



YOUR GREAT CANADIAN GIVING CHALLENGE CHECKLIST

It's time to get ready for the Great Canadian Giving Challenge!

From June 1st to 30th, every \$1 donated to your charity via CanadaHelps.org or CanadaHelps fundraising tools is a chance to win a \$20,000* donation. Every registered Canadian charity is automatically entered: all you need to do is launch your campaign!

To make planning easier, we've put together this Challenge checklist. We'll go over what milestones you should check off while:

- Planning your campaign and getting your tracking set up;
- Launching, monitoring, and optimizing your campaign throughout June; and
- Wrapping your campaign at the end of the month, and evaluating how you did.

That said, what's most important is your audience and what your team has time for: interpret this checklist based on your needs!

Getting Started

- Gather your team and brief them about the Great Canadian Giving Challenge.
- Brainstorm campaign ideas, agree on the objectives and workflow, and set measurable goals.

Remember: this month isn't just about entering for a chance to win—you're giving your supporters an added incentive to give to your charity during the slowest fundraising month of the year.

Planning your campaign

- Download our Great Canadian Giving Challenge Toolkit so you can use our pre-created graphics, and focus your attention on other critical campaign components.
- Determine your communication channels and map out an outreach calendar.
- Develop your campaign messaging with compelling impact statements, backed by facts and stats. (Tip: Ask, "Why should my supporters care?" or, "How do I convince them to help?")
- Prepare clear calls-to-action (CTAs), like: "Help us win \$20,000," "Donate Now," or "Share Our Campaign".

- ❑ Write short, action-oriented social media drafts ahead of time, so you can pre-schedule them: a big announcement, a few reminders during the month, and one last push at the end of June.
- ❑ Take a look at your organization's past online marketing analytics (especially from June!), like email opens and click rates, and social media engagements and shares. Determine the best times to send based on when your audiences are most active.

Setting up your tracking

- ❑ If you have the resources, create a campaign-specific landing page with a campaign-specific CanadaHelps donation form. That way, you can drive your supporters to this page, and track your performance against this campaign.
- ❑ Use Google Analytics (free!) and UTM codes to track website and landing page data (i.e. visits, clicks, and conversions or form submissions).
- ❑ Track your donors' campaign donation information so you can reference their behaviour for future campaigns. You can do this by using spreadsheets or with a Donor Management System.

Getting ready to launch

- ❑ Two weeks before June 1st: Meet with your team to align on campaign goals, milestones, and responsibilities.
- ❑ One week before June 1st: Confirm all communications and marketing collateral are finalized. Proofread and test everything—twice!

Launching, monitoring, and engaging

- ❑ June 1st: Your Challenge campaign launch! All hands on deck. Make sure to respond to incoming questions and comments from your supporters across your channels.
- ❑ Monitor your social channels and respond to shares and mentions. If they're engaging with you, you should be engaging back!
- ❑ Keep track of which messaging is working, and when, by looking at opens, views, and clicks. Tweak your positioning and timing as you get a sense of what's resonating with your supporters.

Ramping up during last days and hours

- ❑ Send campaign updates to your supporters and remind them that every dollar they give is a chance for your charity to win the Great Canadian Giving Challenge.
- ❑ On June 30th: set a countdown, reminding your supporters they only have "X" hours left to donate and get you Challenge entries.
- ❑ Prepare "thank you" messages in advance for everyone who supported you—from donors to volunteers, to people who shared your campaign with others.

Wrapping your campaign

- ❑ First: Congratulations—you completed the Great Canadian Giving Challenge! Celebrate your efforts and send out your “thank you” messages.
- ❑ Send your new donors welcome emails, featuring informative resources and charity updates for better donor stewardship.

Gathering your results

- ❑ Gather and analyze your data. What worked, what are your opportunities to improve? Did you miss, meet, or exceed your goals?
- ❑ Examine how both new and repeat donors engaged with your campaign.
- ❑ Compare your donations, donors, and engagement year over year to start setting Challenge benchmarks for your charity.
- ❑ Take the lessons you’ve learned from this month-long campaign and apply them to your future fundraising programs!

*Donations must be made via [canadahelps.org](https://www.canadahelps.org). Minimum \$3 donation required. Contest runs from June 1, 2021 at midnight Newfoundland Daylight Time (NDT) to June 30, 2021 at 11:59:59 p.m. Pacific Daylight Time (PDT). See full rules at: <https://www.canadahelps.org/en/givingchallenge-rules/>

Want more?

Download our [“Tips to Make the Most of Your Great Canadian Giving Challenge Campaign”](#).



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