Beyond Events:
Alternative Revenue Streams

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Land Acknowledgment

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the Coast Salish People, the Montreal offices are located on Kanien'kehà:ka (Mohawk) territory, and the land on which we operate in Toronto is the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation.

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.

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About CanadaHelps

CanadaHelps is a charitable foundation working to increase giving in Canada through technology.

CanadaHelps.org provides a safe and trusted one stop destination for discovering and supporting any charity in Canada.

CanadaHelps also develops affordable fundraising technology for **24,000+** charities and provides free training and education so that, regardless of size, all charities have the capacity to increase their impact and succeed in the digital age.

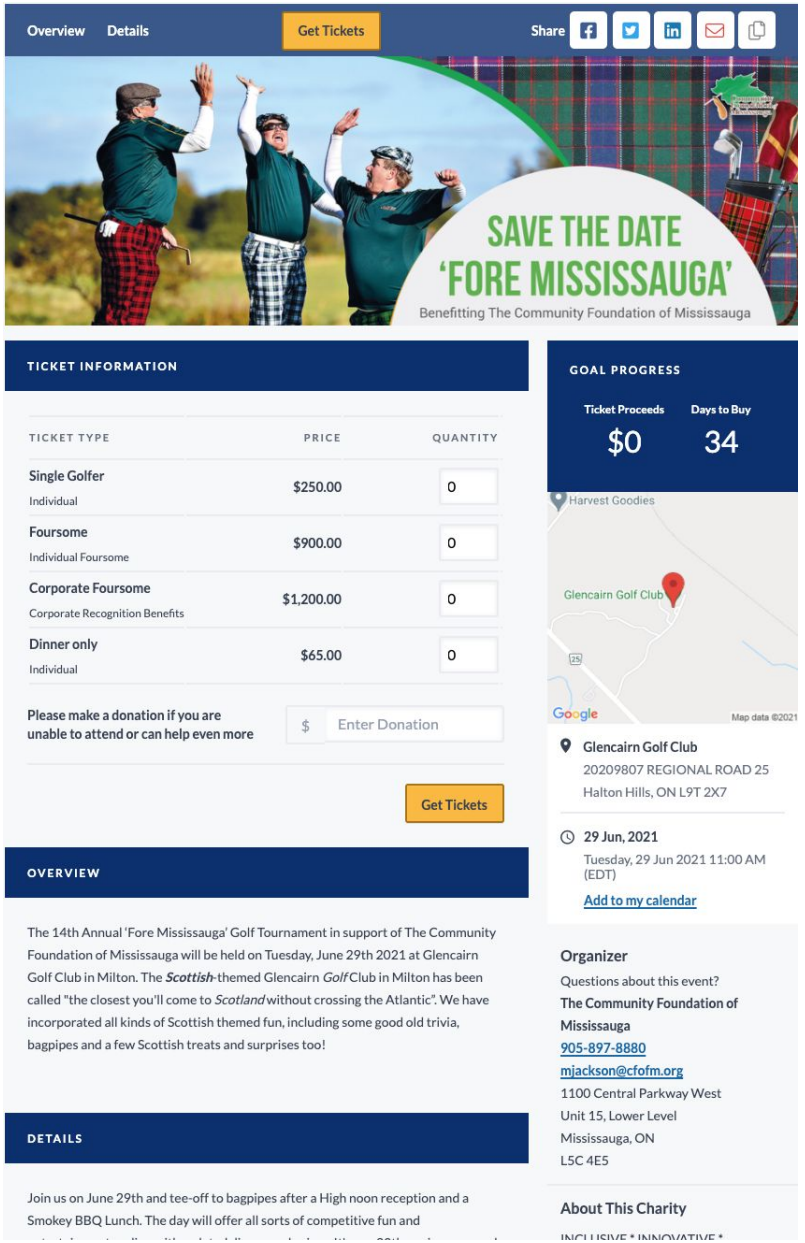
Since 2000, over 3 million people have given more than **$1.7 billion** through CanadaHelps.

Agenda

- What is the CanadaHelps Events Platform?
- The new features - Why you need them and how to use them
  - Custom Call-to-Action Button
  - Customize colours to match your branding
  - Promotional Codes
  - Tax Receipting your way

CanadaHelps Events Platform- What is it?

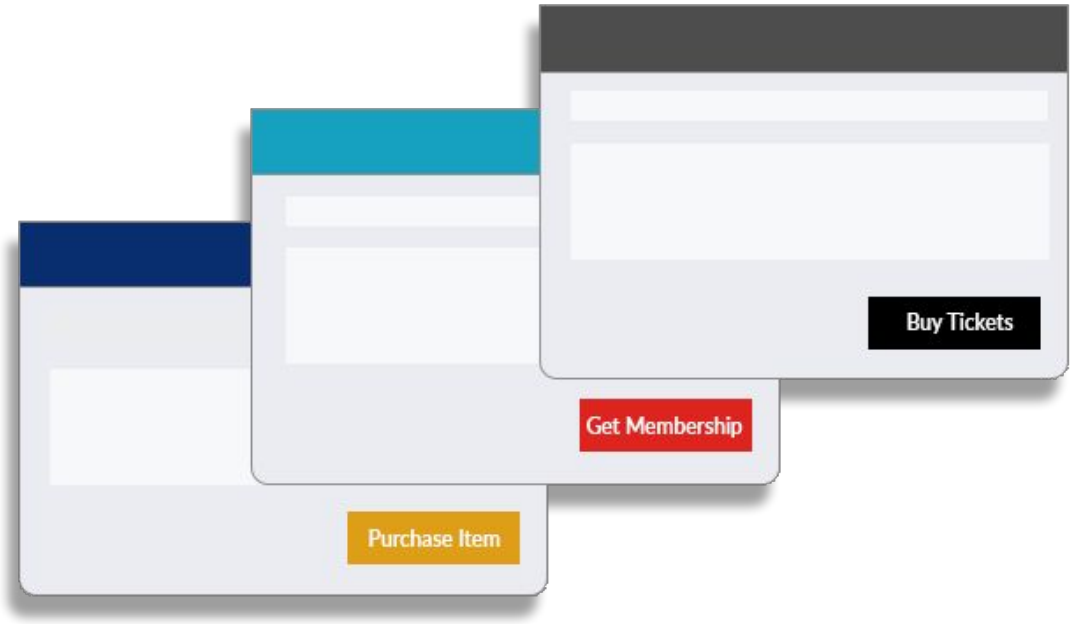
- Sell online or offline tickets / items
- Manage attendees and sales
- Unlimited ticket types
- Add a donation ask
- Ask questions like meal type
- Customize receipting preferences
- Embed right on your website
- Mobile optimized
- Built-in social sharing
- And more!



New! Customize Your Call-to-Action Button

You can now make the call-to-action reflect your offerings!

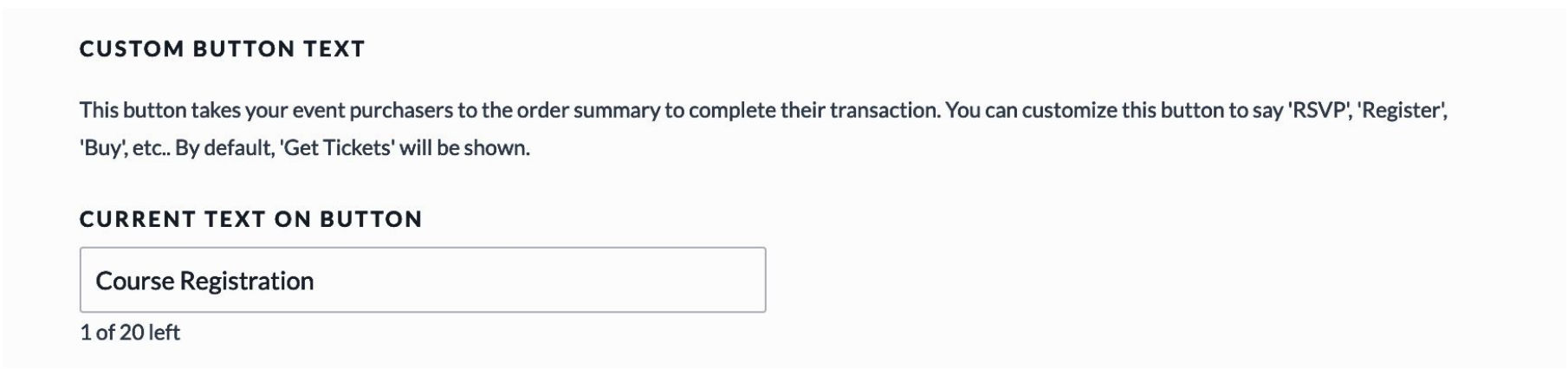
- Use the Ticketed Events platform for non-event fundraising initiatives, such as memberships to your “sustainers circle” or symbolic gifts from your catalogue.
- Raise more by selling merchandise and other items to your donor base.
- Let your supporters pay to register for online classes, workshops, livestreams, and other activities that don’t require tickets.



New! Customize Your Call-to-Action Button

Just 3 Steps!

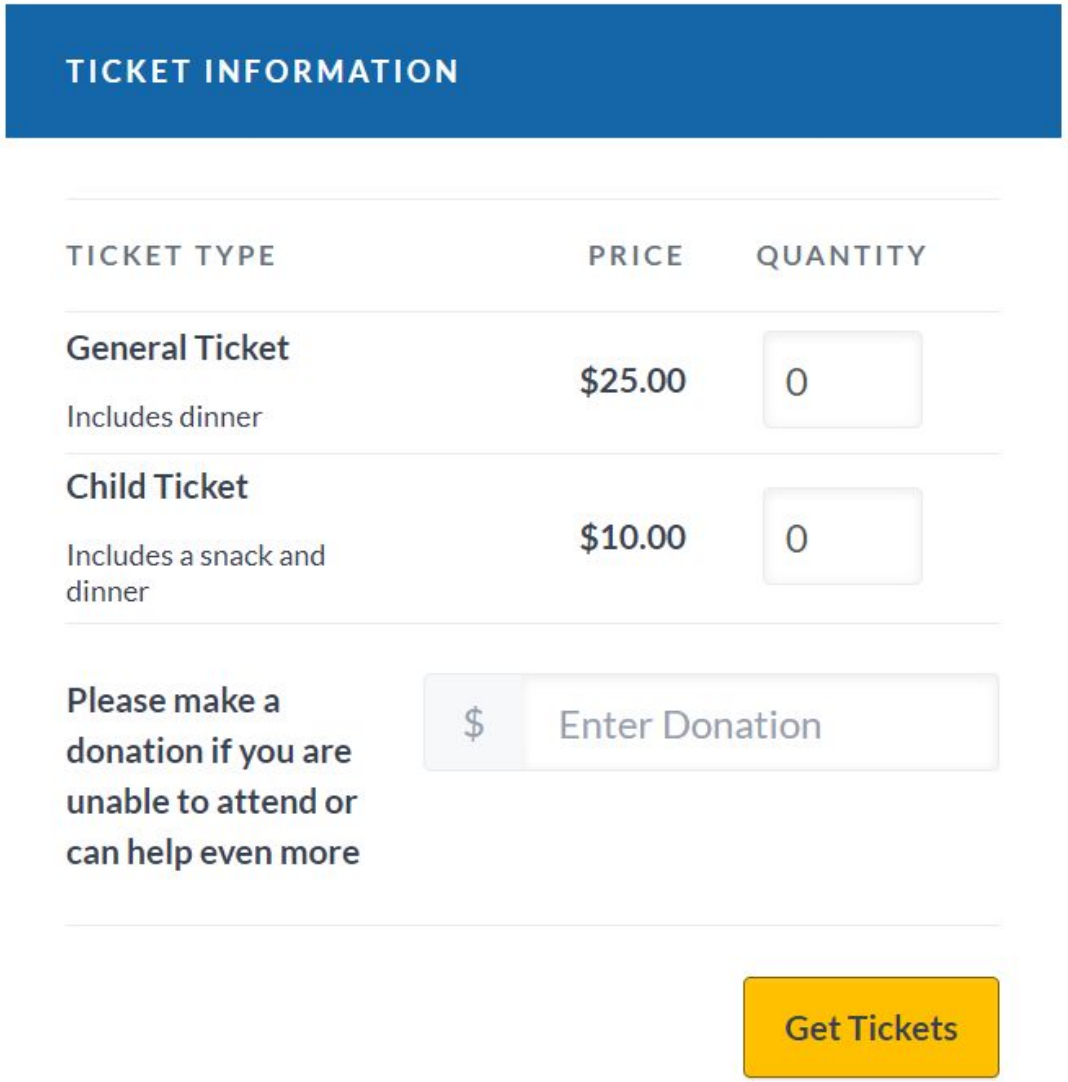
- Under ‘Events’ either ‘edit’ an existing event or ‘Create New Event.’
- Once you get to the ‘Page Visuals’ tab, scroll down to the ‘Custom Button Text’ section.
- Here you can customized the call-to-action button.



New! Customize the Colours

Advantages of using a colour picker:

- Control the look and feel of your event page
- Reinforce your brand identity
- Reduce distractions and friction



New! Customize the Colours

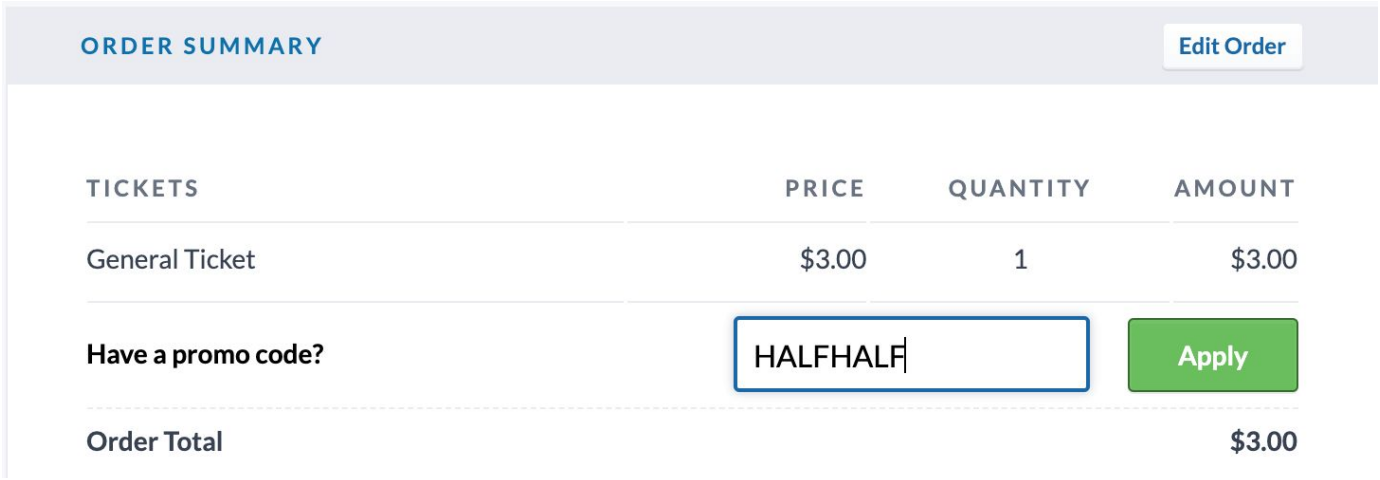
Just 3 Steps!

1. Under ‘Events’ either ‘edit’ an existing event or ‘Create New Event’.
2. Once you get to the ‘Page Visuals’ tab, scroll down to the ‘Colour Palette’ section.
3. Here you can select your colours and look at a preview

Add a Promo Code

You can now add promo codes to give your purchasers a discount on select event tickets!

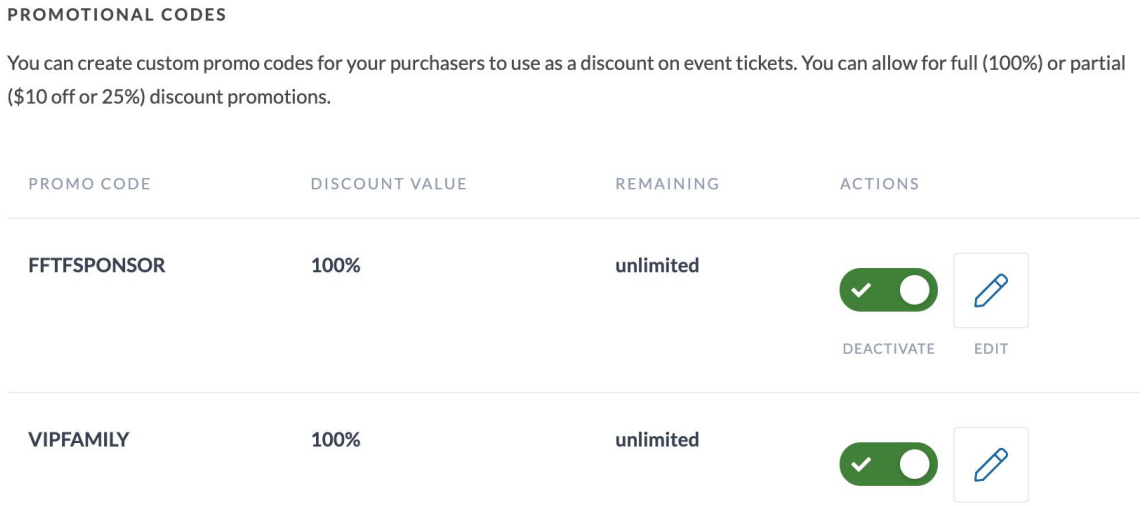
- Adding promotional codes to your sales strategy can motivate more of your supporters to buy tickets.
- You can enable discounts on specific tickets or all ticket types by dollar amount or percentage.
- Drive urgency in your ticket sales by setting an expiry date or limiting the number of times a code can be used (perfect for sparking interest with early bird sales).



Add a Promo Code

Just 3 Steps!

- Under ‘Events’ either ‘edit’ an existing event or ‘Create New Event.’
- Once you get to the ‘Tickets & Tax Receipts’ tab, scroll down to the ‘Promotional Codes’ section.
- In the pop-up window, fill out the details of your new promotional code



Flexible Tax Receipting

Choose from automated tax receipting options, including split-receipting and post-event receipting.

- Make tax time easier for your charity with instant and post-event tax receipting options
- Issue a charitable tax receipt based on the value of your supporters' gifts with flexible split receipting
- Tax Receipt Options:
  - **No Tax Receipt** -Selling items?
  - **Instant Tax Receipt** - Want to issue immediately?
  - **Post-Event Tax Receipt** - Not sure how costs will add up?

Flexible Tax Receipting

4 Easy Steps!

1. Under ‘Events’ either ‘edit’ an existing event or ‘Create New Event’ .
2. Once you get to the ‘Tickets & Tax Receipts’ tab, select your receipting method under ‘Tax Receipt Option’.
3. Add your Authorized Signature and Receipt Logo.
4. You can indicate the receiptable amount when creating your tickets under ‘Ticket Types’.

Get in Touch!

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