



# Drive Summer Donations with the Great Canadian Giving Challenge



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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.

## 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

\$1.6 BILLION  
RAISED

2.6 MILLION  
DONORS

24,000 CHARITY  
PARTNERS



# Agenda

1. What is the Great Canadian Giving Challenge?
2. How does the contest work?
3. Why should my charity participate?
4. 5 tips for campaign success!
5. Tool demo and best practices.
6. Q&A



**QUESTION:**  
Has your charity previously  
participated in the Great Canadian  
Giving Challenge?



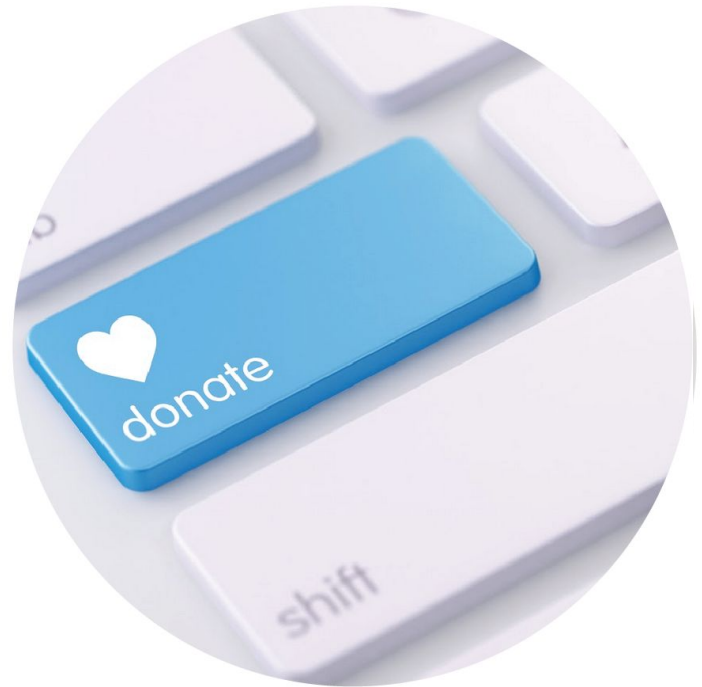
# What is the Great Canadian Giving Challenge?

- The Great Canadian Giving Challenge is a national contest hosted by CanadaHelps which gives your charity the chance to WIN \$20,000!
- From **June 1st - June 30th**, every \$1 enters your charity for a chance to WIN! \$1 = 1 chance to WIN!
- The more you raise, the more chances your charity has to WIN!
- On July 1st, one randomly selected ballot WINS the \$20,000 prize!



# How does the contest work?

- All donations via Custom Donation Forms, Peer-to-Peer Fundraising, Ticketed Events give your charity a chance to WIN!
- As a registered Canadian charity, you're already eligible! No need to register.
- NOW is the perfect time to start planning your campaign to launch on June 1st.





# Why should your charity participate?

- The Great Canadian Giving Challenge is a great opportunity to ENGAGE your donors during the slow summer months.
- The opportunity to engage donors is one of the key reasons why charities choose to participate.
- Plus, you have the chance to WIN \$20,000 for your charity!





# \$27,576,578

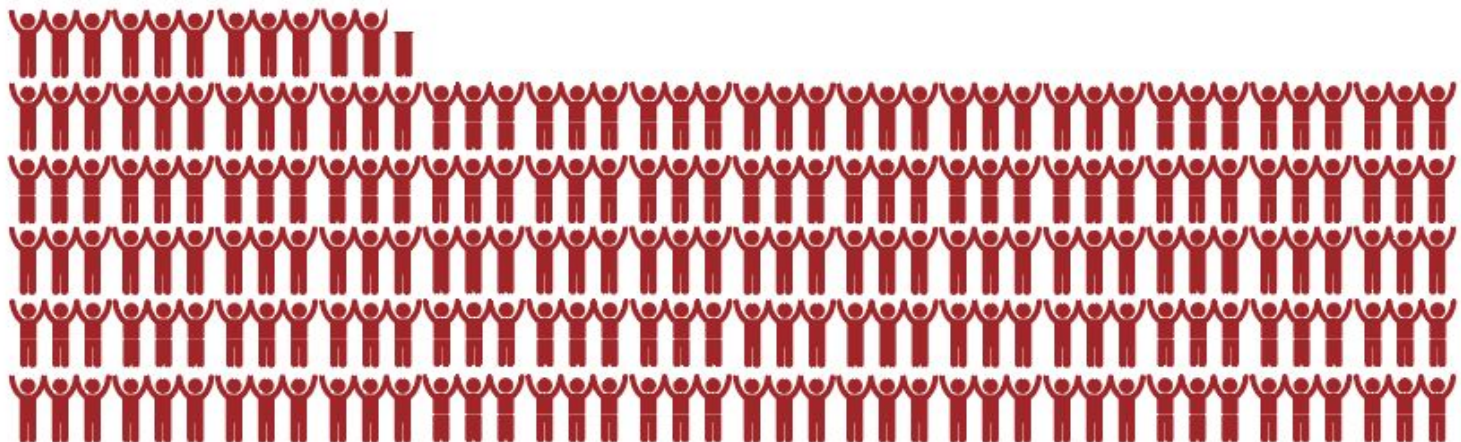
**DONATED IN JUNE 2020**

THAT IS A **92%** INCREASE FROM 2019!



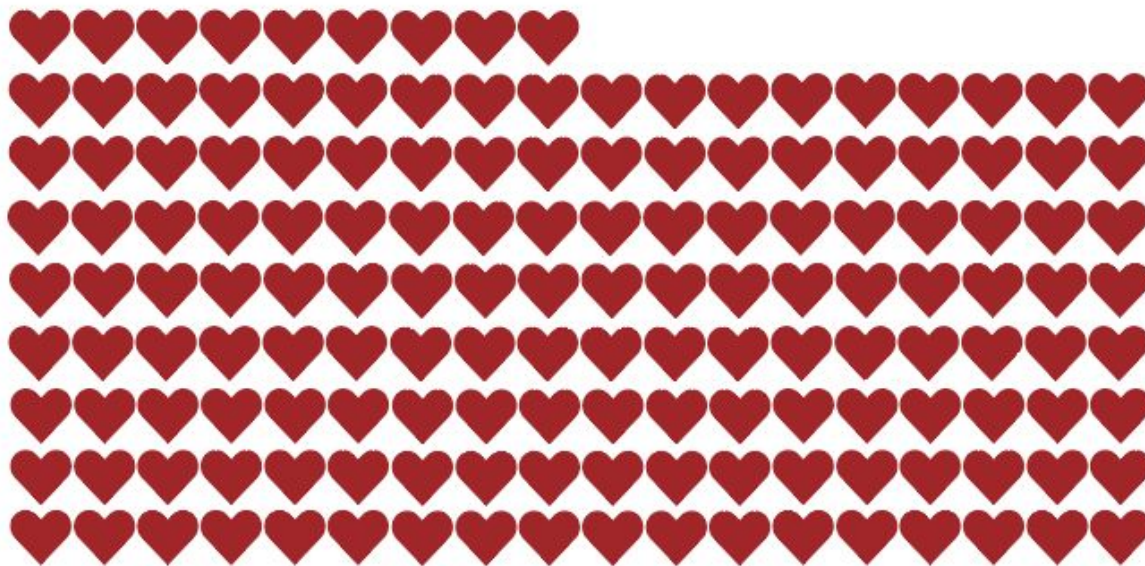
# 221,676 DONORS IN 2020

103% INCREASE FROM 2019    🧑 = 1,000 DONORS



# 15,306 QUALIFYING CHARITIES

27% INCREASE FROM 2019    ♥ = 100 CHARITIES



# THE GREAT CANADIAN GIVING CHALLENGE **LIFTS** DONATIONS!



# The 2020 Great Canadian Giving Challenge Winner...

*"Sistering is thrilled to be the recipient of this prize. Not only will it allow us to continue to support our participants during this incredibly challenging time, CanadaHelps allows us a national platform to connect with our supporters and increase the impact we have in our community. Thank you!"*

*— Donna Wawzonek, Fund Development Coordinator at Sistering-A Woman's Place*

**SISİTERING**



# Charities LOVE the Great Canadian Giving Challenge!

“PAL-Reading Services has participated in the Great Canadian Giving Challenge every year since 2015 for a few reasons; first and foremost, CanadaHelps makes participating incredibly simple and straight-forward, and the flexibility of the event means that we can put our own “stamp,” as it were, on all of our communications about the event. Our donors see it as a PAL-Reading fundraising event facilitated by CanadaHelps, rather than a CanadaHelps event in which we participate.”

— *PAL-Reading Services*

“The Great Canadian Giving Challenge provides an opportunity to remind Canadians that the work non-profit organizations are doing in their community doesn’t only happen during the holiday season. It is a chance to highlight the impact you are making all through the year and the importance of your mission. Even with a small team, you can strategically utilize the Challenge to create messages and activities that will build awareness, and ultimately support, of your work.”

— *Phoenix Youth Programs*



# **5 Tips for Campaign Success**





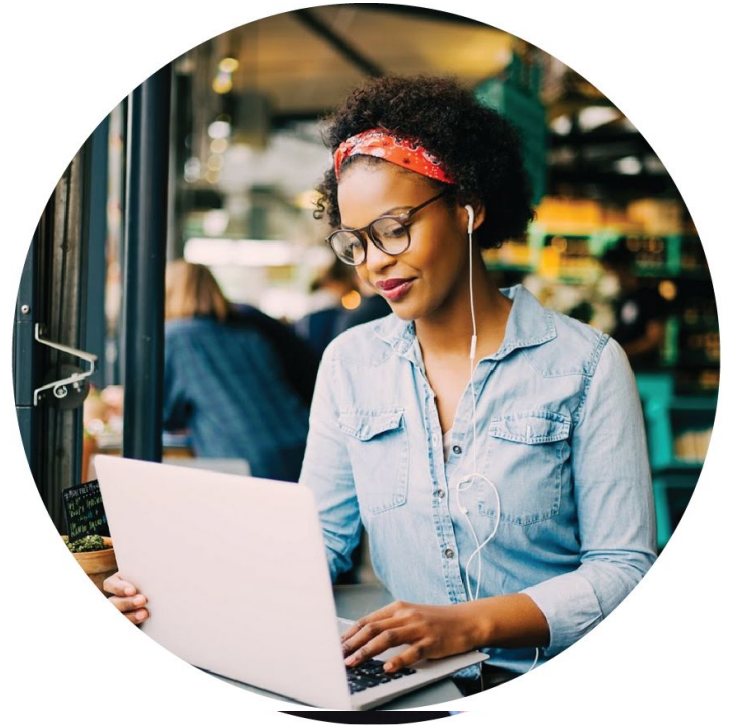
# 1. Craft Your Message

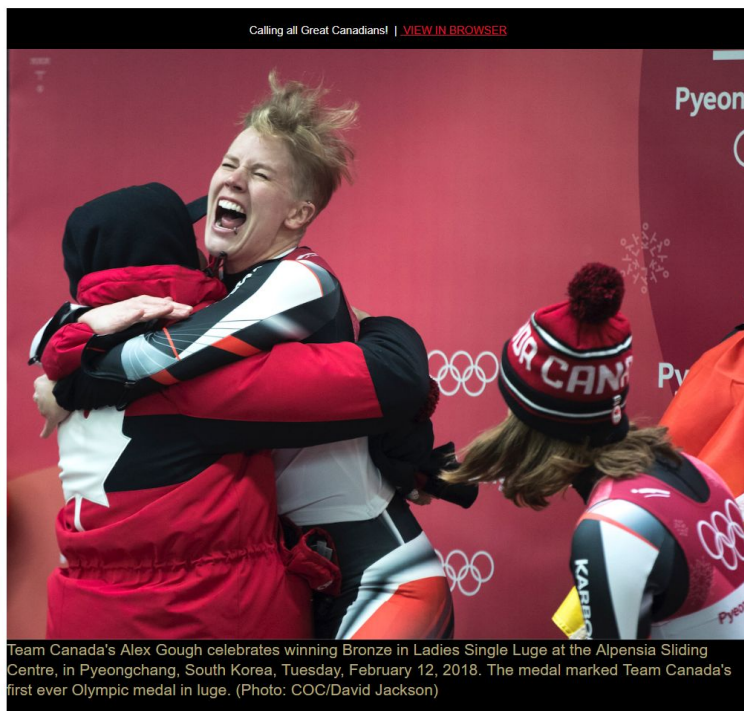
- Share the contest with your supporters. Let them know that every \$1 gives your charity a chance to WIN \$20,000!
- Share with donors the challenges you are facing to explain your need.
- Inspire your donors by sharing what you could do with \$20,000
- Consider setting a goal to give your supporters a mission.



## 2. Email

- Plan 2 - 3 emails throughout the month of June.
- Create a clear call to action.
- Clearly communicate your key messages in each email campaign.





It takes mothers driving to early morning practices.  
 It takes fathers wiping tears of defeat.  
 It takes coaches putting in hours of overtime.  
 It takes friends cheering from the sidelines.  
 It takes the roar of a crowd.  
 It takes teammates pushing each other at every practice.

## And it takes you.

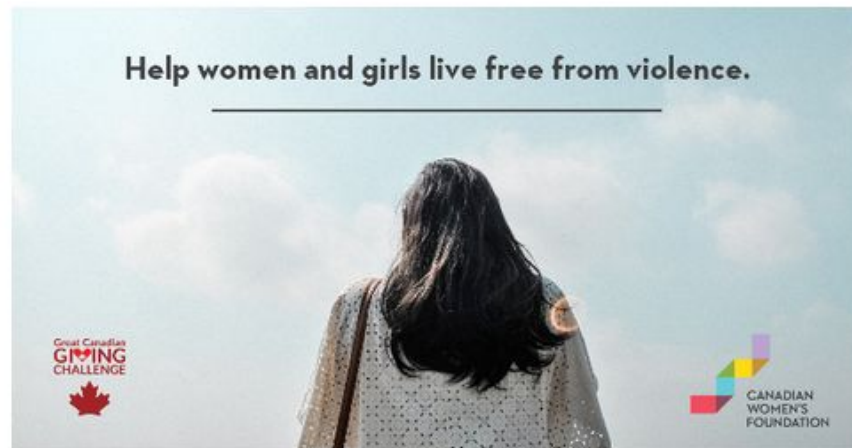
We at the Canadian Olympic Foundation believe it takes a country of Great Canadians to build Team Canada, which is why this June we are calling on all of you to join us and take part in the [Great Canadian Giving Challenge](#).

**Every dollar** donated this month (after a minimum \$3 donation) will serve as a ballot that will give the Canadian Olympic Foundation the chance to win \$10,000 – funds that will let our Canadian athletes show us just how great they can be!

[DONATE NOW](#)



Help women and girls live free from violence.



Dear Nicole,

When I was a kid, I saw a family member get hurt by her partner. I was shaken and helpless. I said nothing. I couldn't even move.

That changed me forever. When I was a teenager, I realized I wanted to do something to end domestic violence.

I became a volunteer at a local anti-violence organization and it was there that I learned something important: generous donors can make lives better. Even the lives of complete strangers.

**There are only 6 days left to participate in the Great Canadian Giving Challenge.** For every \$1 you donate, the Canadian Women's Foundation gets a chance to maximize your impact and win \$10,000 to fund organizations that work to end domestic violence.

[DONATE NOW](#)

### 3. Social Media

- Use the hashtag  
#GivingChallengeCA
- Tag @CanadaHelps on Twitter and Instagram
- Create your own social media posts OR use our social graphics.
- Post frequently on social throughout the month to communicate with donors.







Today is the last day to give FFPC a chance to win \$20,000 from the [#GivingChallengeCa](#) by donating through [@canadahelps](#) here [canadahelps.org/en/dn/28546](#)

\$20K will help send a shipments of food aid to help children and families through [#COVID19](#) in communities in [#Jamaica](#) [#Haiti](#)



LAST CHANCE to help us win \$20,000 from [@canadahelps](#) for [#GivingChallengeCA](#)!

Did you know, simply by donating today you can help ShelterBox Canada win \$20,000? This could help hundreds of families in need of shelter around the world. Click here to donate: [bit.ly/2BmYTag](#)



The Great Canadian Giving Challenge (and June) is almost over! TOMORROW is the last day to donate and have your donation count as a chance for us to win! For more details or to DONATE visit [givingchallenge.ca!](#)

[#GivingChallengeCA](#)



## 4. Matching

- If you can secure a match, add this to your campaign!



All month, @sobeys @SafewayCanada have been matching online donations up to \$50,000 with #GivingChallengeCa. Today is the last day to have YOUR donation matched. Thank you Sobeys & Safeway for your continued support & amazing friendship. [edmontonsfoodbank.com/donate-now/](http://edmontonsfoodbank.com/donate-now/) #yeg #OneBigFamily



So far, with your help, PAL-Reading Services has raised  
**over \$15,000**  
in this year's



(Adminstrated by [CandaHelps.org](http://CandaHelps.org)...click on the above banner for general information about [the Challenge](#))

Thank you to everyone who has supported us so far, and  
for everyone else, there's still time

[Click here to Donate](#)

Remember that all donations made until June 30 will be  
**TRIPLED** by a PAL angel donor!



# Easily Create Your Online Custom Campaign

Again almost all donations through CanadaHelps will qualify for the prize, so there are several ways to set up your campaign!

1. Customize a Donation Form
2. Create a Virtual Peer-to-Peer Fundraiser
3. Create a Virtual Event
4. Create a CanadaHelps Profile Campaign

The collage displays four examples of campaigns created on the CanadaHelps platform:

- Top Left:** A campaign for the ELA Experimental Lakes Area (IISD-ELA). It features a progress bar showing \$0 raised out of a \$16,000 goal. The campaign text describes the importance of science education and includes a "Donate Now" button.
- Top Right:** A campaign for the "Fore Mississauga" Golf Tournament. It includes a ticket information table with columns for Ticket Type, Price, and Quantity. The table lists options for Single Golfer (\$250.00), Fourperson (\$900.00), and Group (\$1,200.00). A "Get Tickets" button is visible.
- Bottom Left:** A campaign for the "Virtual Talent Show! Giving funds for Candidates". It shows a progress bar with \$7,100.00 raised out of a \$20,000.00 goal. A "Donate Now" button is present.
- Bottom Right:** A campaign titled "HELP US WIN \$20,000 FOR LIFESAVING SURGERIES". It features a donation details form with a "Donate Now" button and a "Donate Monthly" option. The campaign is for the Guelph Humane Society.



# Your Campaign



Français Help

2 Giving Basket

Wellness Ave.

Donate

Discover

Fundraise

Why CanadaHelps

Blog

For Charities

Home

Profile

Donation  
Forms

P2P

Events

Donation  
Reports

Funds

Account  
Info

Customizable Donation Forms

Donate Now Button

Donate Securities Button

Fundraise Now Button

Create new form

## Customizable Donation Forms

A Customizable Donation Form is a form that you can use to accept donations online. Once you've created your donation page, you have three options for sharing it.

- Easily set up forms in minutes to collect donations directly on your website.
- Donors never leave your site with embedded donation forms.
- Customize the colours, imagery, messaging, and thank-you emails for each form.
- Donations receive branded tax receipts

# Custom Donation Forms

[Home](#)[About Us](#)[Ways to Give](#)[Contact Us](#)[Blog](#)[Donate Now](#)

## Thank you for your support!

Your gift will help us respond to the  
mental health crisis.

We are able to provide help and hope to  
individuals, organizations, and  
communities since 1981 because of our  
donors. You have our back.

Make a donation

FUNDS RAISED

\$750.00

DONATION DETAILS

ONE-TIME DONATION

\$25

\$50

\$150

\$250

\$

Other Amount

You can also make a [monthly donation](#)

MESSAGE FOR CANADAHELPS (OPTIONAL)

DEDICATE YOUR DONATION

In memory of

In honour of

No dedication

Next

[Help](#) | [Francais](#)

# GCGC Custom Donation Forms

[Home](#)[About Us](#)[Ways to Give](#)[Contact Us](#)[Blog](#)[Donate Now](#)

Added GCGC  
Copy



**Help Wellness Avenue win  
\$20,000 with the Great Canadian  
Giving Challenge!**

The Great Canadian Giving Challenge is back! Every \$1 donated ONLINE to Wellness Avenue in the month of June earns us a chance to win the \$20,000 grand prize from CanadaHelps and GIV3. Your donation will give the gift of better mental wellness to our most vulnerable and every dollar is an entry for us to win \$20,000!

A screenshot of the "Make a donation" form, circled in red. The form shows "FUNDS RAISED \$750.00" and "DONATION DETAILS". Under "ONE-TIME DONATION", there are buttons for \$25, \$50 (selected), \$150, and \$250, plus an "Other Amount" field. Below this, it says "You can also make a [monthly donation](#)". There is a text area for "MESSAGE FOR CANADAHHELPS (OPTIONAL)". Under "DEDICATE YOUR DONATION", there are options "In memory of", "In honour of", and "No dedication" (selected). A "Next" button is at the bottom, and there are links for "Help" and "Français" at the very bottom.

# Custom Donation Forms

The form is titled "Make a donation" and includes the following sections:

- FUNDS RAISED**: Displays "\$750.00".
- DONATION DETAILS**: A header for the main donation section.
- ONE-TIME DONATION**: Includes buttons for suggested amounts (\$25, \$50, \$150, \$250) and an "Other Amount" field with a dollar sign icon.
- Impact Statement**: A line of text stating "Will provide 5 people with immediate crisis support".
- Link**: A link to "monthly donation".
- MESSAGE FOR CANADAHELPS (OPTIONAL)**: A text input area.
- DEDICATE YOUR DONATION**: Includes buttons for "In memory of", "In honour of", and "No dedication".
- Next Button**: A large orange button labeled "Next".

Annotations with arrows point to the following elements:

- From the "FUNDS RAISED" section to the text: "Add a thermometer or donation tally."
- From the "DONATION DETAILS" header to the text: "Customize to match your branding colours"
- From the "\$50" button to the text: "Add suggested dollar amounts."
- From the impact statement line to the text: "Add impact statements"
- From the "No dedication" button to the text: "Give your supporter the option to dedicate their gift."

Add a thermometer or donation tally.

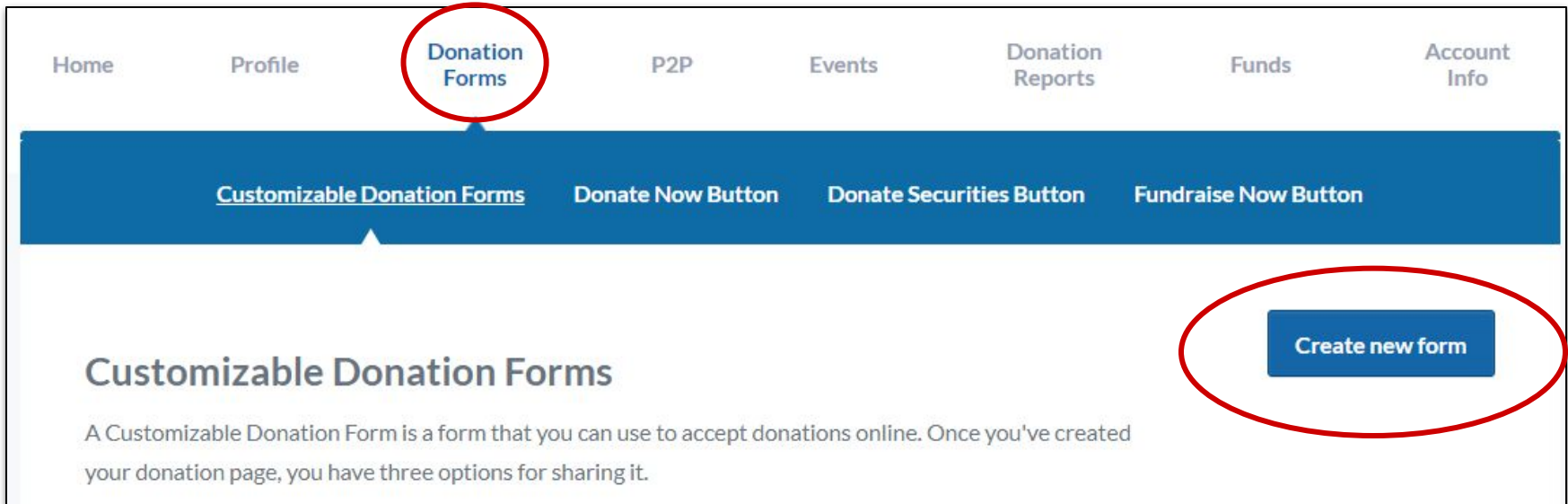
Customize to match your branding colours

Add suggested dollar amounts.

Add impact statements

Give your supporter the option to dedicate their gift.

# Custom Donation Forms



Home Profile **Donation Forms** P2P Events Donation Reports Funds Account Info

Customizable Donation Forms Donate Now Button Donate Securities Button Fundraise Now Button

## Customizable Donation Forms

A Customizable Donation Form is a form that you can use to accept donations online. Once you've created your donation page, you have three options for sharing it.

**Create new form**

## ✓ Custom Email Messages

### ONE-TIME DONATION THANK YOU EMAIL (ENGLISH)

↩ ↪ Formats **B** *I* U 🔗

Thank you for your generous support and for helping us get closer to winning \$20,000!

Our most vulnerable community members have been affected greatly by COVID-19, and mental health resources have drastically been limited so your support means so much.

# Custom Donation Forms

## MAILING LIST OPT-IN

☒ Enable opt-in question for your charity's mailing list

## COLLECT PHONE NUMBER

☒ Enable phone number collection

## ▼ Analytics

### GOOGLE ANALYTICS ?

UA-000000-1

### GOOGLE TAG MANAGER ?



GTM-000000



# Peer-to-Peer Fundraiser

Powered by CanadaHelps.org

Français Canada Helps

[Edit](#)

### Virtual Talent Show!

Raising funds for CanadaHelps

[Donate Now](#)

**\$7,100.00** raised of \$20,000.00

2 months REMAINING  
Campaign Ends June 30, 2021

Share This Page [f](#) [t](#) [in](#) [✉](#) [📄](#)

\$0 \$10,000 \$20,000

[Create a Fundraiser](#)

#### About Campaign

#### Fundraisers (0)

**For the month of June help us get closer to winning the \$20,000 prize for the Great Canadian Giving Challenge!**

Throughout the month of June show off your talents to your friends and family (safely) and raise money for our cause!

Every dollar raised will get us one step closer to the prize!

It is easy to participate! Just click 'Create a Fundraiser' above and you will be on your way to creating your fundraising page which you will be able to share with a click of a button.

Thank you for your support in helping us eliminate mental health barriers.



# Virtual Fundraising Event



## 'Fore Mississauga" Golf Tournament

by THE COMMUNITY FOUNDATION OF MISSISSAUGA

🕒 Tuesday, 29 June 2021 from 11:00 AM (EDT) 8:00 PM (EDT)

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

Overview Details

Get Tickets

Share    



### 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

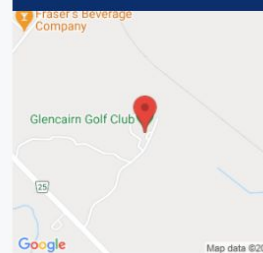
\$

Note: A consolidated tax receipt for all eligible tickets will be issued to the purchaser.

Get Tickets

### GOAL PROGRESS

Ticket Proceeds **\$0** Days to Buy **60**



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

🕒 29 Jun, 2021

# CanadaHelps Profile Campaign



Français Help [Giving Basket](#) [Sign In](#)

[Donate](#) [Explore](#) [Fundraise](#) [Why CanadaHelps](#) [Blog](#) [For Charities](#)



## MULTIPLE BIRTHS CANADA

Registered Name: MULTIPLE BIRTHS CANADA/NAISSANCES MULTIPLES CANADA

Business Number: 895390110RR0001

[Add to my Favourite Charities](#)

[Donate Now](#)



[About](#) [Current Campaigns](#) [Our Impact](#)

### Great Canadian Giving Challenge

Campaign Ends June 30, 2019

What kind of impact would \$10,000 have on Multiple Births Canada? Think of the things we could do, the families we could reach, the lives we could impact.

Think of the new mom and her partner finding out for the first time at their ultrasound appointment that they'll be welcoming not one but two or more little babies into their lives. Think of the shock, the feelings of being overwhelmed...and then the relief when they realize there is an organization that can provide them with the information they need and connect them to people who know what they're going through. See them thrive.

Think of the family who has just lost one or more of their multiple birth babies. Feel their grief. See them wonder how they'll get through this. Think of the quiet comfort from the hospital staff who have the information they need to help this family through their loss. See this family connect with others who know what they're going through either as a professional or as a peer with a loss experience.

Think of the mom in the middle of the night, up with her two little ones having trouble getting them back to sleep. Think of the dad wondering what's best for his triplet girls when they start school. Think of the educators, the caregivers, the

[Read More](#)

\$0

raised out of \$2,500 goal

\$0 \$1,250 \$2,500

4 weeks, 1 day

to go



Français Help [Giving Basket](#) [Sign In](#)

[Donate](#) [Explore](#) [Fundraise](#) [Why CanadaHelps](#) [Blog](#) [For C](#)



## IISD Experimental Lakes Area (IISD-ELA)

Registered Name: IISD Experimental Lakes Area Inc.

Business Number: 850309576RR0001

[Add to my Favourite Charities](#)

[Donate Now](#)



[About](#) [2019 Great Canadian Giving Ch...](#) [Our Impact](#)

### 2019 Great Canadian Giving Challenge Campaign

Campaign Ends June 30, 2019

#### SUPPORT EQUAL ACCESS TO SCIENCE EDUCATION THIS GREAT CANADIAN GIVING CHALLENGE

Happy June, everyone—the month of the Great Canadian Giving Challenge!

This year, we are looking for YOUR support to ensure all Canadian students have equal access to the unique science education experience that the world's freshwater laboratory can offer.

Every year, IISD Experimental Lakes Area offers a two-week course for high-school students to work directly with our scientists out at the site, observing, helping, asking, answering, getting their hands dirty, and learning a phenomenal amount of environmental science—all while having fun, of course!

We want to encourage students from diverse backgrounds to take part, but not all students can afford to participate.

That's where YOU come in.

It costs \$2,000 for a student to take part in the two-week course, and your generous support will subsidize a high-school student with limited means to gain full access to the unparalleled educational experience that IISD-ELA offers. Our goal is to raise \$16,000 to offer eight freshwater guardians of the future this exciting chance to discover the science for themselves.

[Read More](#)

\$0

raised out of \$16,000 goal

\$0 \$8,000 \$16,000

4 weeks, 1 day

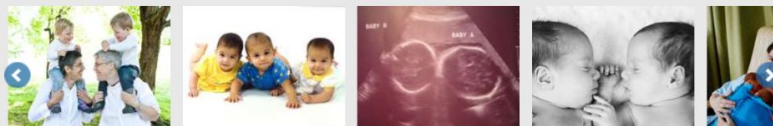
to go

### Donate to this Campaign

[Donate Now](#)

[Donate Monthly](#)

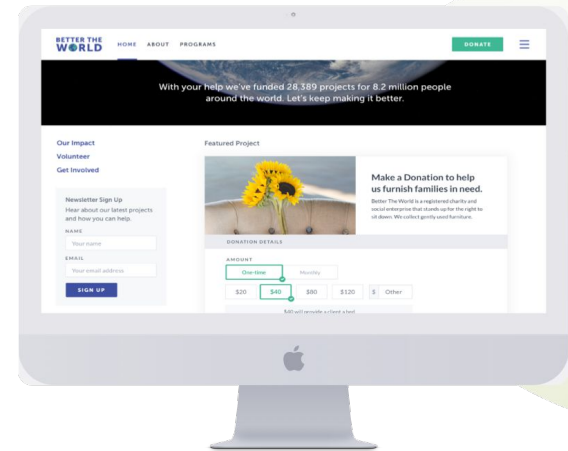
\$50 \$150 \$250 \$ Other



Click on a thumbnail to enlarge a photo or watch a video

## 5. Make sure it's EASY to give on your website!

- Reduce the number of clicks it takes to donate.
- Embed your campaign directly on your website.
- Add GCGC Copy
- Customize your campaign from end-to-end





## Next Steps...

- Save the date for our next Great Canadian Giving Challenge webinar on **May 20th!**
- Get started on your campaign! Begin drafting your key messages, emails, social posts, etc.
- Stay tuned to your inbox for more tools and resources to support your campaign this June.

# Questions or Comments? Get in touch!



## **Tamara Rahmani**

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## **Charity Engagement Team**

charities@canadahelps.org



facebook.com/CanadaHelpsForCharities

## **Technical Support**

info@canadahelps.org

[Click here](#) to subscribe to our charity emails for the latest news about our fundraising tools and tips!



**Thank you!**