

# Achieve Fundraising Success with Donation Forms for the Digital Age



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# About CanadaHelps



## 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

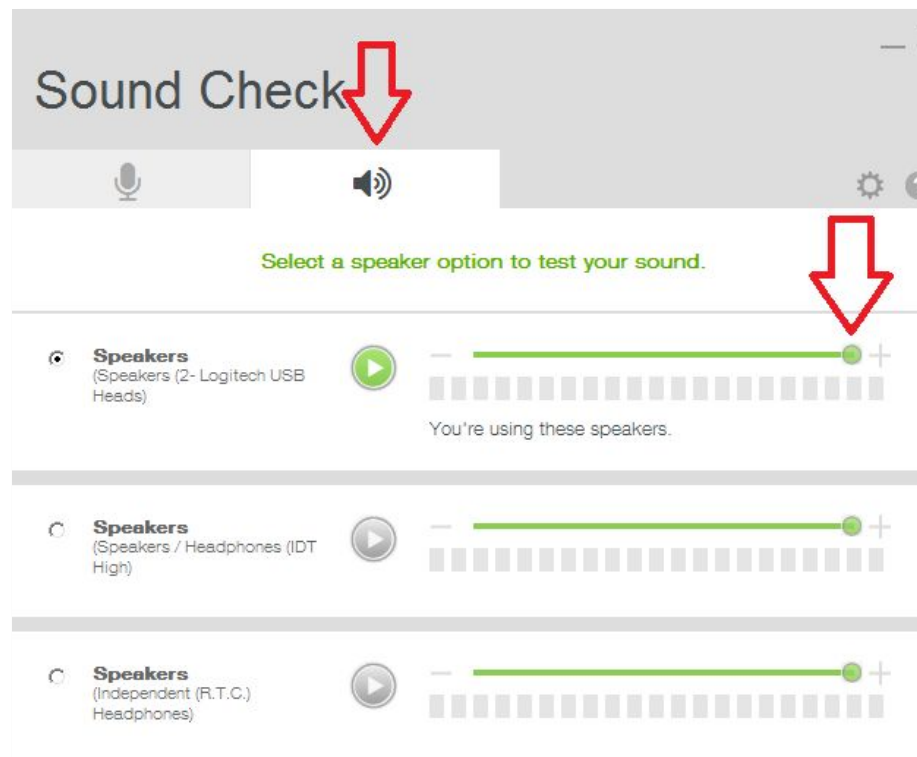
\$1 BILLION  
RAISED

2 MILLION  
DONORS

20,700  
CHARITY  
PARTNERS

## 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.

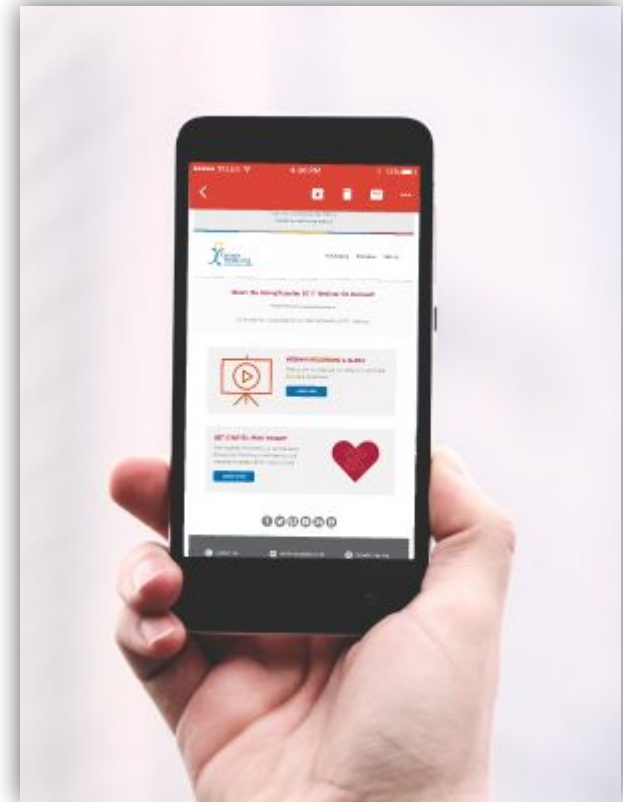


# Webinar Reminders

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.

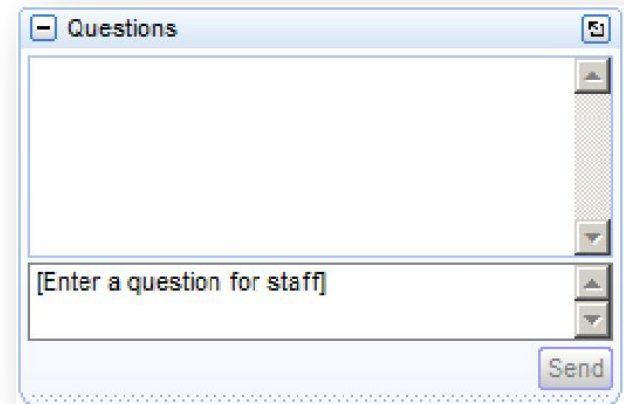


# Webinar Reminders

You can hear us, but we can't 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 below it containing the placeholder text "[Enter a question for staff]", and a "Send" button at the bottom right. The window has a standard Windows-style border with a title bar and a close button.




# Agenda



- **Introduction & COVID-19 review**
- **Level One: Let's get this done.**
  - Website best practices
  - Setting up you first donation form
- **Level Two: Getting Fancy!**
  - Taking Donation Forms to the next level- Ways to give & beyond!
- **Level Three: Super snazzy things (that are actually really easy to do)**
  - Campaigns (email, direct mail, QR cards and more)
  - Google Analytics
- **Bonus Round: Virtual best in show**
- **Questions & Answers**

# What's been happening since covid began?



- Some good news- online charitable donations are up!
- Big dip in the first few days but then an incredible rally in Canadians supporting charities
- In March...
- Number of donors in March  62%
- Number of donations  65%
- 58%  in people committing to monthly donation plans
- Should you be fundraising now?

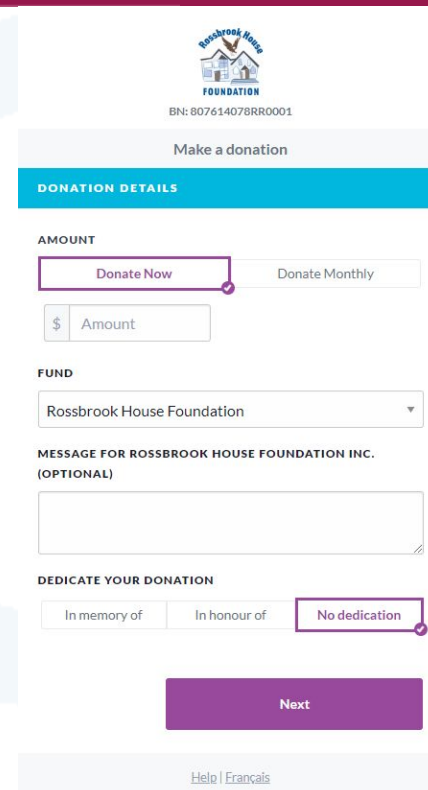
(compared with the same month last year)

# Level One: Let's get this done






## 1. Create a Donate Button



## 2. Create Donation Form



## 3. Either Embed or Link to your website

NAME	CREATED	FUND	AMOUNT RAISED	ACTIONS
Super Awesome Donation Form	15/04/2020		\$0.00	<div><div>VIEW</div><div>EDIT</div><div>EMBED</div><div>URL</div><div>DEACTIVATE</div></div>



# Level Two: Getting Fancy!

## WAYS TO GIVE



MONTHLY GIVING



TRIBUTE GIVING



PERSONAL & PLANNED  
GIVING



BECOME A PARTNER



HOST A FUNDRAISING EVENT



### Donate Securities

Receive tax advantages by donating stocks and mutual funds "In-Kind" through Canada Helps. Eliminate your capital gains tax and receive a...

[Read More](#)

#### DONATION DETAILS

##### DONATION TYPE

Securities

Mutual Funds

##### NAME/DESCRIPTION OF SECURITY\*

Security Name

##### STOCK / TICKER SYMBOL

Typically 6-8 digits, alphanumeric

##### INVESTMENT MANAGEMENT

I use a self-directed online investment platform

##### INVESTMENT PLATFORM\*

eg. Quest Trade

##### ACCOUNT NUMBER\*

Your account number

##### NUMBER OF SHARES

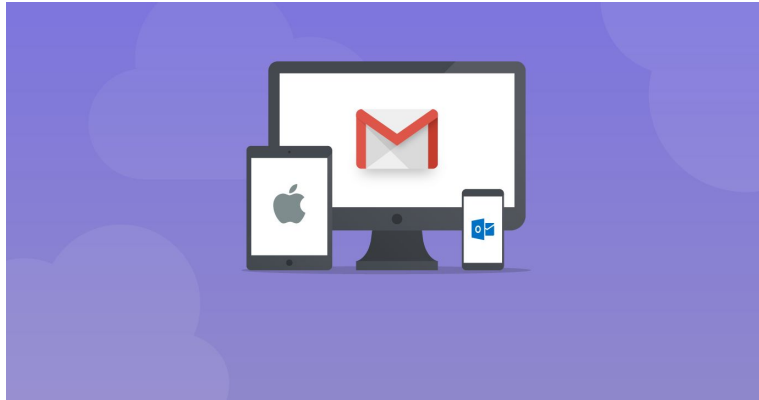
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##### CHARITY FUND

Always invest my donation where it is needed most

# Level Three: Super Snazzy things

(that are actually really easy to do)



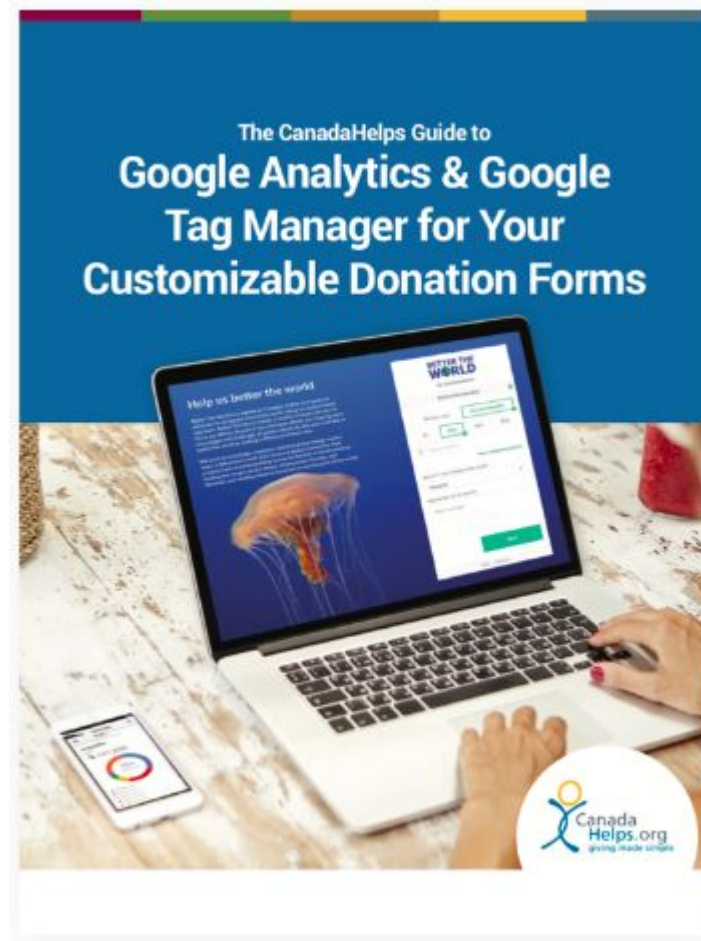
# Free Google Analytics & Tag Manager Guide

- Setting up Google Analytics or Google Tag Manager with your CanadaHelps Customizable Donation Forms will help you track key visitor behaviour such as sessions by location and devices, average donation amount, unique versus repeat sessions and more.

Download our FREE Guide:

<https://www.canadahelps.org/en/canadahelps-guide-to-google-analytics-and-google-tag-manager/>

Download



# Bonus Round: Best in Show



# Communicating with your donors

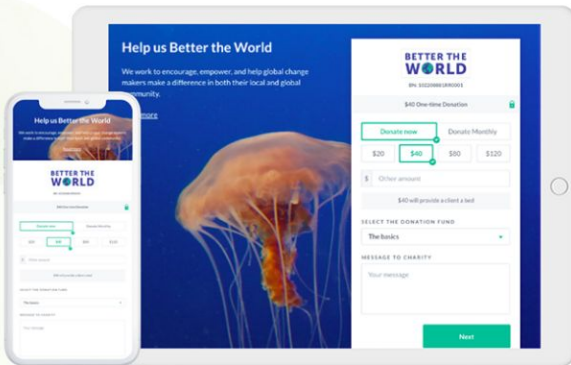


- How easy it is, ensured it is a simple process
- Security concerns
- How this helps your charity
- Good time to make the switch

# Key Takeaways

- Clear and obvious donation button

**DONATE NOW**



- Link this to a custom donation form

- Don't wait- now is the time to make sure your charity is accessible to donors online

there is no time



like the **present**

**Q&A**

# Questions?

Ever-Growing Collection of COVID-19 Resources:

<https://www.canadahelps.org/en/charity-life/covid-19/covid-19-resources-for-canadian-charities/>

Creative Virtual Fundraisers:

<https://www.canadahelps.org/en/charity-life/fundraising-2/3-creative-real-life-virtual-fundraisers/>

4 Critical Elements to Get Your Site Ready to Accept Donations:

<https://www.canadahelps.org/en/charity-life/fundraising-2/4-critical-elements-to-get-your-site-ready-to-accept-donations/>

2 Important Ways to Drive Supporters To Your Site

<https://www.canadahelps.org/en/charity-life/digital-marketing/2-important-ways-to-drive-supporters-to-your-site/>

Charity Life Blog:

<https://www.canadahelps.org/en/category/charity-life/>

White Papers, Webinars & How to Resources:

<https://www.canadahelps.org/en/for-charities/white-papers/>

Canadian Charities Connect Facebook Group:

<https://www.facebook.com/groups/CanadianCharitiesConnect>



# We're In This Together!



# Questions or Comments? Get in touch!



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## **Technical Support**

[info@canadahelps.org](mailto:info@canadahelps.org)

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

# Thank you!