

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.





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!

[Overview](#) [Details](#) [Get Tickets](#) [Share](#)

SAVE THE DATE
'FORE MISSISSAUGA'
Benefitting The Community Foundation of Mississauga

TICKET INFORMATION

TICKET TYPE	PRICE	QUANTITY
Single Golfer Individual	\$250.00	<input type="text" value="0"/>
Foursome Individual Foursome	\$900.00	<input type="text" value="0"/>
Corporate Foursome Corporate Recognition Benefits	\$1,200.00	<input type="text" value="0"/>
Dinner only Individual	\$65.00	<input type="text" value="0"/>

Please make a donation if you are unable to attend or can help even more

[Get Tickets](#)

GOAL PROGRESS

Ticket Proceeds	Days to Buy
\$0	34

Harvest Goodies

Glencairn Golf Club
20209807 REGIONAL ROAD 25
Halton Hills, ON L9T 2X7

29 Jun, 2021
Tuesday, 29 Jun 2021 11:00 AM (EDT)
[Add to my calendar](#)

Organizer
Questions about this event?
The Community Foundation of Mississauga
[905-897-8880](tel:905-897-8880)
mjackson@cfofm.org
1100 Central Parkway West
Unit 15, Lower Level
Mississauga, ON
L5C 4E5

About This Charity
INCUBATE * INNOVATIVE *

OVERVIEW

The 14th Annual 'Fore Mississauga' Golf Tournament in support of The Community Foundation of Mississauga will be held on Tuesday, June 29th 2021 at Glencairn Golf Club in Milton. The *Scottish*-themed Glencairn Golf Club in Milton has been called "the closest you'll come to *Scotland* without crossing the Atlantic". We have incorporated all kinds of Scottish themed fun, including some good old trivia, bagpipes and a few Scottish treats and surprises too!

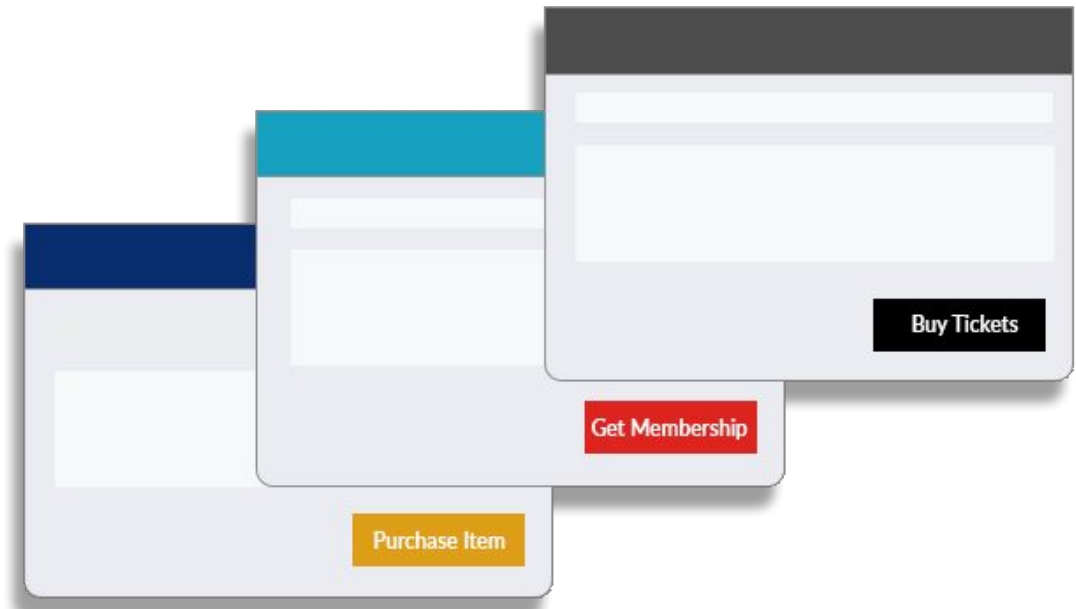
DETAILS

Join us on June 29th and tee-off to bagpipes after a High noon reception and a Smokey BBQ Lunch. The day will offer all sorts of competitive fun and

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.

CUSTOM BUTTON TEXT

This button takes your event purchasers to the order summary to complete their transaction. You can customize this button to say 'RSVP', 'Register', 'Buy', etc.. By default, 'Get Tickets' will be shown.

CURRENT TEXT ON BUTTON

Course Registration

1 of 20 left

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

TICKET INFORMATION

TICKET TYPE	PRICE	QUANTITY
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General Ticket		
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Includes dinner		
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	\$25.00	
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		0
--	--	---

Child Ticket		
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Includes a snack and dinner		
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	\$10.00	
--	---------	--

		0
--	--	---

Please make a donation if you are unable to attend or can help even more

\$

Enter Donation

Get Tickets

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

TITLE BAR COLOUR



Select Colour

Reset to default

TITLE BAR TEXT COLOUR



Select Colour

BUTTON COLOUR



Select Colour

Reset to default

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).

ORDER SUMMARY

Edit Order

TICKETS	PRICE	QUANTITY	AMOUNT
General Ticket	\$3.00	1	\$3.00

Have a promo code?

HALFHALF

Apply

Order Total

\$3.00





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

PROMOTIONAL CODES

You can create custom promo codes for your purchasers to use as a discount on event tickets. You can allow for full (100%) or partial (\$10 off or 25%) discount promotions.

PROMO CODE	DISCOUNT VALUE	REMAINING	ACTIONS	
FFTFSPONSOR	100%	unlimited		
			DEACTIVATE	EDIT
VIPFAMILY	100%	unlimited		

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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CharityLifeCa



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