easy to spot
no matter which page the donor is on.
- Choose a colour that stands out from the rest of the website.
- Double-park your call-to-action.
- Link it directly to your donation form.



Fewer Steps = Higher Conversion

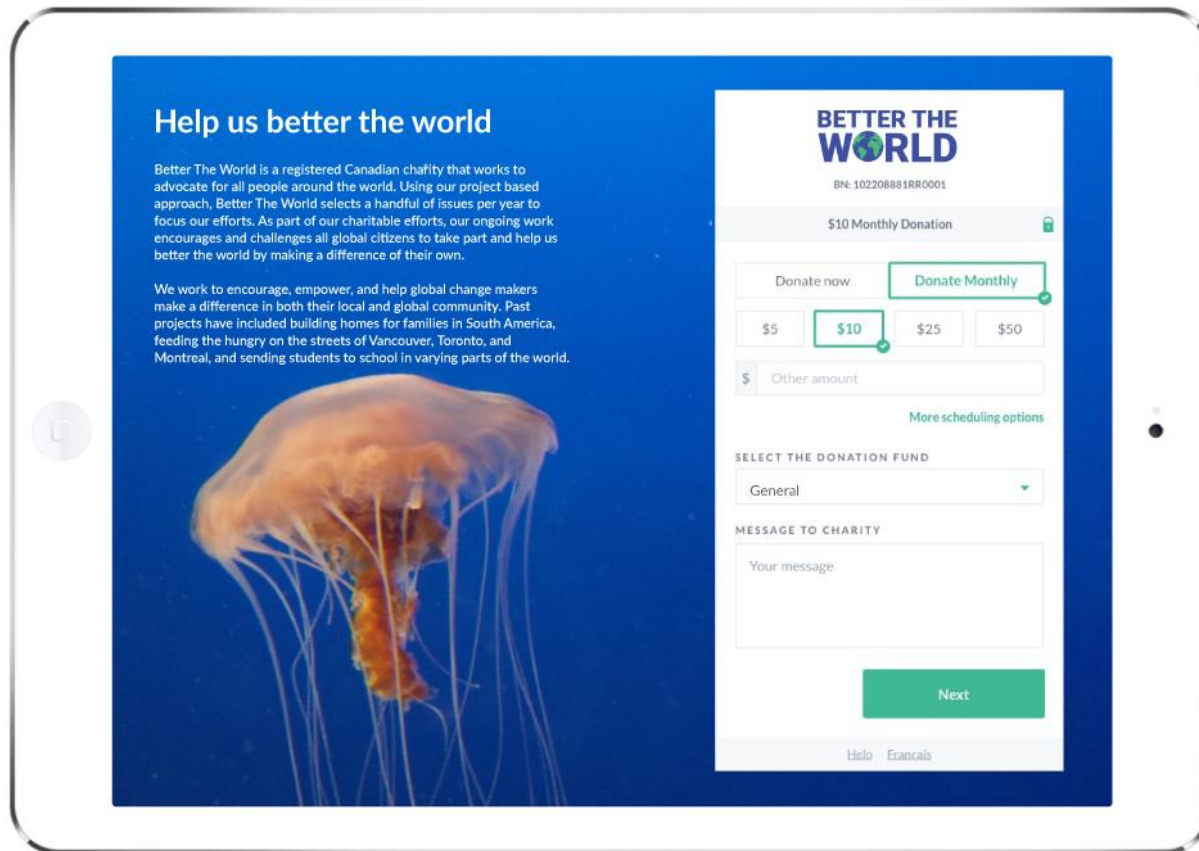
The more clicks, the less successful you'll be at converting your visitor to a lead or donor.

- How many clicks does it take for a visitor on your charity's site to become a lead or donor?
- There are exceptions.



Multi-Step Forms

Launching October 2017: New Multi-Step Forms from CanadaHelps



Help us better the world

Better The World is a registered Canadian charity that works to advocate for all people around the world. Using our project based approach, Better The World selects a handful of issues per year to focus our efforts. As part of our charitable efforts, our ongoing work encourages and challenges all global citizens to take part and help us better the world by making a difference of their own.

We work to encourage, empower, and help global change makers make a difference in both their local and global community. Past projects have included building homes for families in South America, feeding the hungry on the streets of Vancouver, Toronto, and Montreal, and sending students to school in varying parts of the world.

BETTER THE WORLD
BN- 102208881RR0001

\$10 Monthly Donation

Donate now **Donate Monthly**

\$5 **\$10** \$25 \$50

\$ Other amount

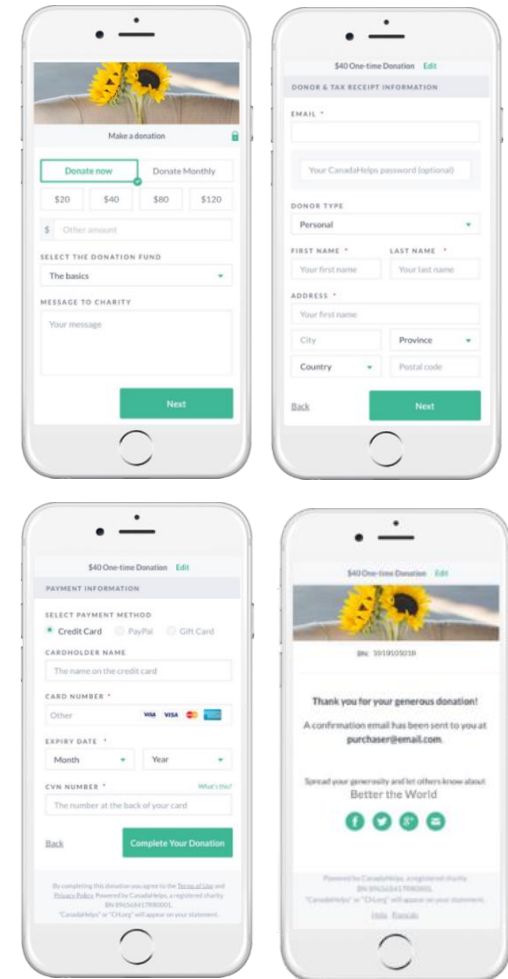
More scheduling options

SELECT THE DONATION FUND
General

MESSAGE TO CHARITY
Your message

Next

Help Français



Four smartphone screens showing the donation process steps:

- Screen 1:** "Make a donation" with options for "Donate now" and "Donate Monthly". Amounts: \$20, \$40, \$80, \$120. "Other amount" field. "SELECT THE DONATION FUND" dropdown (The basics). "MESSAGE TO CHARITY" field. "Next" button.
- Screen 2:** "DONOR & TAX RECEIPT INFORMATION". Fields: EMAIL, "Your CanadaHelps password (optional)", "DONOR TYPE" (Personal), "FIRST NAME", "LAST NAME", "ADDRESS" (City, Province, Country, Postal code). "Back" and "Next" buttons.
- Screen 3:** "PAYMENT INFORMATION". "SELECT PAYMENT METHOD" (Credit Card, PayPal, Gift Card). "CARDHOLDER NAME" (The name on the credit card). "CARD NUMBER", "EXPIRY DATE" (Month, Year), "CVN NUMBER". "Back" and "Complete Your Donation" buttons.
- Screen 4:** "Thank you for your generous donation!". "A confirmation email has been sent to you at purchaser@email.com". "Spread your generosity and let others know about Better the World" with social media icons. "Powered by CanadaHelps.org" and "CanadaHelps.org" logo.

Traditional One Page Forms

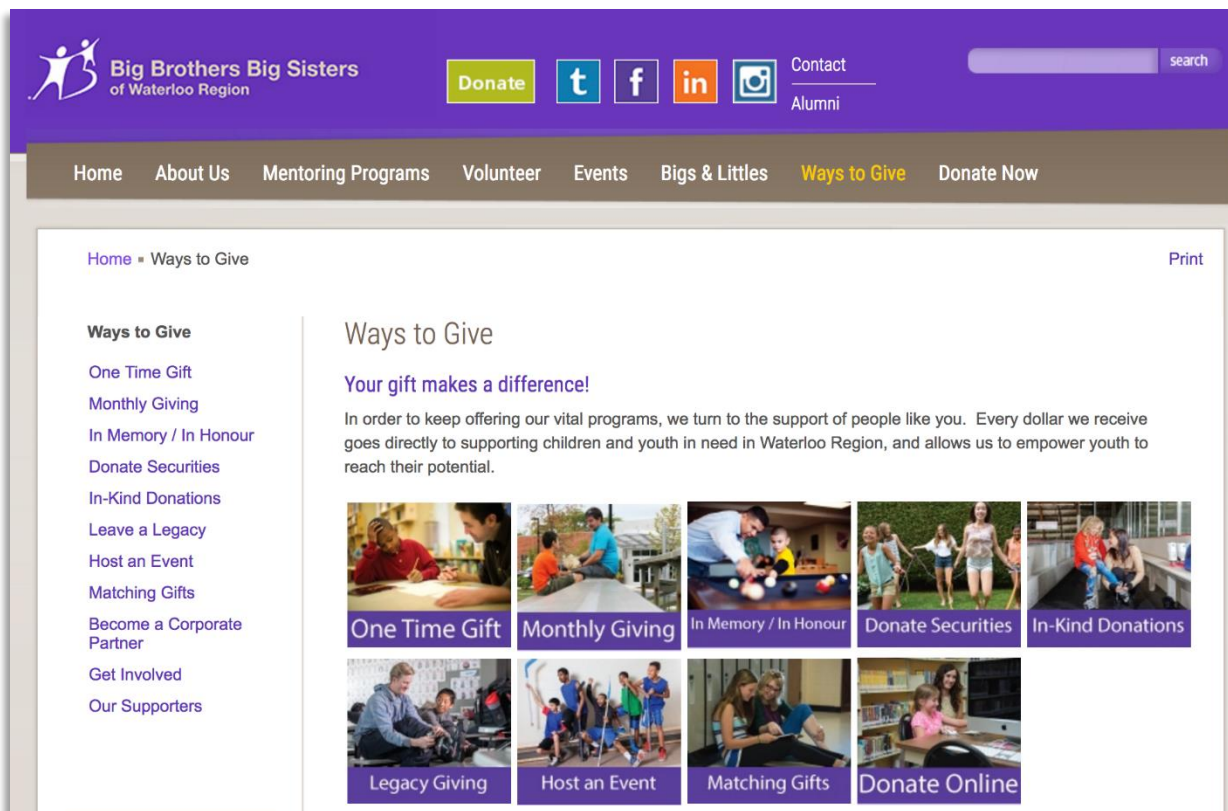
New Enhancements to One Page Forms - Available Now



All the Ways to Give

List all the ways to give/help in one easy-to-find place on your site.

- Donate one-time
- Donate monthly
- Donate items
- Make a tribute gift
- Volunteer
- Fundraise (3rd Party)
- Join a P2P Fundraiser
- Spread the word online
- Donate securities
- Legacy gifts
- Sign a petition
- Write a letter
- Corporate giving
- And more!



The screenshot shows the website for Big Brothers Big Sisters of Waterloo Region. The header is purple with the organization's logo, a 'Donate' button, and social media icons for Twitter, Facebook, LinkedIn, and Instagram. A search bar is on the right. The navigation menu includes Home, About Us, Mentoring Programs, Volunteer, Events, Bigs & Littles, Ways to Give (highlighted), and Donate Now. The main content area is titled 'Ways to Give' and features a sidebar with a list of giving options: One Time Gift, Monthly Giving, In Memory / In Honour, Donate Securities, In-Kind Donations, Leave a Legacy, Host an Event, Matching Gifts, Become a Corporate Partner, Get Involved, and Our Supporters. The main content area has a heading 'Ways to Give' and a subheading 'Your gift makes a difference!'. It includes a paragraph explaining that every dollar goes directly to supporting children and youth in need. Below this is a grid of eight images, each with a caption: One Time Gift, Monthly Giving, In Memory / In Honour, Donate Securities, In-Kind Donations, Legacy Giving, Host an Event, Matching Gifts, and Donate Online.

Big Brothers Big Sisters
of Waterloo Region

Donate

t f in

Contact
Alumni

Home About Us Mentoring Programs Volunteer Events Bigs & Littles **Ways to Give** Donate Now

Home » Ways to Give

Print

Ways to Give

One Time Gift
Monthly Giving
In Memory / In Honour
Donate Securities
In-Kind Donations
Leave a Legacy
Host an Event
Matching Gifts
Become a Corporate Partner
Get Involved
Our Supporters

Ways to Give

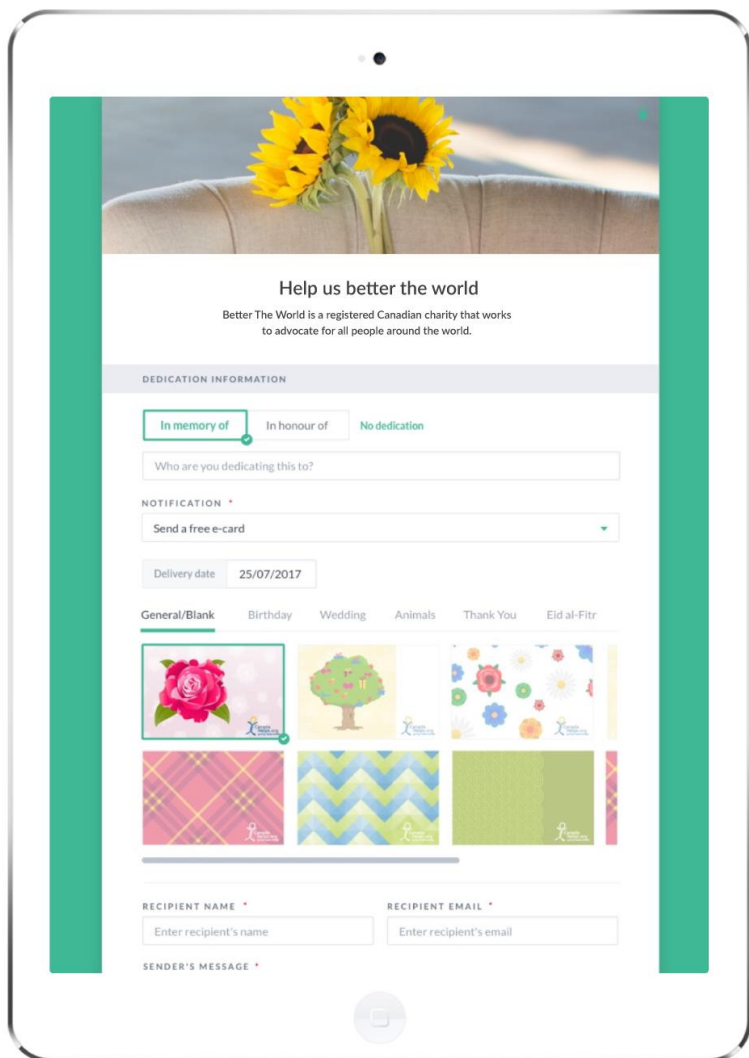
Your gift makes a difference!

In order to keep offering our vital programs, we turn to the support of people like you. Every dollar we receive goes directly to supporting children and youth in need in Waterloo Region, and allows us to empower youth to reach their potential.

One Time Gift Monthly Giving In Memory / In Honour Donate Securities In-Kind Donations

Legacy Giving Host an Event Matching Gifts Donate Online

Coming Soon: Tribute First Forms



Help us better the world

Better The World is a registered Canadian charity that works to advocate for all people around the world.

DEDICATION INFORMATION

☒ In memory of ☐ In honour of ☐ No dedication

Who are you dedicating this to?

NOTIFICATION *

Send a free e-card

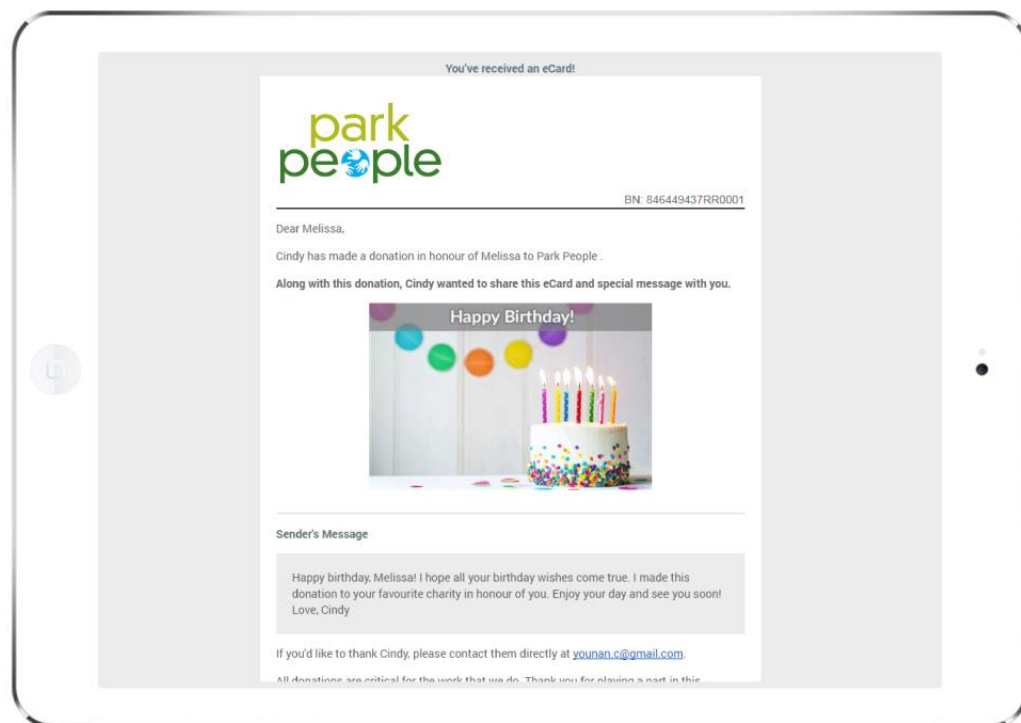
Delivery date 25/07/2017

General/Blank Birthday Wedding Animals Thank You Eid al-Fitr

RECIPIENT NAME *

RECIPIENT EMAIL *

SENDER'S MESSAGE *



You've received an eCard!

park people

BN: 846449437RR0001

Dear Melissa,

Cindy has made a donation in honour of Melissa to Park People.

Along with this donation, Cindy wanted to share this eCard and special message with you.

Happy Birthday!

Sender's Message

Happy birthday, Melissa! I hope all your birthday wishes come true. I made this donation to your favourite charity in honour of you. Enjoy your day and see you soon!
Love, Cindy

If you'd like to thank Cindy, please contact them directly at younan.c@gmail.com.

All donations are critical for the work that we do. Thank you for playing a part in this.

Beautiful, vibrant eCards and emails

Project-Specific Donation Forms



Let's Finish the Trail!

Follow Trail Progress



NEWS

[Our Trail](#) ▾

[Donate](#)

[Get Involved](#) ▾

[Trail Supporters](#) ▾

[Events](#)

Donate now to finish the trail!

[DONATE NOW](#) →

Your donation will fund the completion of the trail. Every \$160 dollars donated will fund one metre of construction. Any donation, not matter the size, adds up to metres and metres adds to kilometres. Let's Finish the Trail!

Your Donations

All donations are received by the Community Foundations in the North and Central Okanagan. Donations are held in trust for rail trail development and will be dispersed when each stage is scheduled for construction. Currently donations are funding the final completion of trail construction. Please see [Constructing a Trail](#) for the details of each stage.

Donations of any amount are important. Added together, donations large and small will fund metres and kilometres of trail construction. Join the list of individuals, families, businesses and organizations who have supported the trail and make a donation today. See the [Trail Supporters](#) page to recognize those who have already donated.

Please note:

1. All donations over \$25 dollars are eligible for a tax receipt.
2. It may take up to 30 days from the time of your donation for your name to appear on the supporter page.
3. Donations made online are processed through Canada Helps. Your tax receipt will be emailed to you. If you require another copy of your receipt, contact Canada Helps at 1-877-755-1595 or info@canadahelps.org.

Donate Online

[Click here](#) and fill out the form below to donate.

Donate by Cheque or Security

Send your cheques to one of the listed mailing addresses. If you are considering a gift of securities (stocks or bonds), please contact a Foundation directly to make arrangements.

Community Foundation of North Okanagan

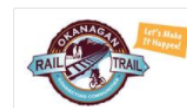
#304 – 3402 – 27th Ave
Vernon BC V1T 1S1

Phone: (250) 542-8677

Central Okanagan Foundation

Landmark 1, 306-1726 Dolphin Avenue
Kelowna, BC V1Y 9R9

Phone: (250) 861-6160



CENTRAL OKANAGAN FOUNDATION

BN: 118843481RR0001

This is a project benefiting the citizens and communities of the entire valley. All donations are received by the Community Foundations in the Central and North Okanagan and will go towards the development of the trail in its entirety.

DONATION AMOUNT

[Donate Now](#)

[Monthly](#)

[\\$40](#)

[\\$160](#)

[\\$480](#)

[\\$800](#)

[\\$](#)

[Other](#)

Your donation will fund 1/4 of a metre of trail construction!

MESSAGE FOR CENTRAL OKANAGAN FOUNDATION

PAYMENT INFORMATION

SELECT PAYMENT METHOD



Credit Card



PayPal



Gift Card

CARD HOLDER NAME *

The name on the credit card

CARD NUMBER *

Your card number



Add Credibility and Support

Who can you get testimonials from?

- Beneficiaries
- Volunteers
- Donors
- Fundraisers
- Partners
- Staff
- Other supporters

Where can you post them?

- Homepage
- How to Help page
- Landing pages for the different ways to give (e.g., volunteer-specific page)
- Testimonials page
- Direct mail
- eNewsletters
- Facebook, Twitter, YouTube, etc.

Our Charity Clients

Over 17,000 Charities Fundraise with CanadaHelps

As a charity ourselves, we provide small to medium sized charities across Canada the secure, low-cost and easy to use online fundraising solutions they need to succeed. Watch the video to hear what CanadaHelps charity clients are saying.



What our Charity Partners are Saying:

The Snowsuit Fund

"Our organization is quite small — we simply do not have the resources to manage our own secure online donations. Through CanadaHelps, our online donations have increased by leaps and bounds every year. Not only does it provide safe and easy giving for our donors, we save on administrative costs as well."

-Margaret Armour



Edmonton Food Bank

"CanadaHelps gives our donors a convenient and secure donation experience. And, staff at CanadaHelps respond to our questions or concerns in a timely manner. We love the new custom pages which have been a great addition to the website and it allows us to offer a more personal experience for our fundraising sponsors. As a fellow non-profit, CanadaHelps is a trusted partner helping us fulfill our mission."

-Bridgette Toliver



Brown Bagging for Calgary's Kids

"CanadaHelps has given us an easy uncomplicated way for our supporters to make donations to us that would otherwise take a lot of staff hours to process. CanadaHelps is a trusted site that gives great credibility to our program."

-Wendy Treschel



Hope's Home

"CanadaHelps has been an incredible source of support for us. You've lent us credibility and allowed donors to feel safe and secure as they donate funds to our cause, and you've helped us participate in webinars and seminars that make us a better charity, and better people. Thank you CanadaHelps!"

-Stephanie Kohlruess

Add Credibility and Support



Furniture Bank Toronto | Change Someone's Life Today, Donate

www.furniturebank.org/

Book a furniture pickup and help a family in need. Furniture Bank transfers your gently used furniture donation to people transitioning out of homelessness.

[Furniture Removal](#) · [Contact Us](#) · [Receive Furniture](#) · [Drop Off Furniture](#)

GTA Full-Service Furniture Removal | We'll Do The ... - Furniture Bank

www.furniturebank.org/furniture-pickup-request/

Schedule a furniture pickup and help families transitioning out of ...

Contact Us - FURNITURE BANK - Toronto

www.furniturebank.org/about-us/contact-us/

Contact Us ... are accepted on appointment only. Call us 416-934-1229.

Furniture Drop Off | Help Those In Need, Donate Today! - Furniture Bank

www.furniturebank.org/furniture-dropoff/

Drop off your gently used furniture and household goods to us and furnish a ...

Furniture Pickup Service & Price - FURNITURE BANK - Toronto

... service coverage & price.

FURNITURE BANK

... furniture Bank.

FURNITURE BANK - Toronto

... furniture Bank ...

Toronto

... Charity Organization

... Bank is a charity & social enterprise that collects

FURNITURE BANKS CANADA

... furniture Bank

... Bank is a charity and social enterprise that transfers

Mississauga Furniture Bank – Connecting Families and Furniture

www.mifb.ca/

The Mississauga Furniture Bank accepts new and gently-used furniture donations and brings them to families in need in Halton, Peel, and the GTA.

Searches related to furniture bank

[furniture bank referral toronto](#)

[mississauga furniture bank oakville, on](#)



Furniture Bank ★

4.3 ★★★★★ 64 Google reviews

Charity in Toronto, Ontario

Address: 25 Connell Ct #1, Etobicoke, ON M8Z 1E8

Hours: [Closed now](#)

Province: Ontario

Phone: (416) 934-1229

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Reviews from the web

4.7/5 [Facebook](#) · 101 votes

Reviews

[Write a review](#)

[Add a photo](#)



"The **service** received from The Furniture Bank was excellent and efficient."



"Super helpful and friendly **staff** that go out of their way."



"Most **people** work until 5:00 or 6:00... but no other option was provided."

[View all Google reviews](#)

[Send to your phone](#)

[Send](#)

People also search for

[View 15+ more](#)



Daily Bread Food Bank
Food Bank



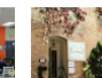
Clothesline Program
Recycling Center



North York Harvest Food Bank
Food Bank



Goodwill Thrift Store



The Children's Book Bank
Charity

Update your charity's profile on Google My Business

<https://www.google.com/business/>

Themes and Seasonality

Create unlimited CanadaHelps Customizable Donation Forms for any reason and any time of the year!

- Charitable Gift Guide
- Update colours and images (e.g. holidays, Earth Day, Mother's Day, Father's Day, GivingTuesday, The Great Canadian Giving Challenge)
- Description on the form
- Funds
- Donation levels

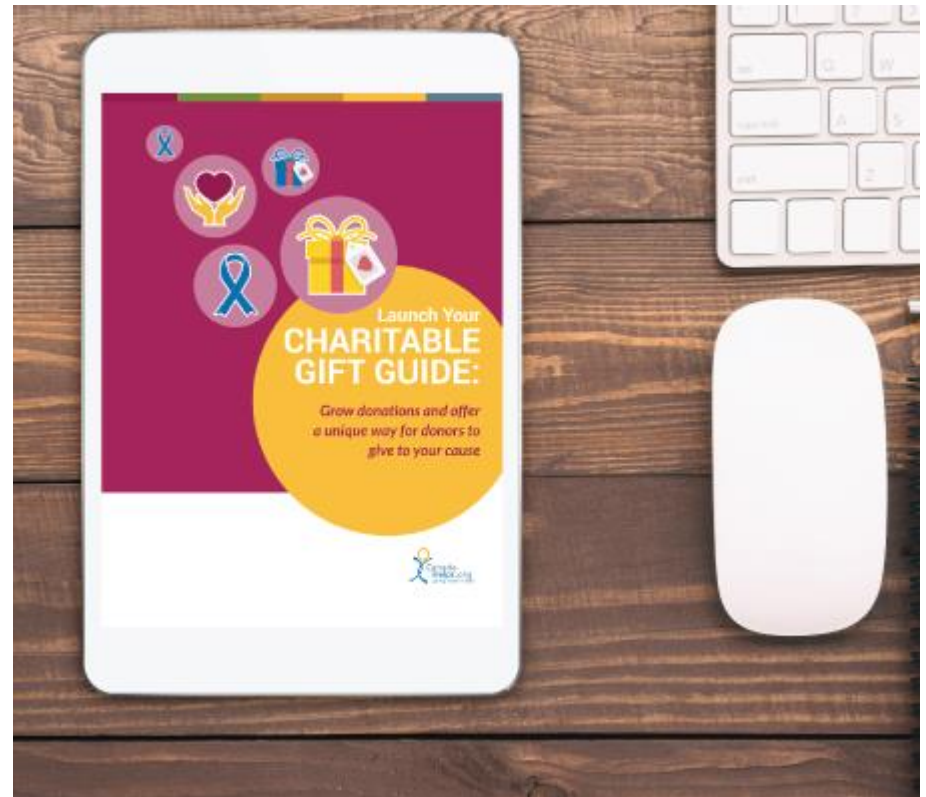


Charitable Gift Guide

Launch a Charitable Holiday Gift Guide!

Download our FREE guide:

bit.ly/canadahelps-gift-guide



Securities Donations

DONATE TO A CAMPAIGN

Back to School Appeal



Give12 Monthly Donation Program



General donation



Donate Securities and Mutual Funds



Donating securities or mutual funds is a strategic, efficient and tax-smart way to give.

DONATE

In Memory



Celebrate a Birthday



Celebrate a Wedding



Celebrate an Anniversary



Planned Giving



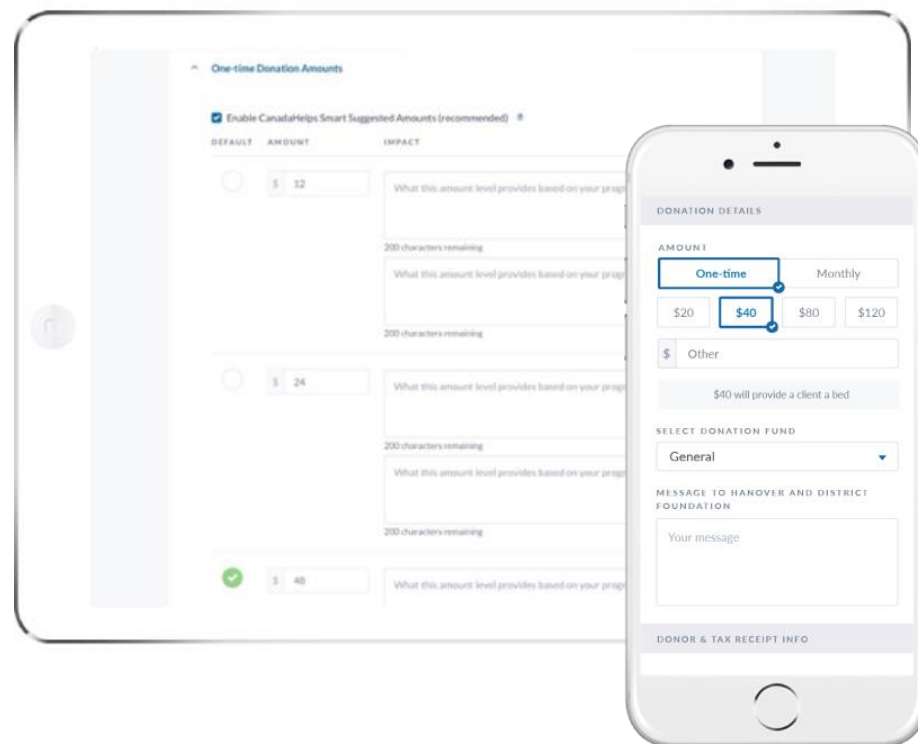
Visit CanadaHelps to learn more about the benefits of donating securities:

bit.ly/security-donations

Suggested Donation Amounts

Suggest different donation amounts to donors and adjust them when it's appropriate.

- CanadaHelps studies show that 34% of dollars donated through CanadaHelps are made in December alone, and the average gift amount grows by 73% in December.
- Smart Sums – Coming Soon



The image shows a tablet and a smartphone displaying the CanadaHelps donation interface. The tablet screen shows the 'One-time Donation Amounts' section with a table of suggested amounts. The 'Enable CanadaHelps Smart Suggested Amounts (recommended)' checkbox is checked. The table has columns for 'DEFAULT', 'AMOUNT', and 'IMPACT'. The 'AMOUNT' column shows suggested values of \$32, \$24, and \$48. The 'IMPACT' column shows the impact of each amount, such as 'What this amount level provides based on your project'. The smartphone screen shows the 'DONATION DETAILS' section with a 'One-time' donation selected, a '\$40' amount entered, and a 'General' donation fund selected. The impact of the \$40 donation is shown as '\$40 will provide a client a bed'.

DEFAULT	AMOUNT	IMPACT
<input type="radio"/>	\$ 32	What this amount level provides based on your project 200 characters remaining
<input type="radio"/>	\$ 24	What this amount level provides based on your project 200 characters remaining
<input checked="" type="radio"/>	\$ 48	What this amount level provides based on your project 200 characters remaining

One-time Donation Amounts

☒ Enable CanadaHelps Smart Suggested Amounts (recommended) ⓘ

AMOUNT

One-time Monthly

\$20 \$40 \$80 \$120

\$ Other

\$40 will provide a client a bed

SELECT DONATION FUND

General

MESSAGE TO HANOVER AND DISTRICT FOUNDATION

Your message

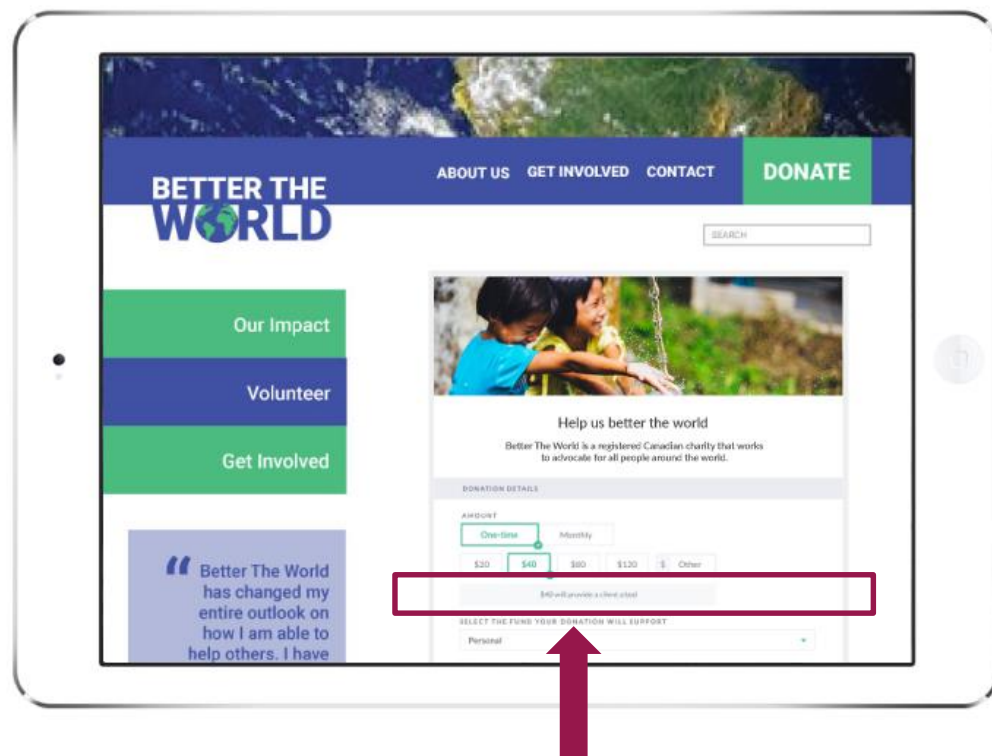
DONOR & TAX RECEIPT INFO

What's Your Impact?

Donors want to know where their donation dollars are going.

- \$100 will provide 20 children with school lunches.
- \$1,000 will allow us to host 3 arts therapy workshops.

65% of donors say they are more likely to increase their total annual donations if they knew the impact their specific gift would make.

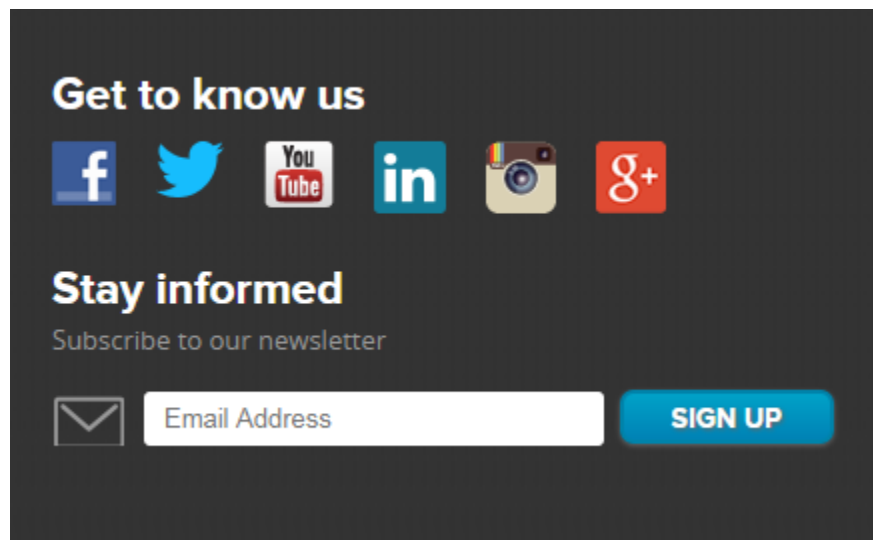


Set impact statements in your CanadaHelps donation form's settings.
They will appear below the donation amounts.







Get 'Em Before They're Gone

Ensure your website's visitors become either a lead or donor. Offer a way for them to stay in touch.

- Capture their email address for eNewsletter updates.
- Ask them to follow you on social
- Ask them to subscribe to your blog RSS
- Nurture and help them get to know more about your work and organization.




Get to know us

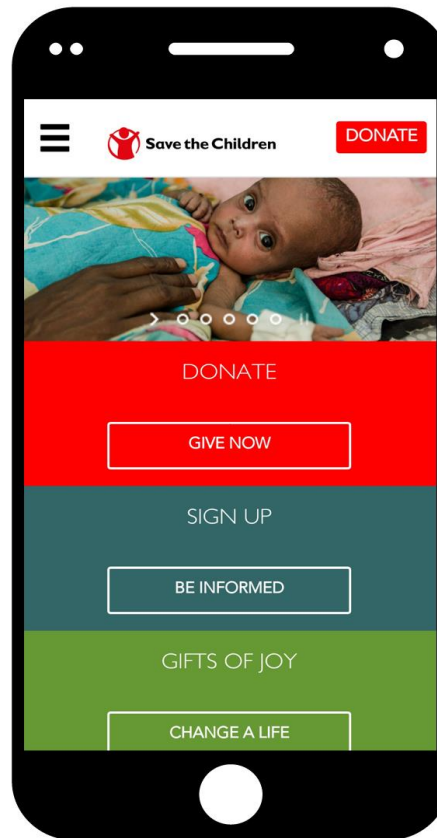
Stay informed

Subscribe to our newsletter

 [SIGN UP](#)

Start With Mobile

More than 50% of web traffic is now from a mobile device.



Holiday Fundraising Guide

Boost Your Digital Holiday Fundraising Results!

Download our FREE guide:

bit.ly/canadahelps-holiday



Questions or Comments?

Get in touch!



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Jacob O'Connor

Charity Success Manager at CanadaHelps

jacob@canadahelps.org



[@CanadaHelps](https://twitter.com/CanadaHelps)

[@CharityLifeCa](https://twitter.com/CharityLifeCa)

