

# Spark the Joy of Giving with an Impactful **Charitable Gift Guide**



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

## Vision:

We envision a society in which all Canadians are committed to giving and participating in the charitable sector, and in which all charities, regardless of size, have the capacity to increase their impact.

## Mission:

To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

**For charities,** CanadaHelps builds effective and affordable fundraising technology, and provides free training and education so that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

**For Canadians,** [www.canadahelps.org](http://www.canadahelps.org) is a convenient, safe and trusted, one stop destination for donating to (once, monthly, or gifts of securities), fundraising for, or learning about any charity in Canada.

**TRUSTED  
SINCE  
2000**

**\$1 BILLION  
RAISED**

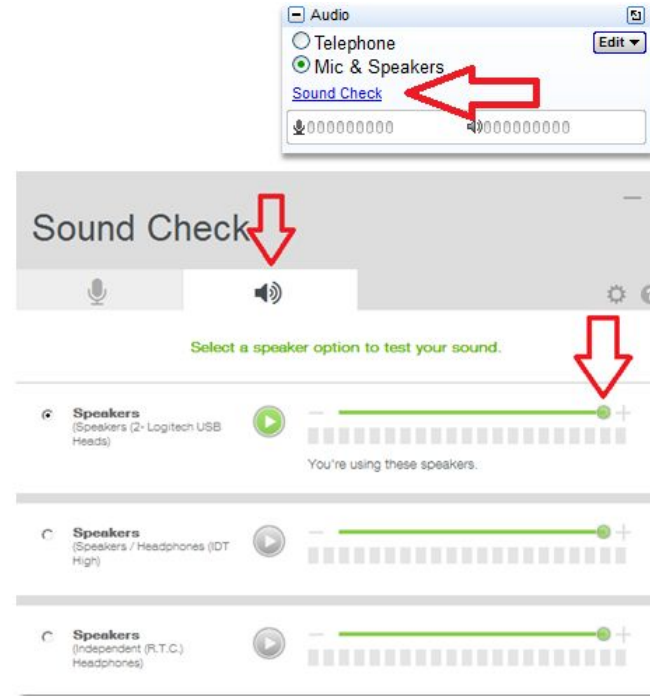
**2 MILLION  
DONORS**

**20,000  
CHARITY  
PARTNERS**

# Webinar Reminders

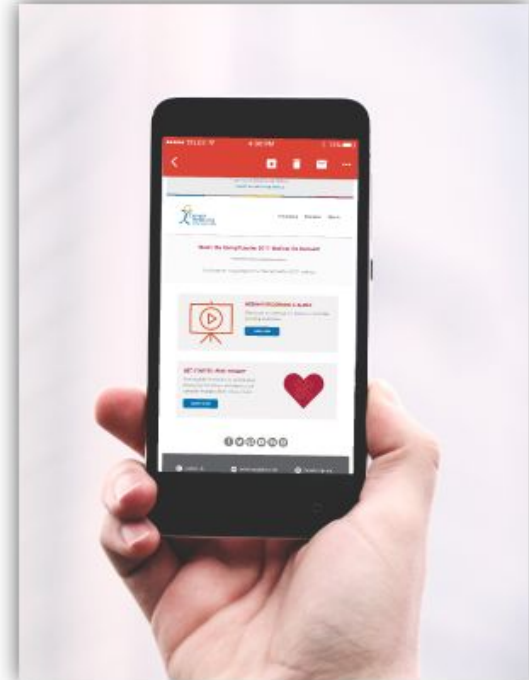
## Trouble hearing us?

- 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.

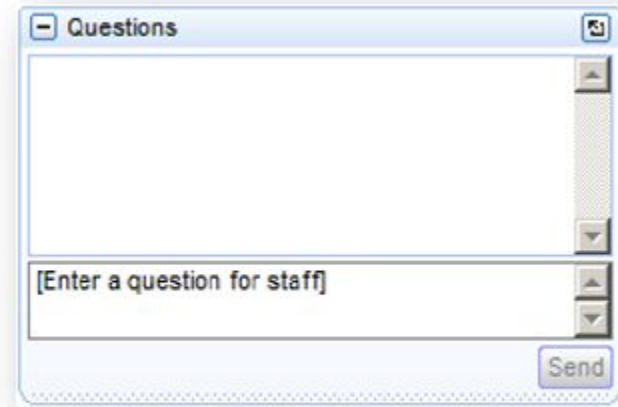


# Questions or Comments?

You can hear us, but we can't hear you.

Have questions?

Type them into the questions log at  
anytime.



Questions

[Enter a question for staff]

Send



The **holidays** are coming...

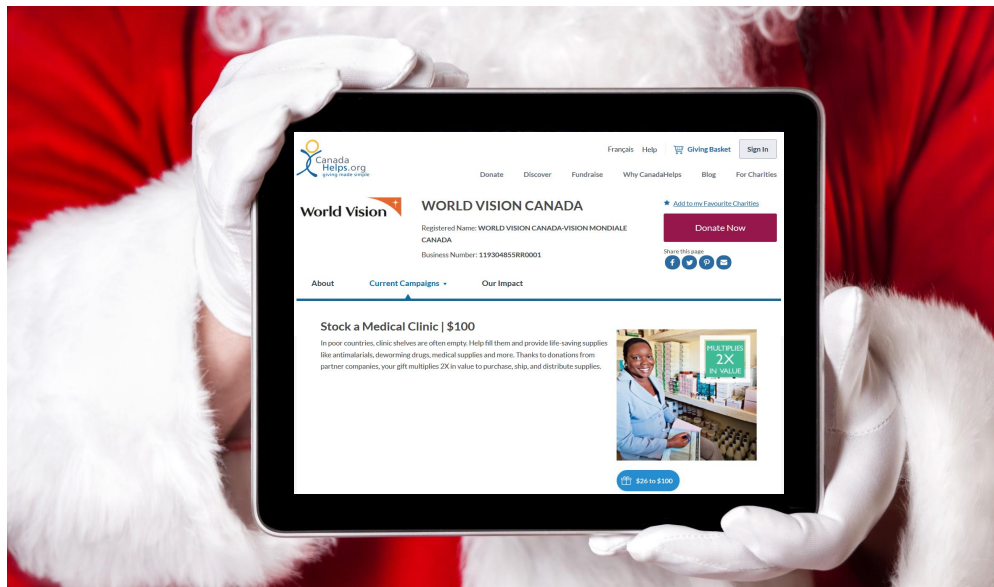


# Charitable Gift Guide 101

A charitable gift is a specific, intangible, symbolic gift that a donor can give to someone they love as a gift, or in their honour.

The gift is specific, with a specific suggested donation amount.

For example, a donation of \$100 can stock an entire medical clinic.



\$25 or less



\$26 to \$100



\$101 to \$250



# The PERFECT gift!

- 59% of Canadians prefer to receive a charitable gift over a traditional gift.
- 73% of Canadians like the convenience of buying gifts online.
- 26% of the gifts that Canadians give during the holidays are purchased at the last minute or within a day of giving the gift!
- 65% of donors say they are likely to increase their total annual donations if they knew the impact their specific gift will make.

*Source: Ipsos Reid, December 2015 and CanadaHelps Donor Survey, April 2016.*

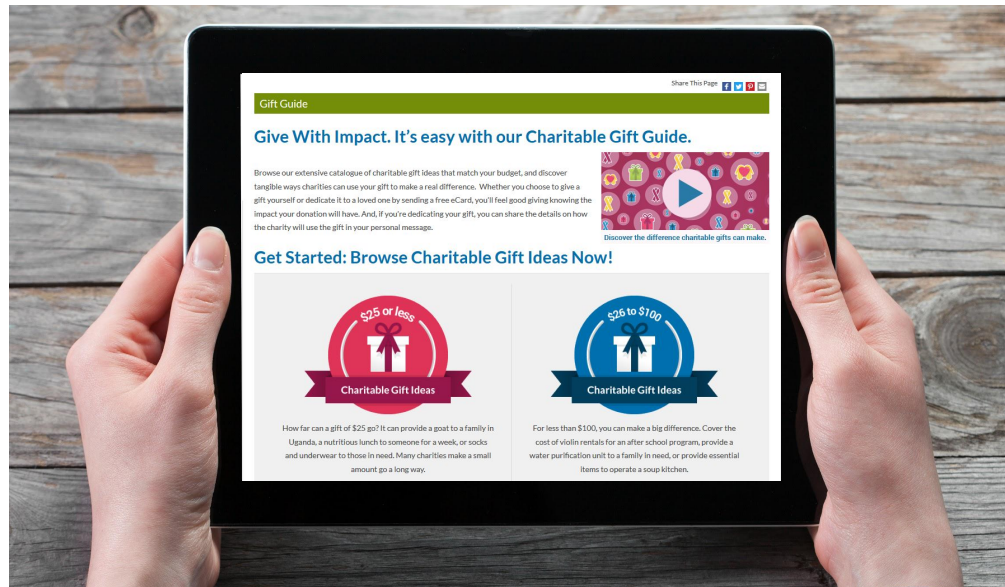




# CanadaHelps Gift Guide

- The CanadaHelps Charitable Gift Guide is available on our direct-to-donor site, [\*\*www.CanadaHelps.org\*\*](http://www.CanadaHelps.org).
- Gifts range from \$25 or less, \$26 to \$100, or \$101 to \$250.
- English and French campaigns.

[\*\*www.canadahelps.org/giftguide\*\*](http://www.canadahelps.org/giftguide)



# Promote Your Charity

This is your charity's chance to be discovered by **new donors** and raise more for your cause.

- 450,000 English and French email subscribers.
- Over 27,800 followers on [Twitter \(@CanadaHelps\)](#), [Facebook](#), and [Instagram](#).
- Over 478,000 donors made a donation using CanadaHelps last year, with many giving on [www.CanadaHelps.org](#).

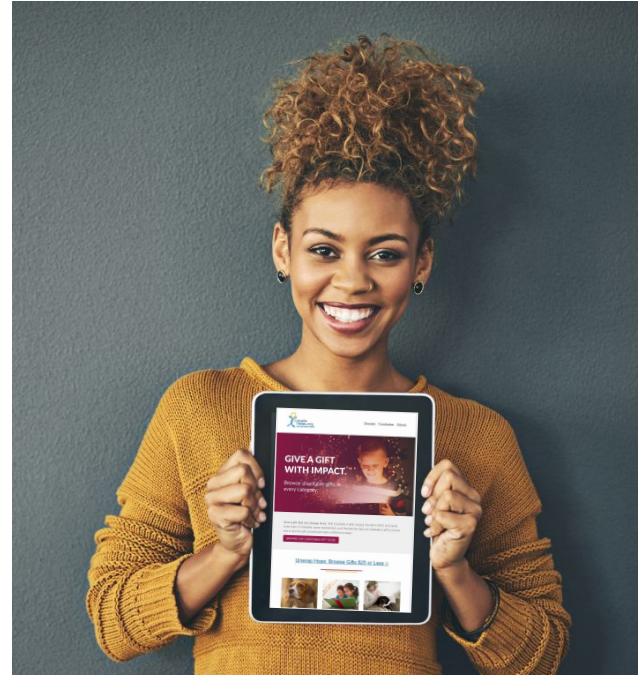


# Our Holiday Plans

Your charity could be featured in one of our upcoming promotions!

- English and French email to donors promoting charitable gifts.
- Organic posts on CanadaHelps social media promoting specific charitable gifts.  
Paid social media ads promoting the charitable gift guide.
- Direct site promotion on [www.CanadaHelps.org](http://www.CanadaHelps.org).

*...and more!*



# Our Top 4 Tips...

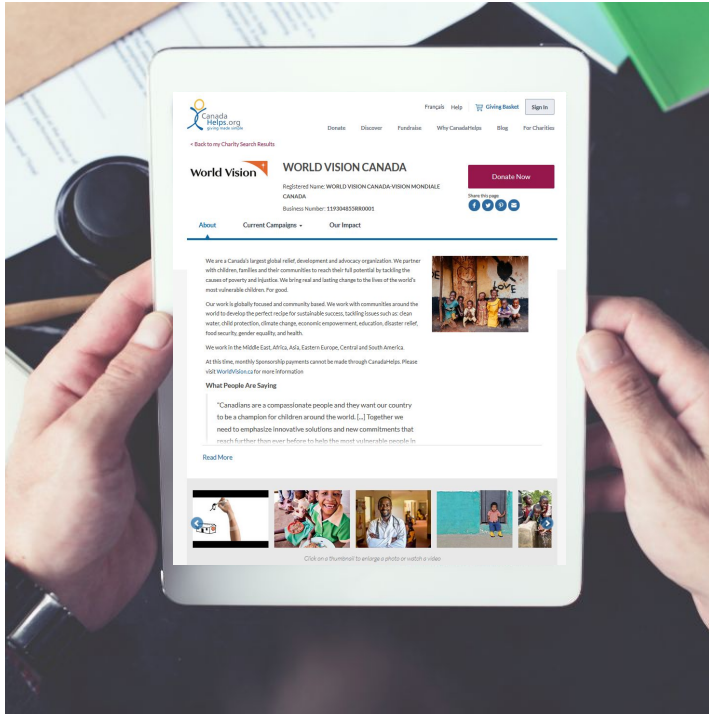
1. Keep it simple and specific. This is NOT a campaign page.
2. Set a specific suggested donation amount.
3. Add a description of the gift (minimum one paragraph).
4. Add images to depict the gift...

Don't know where to start? Keep it simple and think about how you can launch **ONE gift** this season and upload it to [www.CanadaHelps.org](http://www.CanadaHelps.org). Then plan a full guide next holiday season!





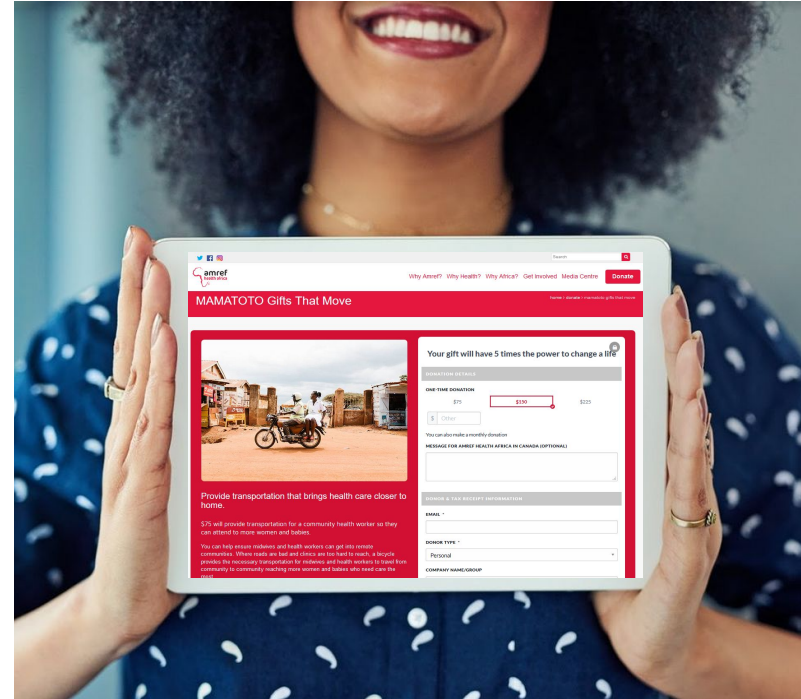
# Don't Forget!



- When uploading your charitable gifts, use this opportunity to update your CanadaHelps Charity Profile Page!
- On your CanadaHelps Charity Profile Page, make sure your charity logo, description, images, Our Impact tab, campaigns and funds are all up-to-date and ready to be showcased.
- [Click here](#) to learn more about 6 FREE promotional opportunities for charities on CanadaHelps.

# Don't Forget!

- Your gift guide can be repurposed at other times of the year (i.e. Mother's Day/Father's Day, teachers gifts, Valentine's Day, etc.)
- Plus, launch your Charitable Gift Guide on your charity's website using CanadaHelps Customizable Donation forms.





# Your Chance to WIN!

We have an exclusive promotional opportunity for those who registered for today's webinar!

Launch your gifts in the CanadaHelps Charitable Gift Guide by **November 14<sup>th</sup>, 2019** for a chance to win 1 of 2 charity gift cards valued at \$100.

This contest is open to residents of Canada, with the exception of residents of Quebec.



**Let's Get Started!**



# Amref Health Africa

Since 1957, **Amref Health Africa** (formerly AMREF – the African Medical and Research Foundation), an international African organization in health, has been working with the most isolated African communities to achieve lasting health change.



**Rachel Lancaster**

Marketing and Fundraising Director  
at Amref Health Africa

# MAMATOTO Gifts of Health



4 / AMREF HEALTH AFRICA IN CANADA HEALTHY MOMS & BABIES

## GIFTS THAT SHELTER

HELP BUILD A MATERNITY HOUSE FOR MOM AND BABY

**\$500**

Will help build maternity houses that provide a safe place for mom to deliver her baby, rest and recover after birth.

Amref Health Africa's Maternity Houses provide access to:

- Emergency obstetric care in equipped delivery rooms
- Trained midwives or nurses
- Postnatal recovery rooms
- Clean water, showers, toilets to clean herself and her baby
- Access to care for baby in the critical first days of life, including immunizations
- Safe accommodation to recover from the birth experience
- Sanitary pads and supplies for mom
- Gardens and cooking facilities for preparation of nutritious foods



[www.amrefcanada.org/gift](http://www.amrefcanada.org/gift)

- Launched in 2017.
- Uses [www.CanadaHelps.org](http://www.CanadaHelps.org) AND CanadaHelps Customizable Donation Forms on [www.amrefcanada.org](http://www.amrefcanada.org).

# Amref Health Africa



[Click here](#) to watch  
Amref Health  
Africa's case study  
with CanadaHelps!



# More Resources...

[Click here](#) to download our FREE white paper to launch your gift guide.





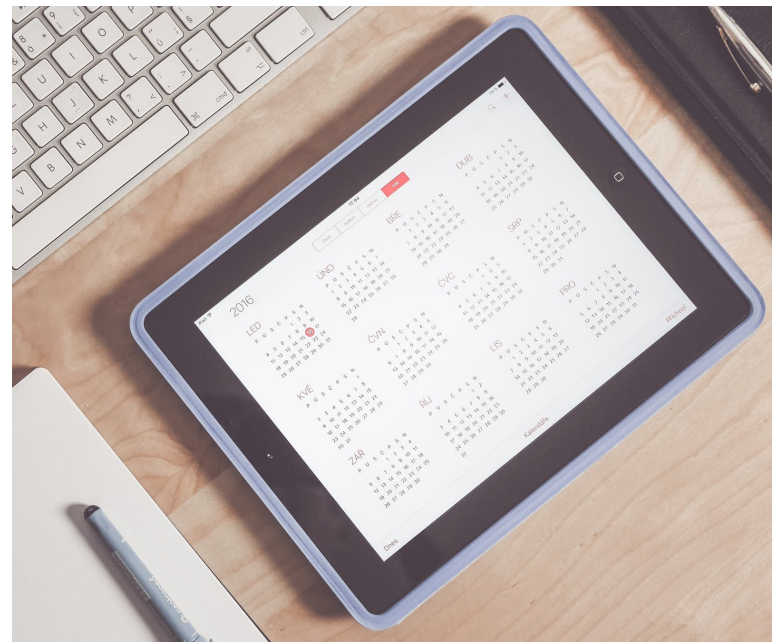
# Questions?

# Save the Date!

**Charity Spotlight Webinar—Join**  
CanadaHelps in conversation with the  
Nova Scotia SPCA as they share their  
fundraising success stories and best  
practices!

Webinar Details:  
**November 21st at 1:00 p.m. ET.**

*You won't want to miss it!*





# Thank You!

Contact us with any questions or to book a demo. *We're happy to help!*

Lucas Froese

Charity Engagement Manager, CanadaHelps

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