



## TIPS TO MAKE THE MOST OF YOUR GREAT CANADIAN GIVING CHALLENGE

The Great Canadian Giving Challenge is more than a chance to win a \$20,000 prize donation. Over the month of June, this uniquely Canadian initiative supports charities in:

- Reconnecting with current donors;
- Giving new donors a reason to give for the first time; and
- Inspiring Canadians to come together and support the causes they care about.

We have the campaign tips you need to get started and make this Great Canadian Giving Challenge a success for your charity.



### What is the Great Canadian Giving Challenge?



Historically, June has been a slow month for giving. The Great Canadian Giving Challenge is your opportunity to re-engage existing donors, acquire new ones, and boost your summer donations.



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. The winning charity will be announced on Canada Day, July 1st.

### How to craft a message that resonates with your supporters

Engage your supporters with a carefully crafted message and give them a reason to donate to your campaign. Use these tips and ideas to get started:

- Tell the story behind why you're fundraising, include a spotlight on the people or the cause you support, and why your supporters' help is critical.
- Give a sense of urgency by clearly stating that your campaign is only running for a specific time period as part of the Great Canadian Giving Challenge (June 1st to 30th).
- Show your supporters what their donations will do via impact statements and any tangible results.

## How to optimize your website and landing pages to accept donations

An easy-to-navigate website or landing page enables your donors to make their donations quickly and conveniently. These tips will get you on the right track:

- Make sure your navigation menu features a prominent “Donate” button that makes it easy for your supporters to give.
- Position consistent calls-to-action (CTAs) across your website that guide your donors to your campaign landing page or donation form.
- Drive your supporters to a campaign-specific landing page so you can track Challenge donations.
- Did you know: 45% of traffic to donation forms come from mobile devices (according to 2020 data from CanadaHelps). Use a mobile-friendly donation form optimized to convert views into donations.
- Tell your donors what their donation can achieve right on the form. Use tangible impact statements to reinforce what your charity does.
- Create a short URL for this landing page! It’s easier for your supporters to remember, and you’ll use up fewer of your social posts’ valuable character counts.

## How to analyze your marketing channels to find out what tactics are driving donations

Analyzing your success can help you invest your time in what’s working, and tweak what isn’t! Here are some tips for incorporating analytics into your campaign decisions:

- Pay attention to awareness metrics to find out when and where your messaging is resonating. Track opens (email), views (web), or engagement (social) and let these results guide you.
- To see if your campaign is effectively driving donations, make sure to track its conversion rate (views vs. the number of donations)!
- If you’re putting budget behind your campaign, track the cost per donation (spend divided by the number of donations), compare total spent to total earned, and be ready to shift your dollars to the tactics that are working best for you.
- Implement Google Analytics on your Challenge campaign page, and use UTM parameters when you share, so you can track which channels are driving donors to complete the donation process.

## How to tap into lapsed donors and make the most of this opportunity to re-engage

The Great Canadian Giving Challenge is more than a contest: it's a springboard for reconnecting with your donor base. Here are some tips on how to do it:

- Find out who's donated to a campaign that's similar to your current Great Canadian Giving Challenge, and send them targeted emails.
- Personalize donors' messages with their names and previous donation data, so they feel recognized and appreciated.
- Gently update lapsed donors on what you've recently achieved, and announce your participation in the Great Canadian Giving Challenge. You may prefer to ease them in with information they can explore on their own.
- Give your donor base opportunities to get involved beyond donating, ask them to share your campaign with their communities, or support you on social media.

## How to prepare your supporters to stay with you beyond the Great Canadian Giving Challenge

After your campaign ends, your stewardship program should be ready to nurture relationships with Challenge donors. Increase your chances of ongoing support with these tips:

- Follow up with a "thank you" to everyone who has engaged your campaign. No act of support or generosity is too small: every dollar and share on social media contributes to your campaign success.
- Welcome new donors and give them a sense of who you are. You could send a welcome email that introduces your programs, different ways to give, and your best blogs.
- Send regular updates about your programs, services, and other important initiatives to show the impact of the donations you receive.
- Share volunteering opportunities! Volunteers are your strongest supporters, and when people can't give money they might be able to give time. Plus: down the road, that time could turn into donations.

**We hope you find these tips helpful in creating a campaign for the Great Canadian Giving Challenge. With everything you do, remember to focus on your supporters: connect with them, be genuine, and see them as collaborators in meeting your goals this June!**

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\*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/>



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