



Great Canadian GIVING CHALLENGE

Get the most out of this fundraising opportunity!
June 2020

AN INITIATIVE OF





#GivingChallengeCA

June 2020

Hello - nice to meet you!



Niral Vora

Manager - Charity Marketing, CanadaHelps

niralv@canadahelps.org

Niral is an experienced marketer with over a decade of experience leading innovative projects across several technology-centric industries in the public, private, and charitable sectors. Niral is also on the board of Free Geek Toronto, a non-profit organization focused on reducing eWaste in our communities, fueling the circular economy, and helping bridge the digital divide.



#GivingChallengeCA

June 2020

Hello - nice to meet you!



Lys Hugessen

Vice President - Partnerships & GivingTuesday Canada, CanadaHelps

lysh@canadahelps.org

Before joining CanadaHelps, Lys was previously a longtime partner at the GIV3 Foundation, where she served as President for nine years. She brings over 30 years of experience in marketing and research at Johnson & Johnson and Ipsos Canada. Lys has also led research at Sector3Insights, a social enterprise bringing state of the art research tools from the corporate world to the non-profit sector.



#GivingChallengeCA

June 2020

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.org 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, 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

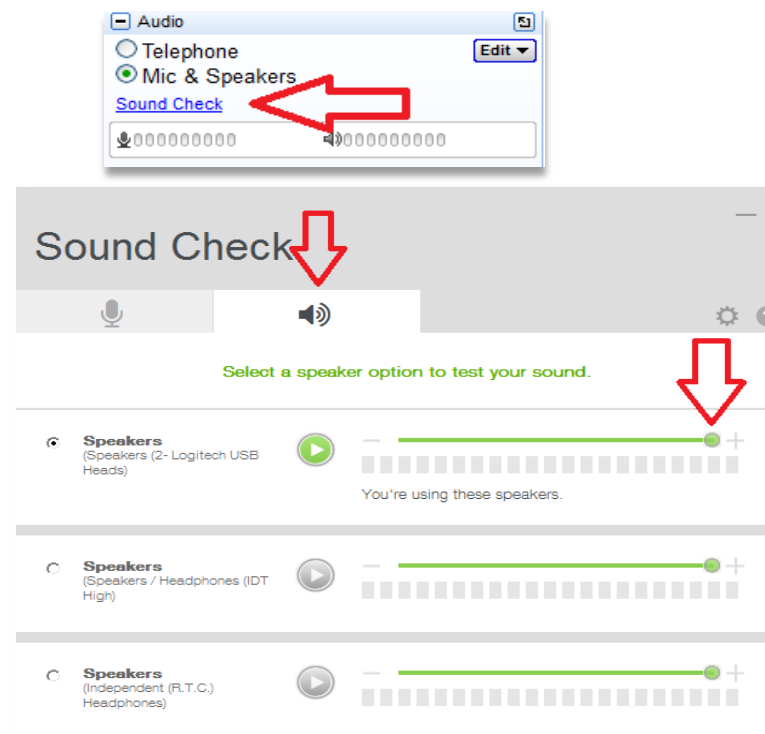
2 MILLION
DONORS

21,800
CHARITY
PARTNERS

Webinar Reminders

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.





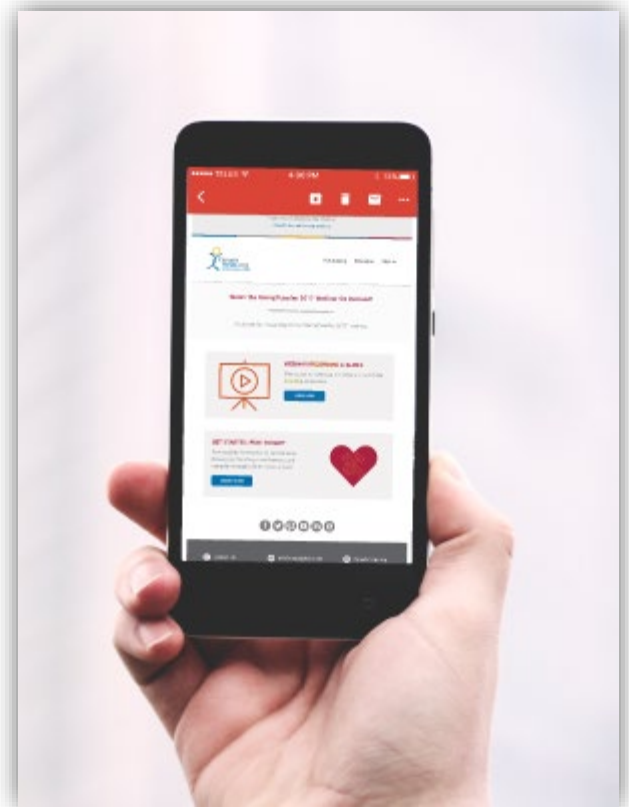
#GivingChallengeCA
June 2020

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.





#GivingChallengeCA
June 2020

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-based "Questions" log window. The window has a title bar with a minus sign, the word "Questions", and a maximize button. It contains a large empty text area for typing questions, a smaller text input field at the bottom with the placeholder text "[Enter a question for staff]", and a "Send" button in the bottom right corner. There are also vertical scrollbars on the right side of the text area and the input field.



Today's Agenda

- Should I be fundraising right now?
- Why get involved in the Great Canadian Giving Challenge?
- Some great campaigns
- Some tips to make the most of the Giving Challenge:
 1. *Email*
 2. *Social media*
 3. *Website, blog, etc.*
 4. *Support from local media*
- Planning checklist
- Q&A





#GivingChallengeCA

June 2020

Please indicate the impact of COVID-19 on your organization

(1 being a small impact, and 5 being a large impact)



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Should I be fundraising in the COVID environment?

- If you have a clear COVID message - YES!
- If you are serving our most vulnerable populations - YES!
- If you are affected but not directly responding to COVID - yes, but be sensitive. Or consider an indirect appeal:
 - ✓ **Thank:** let your community know you appreciate their crucial support.
 - ✓ **Update:** how your organization is adapting to better serve in the time of COVID.
 - ✓ **Check-in:** let them know you are there for them and share how you might be of service.
 - ✓ **Mention the Giving Challenge:** let donors know that in June each \$1 donated enters you to win a \$20,000 prize



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**Has your organization ever participated
in the Great Canadian Giving Challenge?**

- a) Yes**
- b) No**
- c) I'm not sure**



#GivingChallengeCA

June 2020

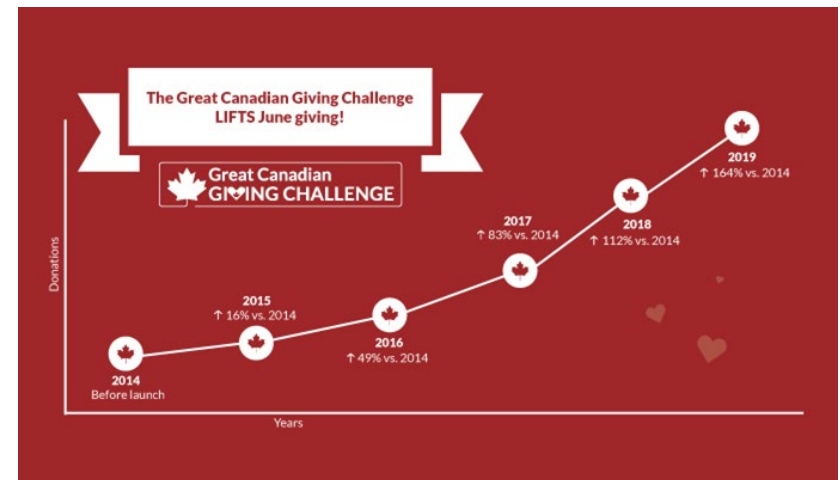
What is the Great Canadian Giving Challenge?

- **\$20,000 prize NEW THIS YEAR!**
- An month-long contest that gives you the chance to win a \$20,000 donation!
- Contest kicks off on June 1st, 2020
- Charities are automatically given 1 entry for every \$1 they receive in June via CanadaHelps.org or GivingChallenge.ca

\$1 = 1 chance to win

- On July 1st, one randomly selected ballot determines the \$20,000 donation

Why get involved? It's proven to inspire giving!





#GivingChallengeCA

June 2020

Winning \$20,000 would be great, but the win for all charities is to inspire supporters!

***The top reason organizations participate is to engage existing and new donors.
– Giving Challenge charity survey***

A \$10,000 win would be amazing and provide 5,000 dozen eggs but regardless we all win thanks to every June online donation through the Giving Challenge! ”

-Marjorie Bencz, [Edmonton's Food Bank](#)

The Great Canadian Giving Challenge provides the opportunity for donors to imagine the possibilities of what their donation can accomplish.”

- Lindsay Pomper, [Victoria Sexual Assault Centre](#)



Some past winners ...

GIV3 Canada
@GIV3_Canada

Following

It's official! This year's \$10,000 winner of the Great Canadian Giving Challenge is Camp B'nai Brith of Ottawa.... fb.me/53WU9igEy

12:00 PM - 3 Jul 2016



CanadaHelps
@canadahelps

Following

#TBT Last year @CAHumaneSociety were our lucky winners of the 2017 #GivingChallengeCA and won \$10,000. This year, YOUR favourite charity could be our lucky winner! Watch the Central Alberta Humane Society chat about the impact \$10,000 can make:



GIVE

GIV3 Canada @GIV3_Canada · 2 Jul 2018

We have a winner! Congratulations to @TruthForTeens1 in Markham, Ontario for winning this year's Great Canadian Giving Challenge and \$10,000 grand prize! Thanks again to every Canadian from coast to coast who gave so generously in June. Until next year! #GivingChallengeCA 🇨🇦

TRUTH for TEENS
CELEBRATING 10 YEARS



Giving Tuesday Canada

Published by Andrew Lindsay · July 2, 2019 ·

Congratulations to Little Trinity in Toronto for winning the 2019 Great Canadian Giving Challenge and a \$10,000 donation from GIV3! Thanks again to every Canadian from coast to coast to coast who gave so generously in June. See you in 2020! #GivingChallengeCA ❤️



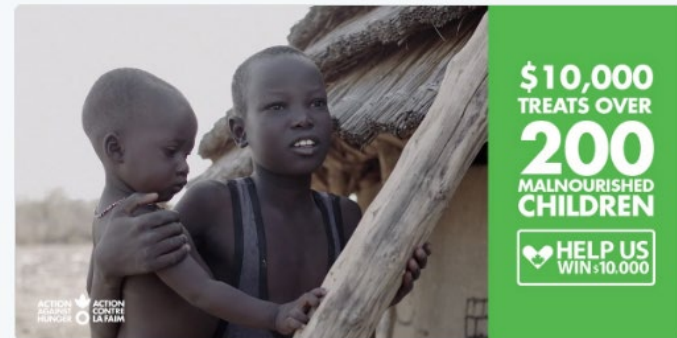


Great campaigns: clear and simple goal

Lonny's Smile @lonnyssmile · 27 Jun 2018
For every \$1 donated to our charity from June 1-30 earns us a chance to win a \$10,000 donation! \$10,000 ensures 200 first aid kits are available at camp! ❤️
Donate here: bit.ly/2sS1pa @Camp_Oki @sickkids @canadahelps
#GivingChallengeCA #CHD



ActionAgainstHunger @acfcand
Without the support of donors like you, we can't help kids like Keynyang. Thank you. #GivingChallengeCA #ZeroFamine canadahelps.org/en/charities/a...



Moorelands CS @MoorelandsCS · 25 Jun 2017
Less than a week til #givingchallengeca ends! Make a donation through @canadahelps before the end of the month! ow.ly/Fz9M30c7Mm



Museum - Health Care @MuseumofHealth · 21 Jun 2017
Don't forget to help us win the Great Canadian today! #GivingChallengeCA canadahelps.org/en/charities/m...





Great campaigns: use multiple channels – email, website, social media, video



H

Just a few weeks ago, we ventured in to areas unknown for one of our most complex rescues yet.

Pictured above is Jin. Before he arrived in Toronto, Jin was not a beloved pet dog. He wasn't even a roaming stray. His fate was far worse.

Jin, like millions of other dogs, was earmarked for the meat trade in China. He was facing a nightmare of abuse, torture and eventual slaughter.

But thanks to you, we were able to work with partner organizations and rescue Jin and nine other dogs from this awful fate. He and his friends endured a long and tiring fight to Canada, where on landing our team were waiting to transport them back to the shelter.

Jin and his friends are so friendly and loving, despite everything they've been through!

Our Rescue Transport Program allows us to rescue animals from all over the world. We have saved hundreds of dogs and cats from certain euthanasia because of this program. Will you make a donation as part of the Great Canadian Giving Challenge and help us rescue even more animals?

Donate Now

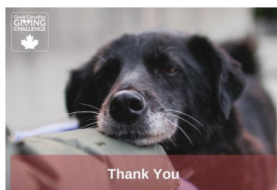
One dog not only saves a life straight away, but also saves a life straight away.

Every \$1 donated = 1 chance for us to win a \$10,000 prize. That could provide life-saving surgeries for animals in crisis, or feed every animal in the shelter for over two months.

Give \$15 = 15 chances

Give \$25 = 25 chances

Give \$40 = 40 chances



Toronto Humane Soc.

@THS_tweet

Follow

Thx SO much to all who gave to our **#GivingChallengeCA** appeal so far! Every \$ brings us closer to winning \$10,000!
bit.ly/1KlamCt

The Toronto Humane Society (@THS_tweet) needs your help to reach their \$10,000 fundraising goal to help hundreds of animals in need. Plus, if you donate before June 30, you'll enter them for a chance to WIN \$10,000 from the **#GivingChallengeCA**! Learn more: bit.ly/2slF8s5

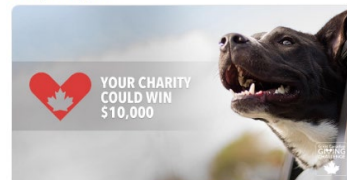


GivingTuesday Canada

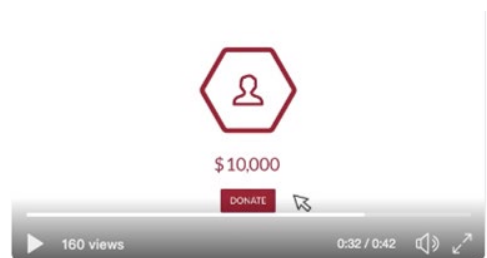
@GivingTuesdayCa

Following

"[#GivingChallengeCa is] a very important aspect to our summer fundraising program as we do see a dip in donations around this time of year," -Rosie, Integrated Direct Marketing Manager, @THS_tweet.
bit.ly/2lOyF2i



9:30 PM - 15 Jun 2018





Great campaigns: not shy to reach out to supporters

United Way @uwaysc · 24 Jun 2018

Donate any amount in June to help us win 10k to help keep shelters open
#home #housingfirst #asafeplace #givingchallengeCA #wearepossibility
ow.ly/4nF30kcpFN



United Way @uwaysc · 17 Jun 2018

Donate any amount to help us win 10k to support young fathers to be the best
they can be #dads #fathersday #givingchallengeCA #wearepossibility
ow.ly/4nF30kcpFN



United Way @uwaysc · 20 Jun 2018

Donate any amount to help us win 10k to help fund After School Programs,
keeping kids out of trouble! #allthekidsdancin #givingchallengeCA
#wearepossibility #wednesdaywisdom ow.ly/WyJA30kxql



United Way @uwaysc · 18 Jun 2018

Donate any amount to help us win 10k to help provide community hospice
support services. #dignity #givingchallengeCA #wearepossibility
#mondaymotivation ow.ly/WDUf30kxco



United Way @uwaysc · 12 Jun 2018

Donate any amount to help us win 10k to help empower & engage female youth
#gogirls #givingchallengeCA #wearepossibility ow.ly/A7n30kcpjB



United Way @uwaysc · 7 Jun 2018

Donate any amount to help us win 10k to support individuals living with epilepsy
#givingchallengeCA #wearepossibility #thursdaythoughts ow.ly/qGk30kieVp



Donate any amount to help us win 10k to
provide healthy mentorship to youth #match
#wearepossibility #givingchallengeCA
ow.ly/Dyul30kcpN



United Way @uwaysc · 11 Jun 2018

Donate any amount to help us win 10k to help support individuals with
disabilities #differentabilities #givingchallengeCA #wearepossibility
#mondaymotivation ow.ly/mZP730kcp9O





Great campaigns: get creative!



Help Gateway Theatre win \$10,000!
**The Great Canadian
GIVING CHALLENGE**
DONATE BY JUNE 30th



bit.ly/GTGiving



Gateway Theatre @Gateway_Theatre · 30 Jun 2016

final day of #GivingChallengeCA! help us win 10K for youth performing arts programs: bit.ly/GTGiving #donate
pic.twitter.com/nKVRrL47Jr



#GivingChallengeCA

June 2020

Your Giving Challenge Campaign



#GivingChallengeCA

June 2020

1. Engage supporters using email



Engage with supporters via email!



**Great Canadian
GIVING CHALLENGE**

Please Help our Charity Win \$20,000

Every \$1 you donate to our charity in June via
GivingChallenge.ca counts as a ballot to help us win \$20,000.
Please donate today - we really appreciate your help!

Donate to help us win

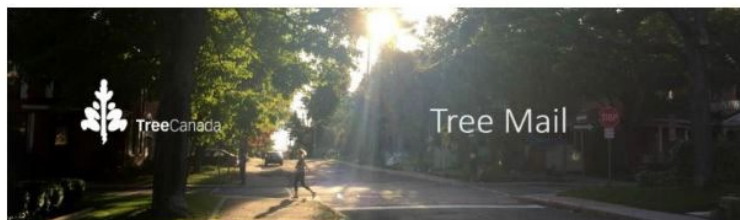
[Create a custom email on
GivingChallenge.ca](#)

Email is highly effective. Plan to send a few to your supporters:

- Let them know there's something big coming on June 1st
 - (Make it part of your usual messaging)
- Send a launch email. Let your supporters know how their donations will help and that they can help you win
- Tell supporters what you could do with \$20,000
- Keep them up-to-date throughout June and send a final push



Give your email a clear call-to-action



Deadlines Approaching!

In this issue: Don't miss these important deadlines for community grants, RFPs, conference registrations and more...



Last Chance to Help Us Win!

Every \$1 you donate to us in June counts as a ballot to help us win \$10,000 from the GIV3 Foundation.

The more you give, the more chances we have to win and the more chances we have to plant more trees! It's a win-win!

Deadline: June 30, 2018

[Donate Now](#)

[Donate Now](#)

Every donation made to our Giving Challenge page not only saves a life straight away, it also enters us in to a draw to help us win a donation of \$10,000.

Imagine how many lives that could save!

Every \$1 donated = 1 chance for us to win a \$10,000 prize. That could provide lifesaving surgeries for animals in crisis, or feed every animal in the shelter for over two months.

[Give \\$15 = 15 chances](#)

[Give \\$25 = 25 chances](#)

[Give \\$40 = 40 chances](#)





#GivingChallengeCA

June 2020

2. Engage supporters on social media



#GivingChallengeCA

June 2020

Get social with your supporters!

Use the hashtag
#GivingChallengeCA

Post reminders regularly!

Use images and video to engage.

Share what your charity could do
with \$20,000.

Early momentum is key, but plan
mid-campaign reminders and end
of campaign “last minute” calls to
action

Get resources on
GivingChallenge.ca



Yonge Street Mission @YSM_TO · Jun 28, 2019

Just days of the Canadian Giving Challenge - your donation could provide a winning entry for YSM to receive a \$10,000 award! Join the challenge and donate to YSM at bit.ly/30pLOVg #CanadaGivingChallenge #GivingChallengeCA



↻ 2

♥ 4





Social media tips

Strong images get engagement

- Kids and babies
- Puppies and other animals
- Happy people
- **DO NOT** just share your logo

Include a call to action

Tell your impact story

Link directly to your donation page

Ask for shares





Always link directly to your donation page

GivingChallenge.ca

Powered by CanadaHelps

Your Donation Will Support:
CanadaHelps
BN: 896568417RR0001

Great Canadian GIVING CHALLENGE

WIN a \$20,000 gift for this charity. Every dollar you donate in June is a chance to win. [See Details](#)

DONATION DETAILS

ONE-TIME DONATION
\$ Amount

MESSAGE FOR CANADAHELPS (OPTIONAL)

DONOR & TAX RECEIPT INFORMATION

EMAIL *

DONOR TYPE * COMPANY NAME/GROUP

Personal

FIRST NAME * LAST NAME *

CanadaHelps.org

CanadaHelps.org

Francis Help Giving Basket Sign In

Donate Explore Fundraise Why CanadaHelps Blog For Charities

Back to my Charity Search Results

Canadian Olympic Foundation

Registered Name: CANADIAN OLYMPIC FOUNDATION/ FONDATION OLYMPIQUE CANADIENNE
Business Number: 817729346RR0001

Add to my Favourite Charities

Donate Now

Share this page

About Our Impact



The Great Canadian Giving Challenge

Do something extra special for our Olympians this Canada Day. Donate to the #GivingChallengeCA during the month of June & the Canadian Olympic...
[Read more](#)



DONATION DETAILS

ONE-TIME DONATION

\$50 **\$75** \$150 \$500 \$ Other

You can also make a monthly donation

MESSAGE FOR CANADIAN OLYMPIC FOUNDATION

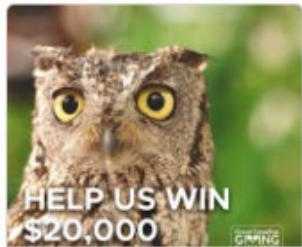


Use the free buttons, badges and social media images!





Use the free buttons, badges and social media images!



Wildlife-1200x1200.jpg



Seniors-1200x1200.jpg



LGBTQ-1200x1200.jpg



Indigenous-1200x1200.jpg



Healthcare-1200x1200.jpg



Environment-1200x1200.jpg



Dog-1200x1200.jpg



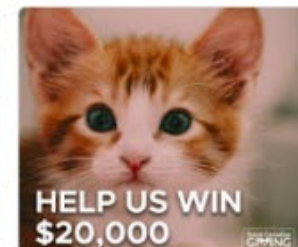
Children-1200x1200.jpg



Charity2-1200x1200.jpg



Charity1-1200x1200.jpg



Cat-1200x1200.jpg



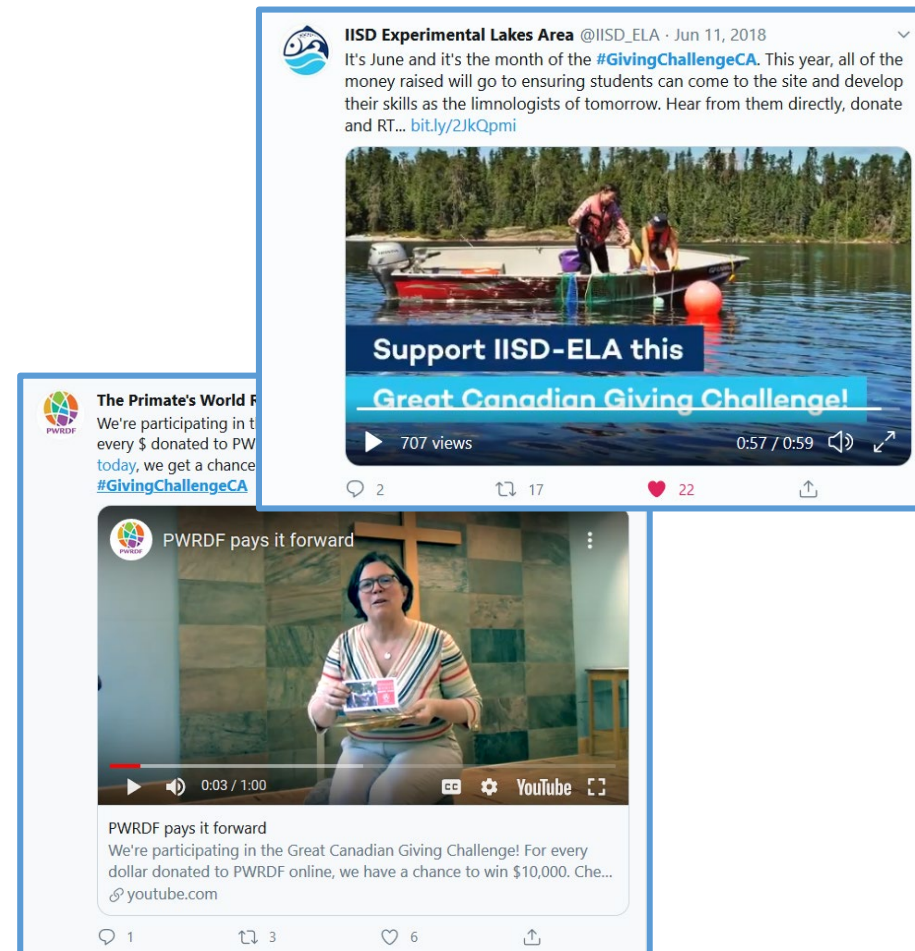
Cancer-1200x1200.jpg



Short videos get engagement

Video is a great way to engage people with your message

- Can be used on your website and social media
- Easily shareable
- Social posts with video tend to get higher engagement rates
- Posting videos natively on Facebook and Twitter performs better than linking to YouTube





#GivingChallengeCA

June 2020

3. Adapt your website



Use your website and blog

Have a dedicated place to send supporters who click:

- Simple layout
- Clear call-to-action
- Easy-to-donate

You can also get a ready-to-use donation page for your charity at givingchallenge.ca

OrKidstra
empower kids • build community

ABOUT PROGRAMS EVENTS SUPPORT

Help OrKidstra win \$10,000 with the Great Canadian Giving Challenge!

The Great Canadian Giving Challenge is back! Every \$1 donated* ONLINE to OrKidstra in the month of JUNE earns us a chance to win the \$10,000 grand prize from Canadahelps and GIV3. Your donation will give the gift of music AND every dollar is an entry for OrKidstra to win \$10,000! *Minimum \$3 donation required

Help OrKidstra win \$10,000 with the Great Canadian Giving Challenge!

Great Canadian GIVING CHALLENGE

OrKidstra
empower kids • build community

\$10,000!

Thank you for making a donation to OrKidstra!

This secure online donation form is powered by Canadahelps.

OrKidstra
empower kids • build community

DONATION DETAILS

AMOUNT

Donate Now Donate Monthly

REVEAL FOR ORKIDSTRA (OPTIONAL)

family transition place
Building healthier communities - one relationship at a time

Home About Shelter/Services Outreach Counselling FTP Fundraisers Community

Great Canadian Giving Challenge

Help Us Win \$10,000!

Donate to Family Transition Place (FTP) throughout the month of June and help make a HUGE impact! Every \$1 donated to FTP in June earns us a chance to win \$10,000 (minimum \$3 donation required). Please consider donating above your regular giving to help give us the chance to win.

The potential to win \$10,000 has given us the opportunity to consider solving one of the bigger issues at our Orangeville location. **Parking.** There are simply not enough parking spaces at this facility in comparison to the number of women, children and men that we serve; not to mention, the staff needed to provide those services. We know how much it will cost and what it will take to make it happen. **The problem is the lack of funding.** Our available parking lot spaces would increase from 29 spots to 46. Our accessible parking spots would be closer to the entrance, making it much easier for those with accessibility concerns to enter the building. Clients and staff would no longer have to find alternative parking locations for their appointments.

This may not seem like a big issue considering the sensitive work that we do here, but please consider this:

- 1 in 4 women and 1 in 6 men experience sexual abuse in their lifetime. Any one you know could be in need of our services and we want to make sure that they can see our counsellors without any additional stress.
- There are up to 12 women and their children living here at our facility at one time who are potentially in high-risk situations. Providing them with safe and accessible parking to make coming and going as easy as possible is important to us.
- As our community grows, the needs of our community grow as well. We are continually increasing the services offered to support the ever-changing and expanding needs of those who access our services. With that comes an increased number of staff. **Things have changed a lot since this facility was built in 1997.**

While every dollar donated throughout June to canadahelps.org or givingchallenge.ca will count as a ballot entry for FTP, we want to make sure that we use your money the way you'd like it to be used. On the online donation form, you will be asked to "Apply your donation to a specific fund set up by this charity." You will have the choice to make your donation a **General** contribution, which will support our programs and services. Or, you can select the **Parking Lot Expansion** option, which will specifically support our parking lot expansion fundraising efforts.

[DONATE NOW](#)

The Challenge begins June 1, 2019 at midnight Newfoundland Daylight Time (NDT) and ends on June 30, 2019 at 11:59:59 p.m. Pacific Daylight Time (PDT). The draw will take place on July 1, 2019.



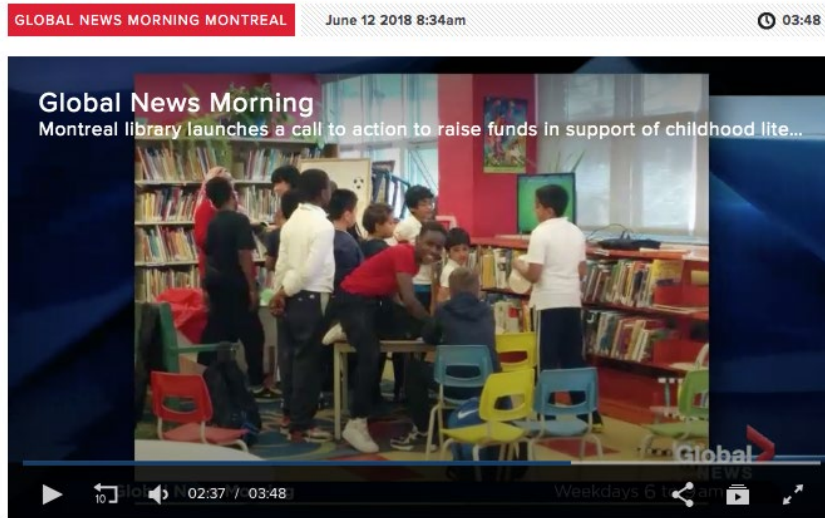
#GivingChallengeCA

June 2020

4. Ask for support from local media



Engage with local media!



Montreal library launches a call to action to raise funds in support of childhood literacy

Join Global's Laura Casella and Montreal Children's Library President Alexandra D'Arrisso as they talk about a pan-Canadian fundraiser – The Great Canadian Giving Challenge – that will benefit children's literacy in Quebec.

The Great Canadian Giving Challenge is a unique story you can use to get some local media attention.

- Give your story a local hook – your supporters can help in their community and be part of a national event
- Let your community know what you would do with the prize money



More local media

LOCAL NEWS VIDEO CLASSIFIEDS OBITUARIES E-EDITIONS JOBS CONTACT MARKET



CLOVERDALE REPORTER



Dolly Parton's Imagination Library program participant Noah reads one of the books sent to his family. (Contributed photo)

Sources raising money for literacy

Organization could win \$10,000 to boost book-giving program

AARON HINKS / Jun. 9, 2018 1:00 p.m. / LOCAL NEWS / NEWS



It's a win-win situation for [Sources Community Resource Centre](#).

Sources is participating in the Great Canadian Giving Challenge. For every dollar donated to the organization, Sources will earn a chance to win \$10,000.

The challenge, which started June 1, runs until the end of the month. The grand prize draw is to take place on Canada Day.

Whether or not Sources wins, the organization has set a fundraising target of \$5,000 for its Dolly Parton's Imagination Library program.



Global Halifax
@globalhalifax

Follow

Robin levy from @PhoenixHfx tells us about the 4th Great Canadian Giving Challenge @canadahelps #GivingChallengeCA.
globalnews.ca/halifax/videos/



Great Canadian Giving Challenge

Robin levy with the Phoenix Youth Programs tells us about the 4th Great Canadian Giving Challenge beginning June 1st.

8:46 AM - 31 May 2018

[Home](#) / [Community](#) / East Scarborough Storefront Participates...

East Scarborough Storefront participates in Giving Challenge

Charity will use donation to create leadership opportunities

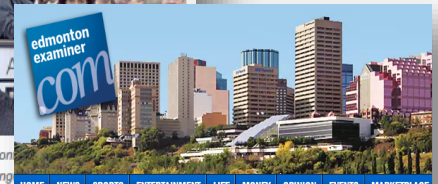
COMMUNITY JUN 02, 2017 • SCARBOROUGH MIRROR



The East Scarborough Storefront Great Canadian Giving Challenge Scarborough Storefront/Photo

The third annual Great Canadian Giving Challenge East Scarborough Storefront is asking charitable giving from Thursday, June 1, donating \$1.

For every dollar donated to the Storefront, the charity to win an additional \$10,000.



HOME NEWS SPORTS ENTERTAINMENT LIFE MONEY OPINION EVENTS MARKETPLACE

LOCAL ALBERTA CANADA WORLD

NEWS

Volunteer Edmonton: Great Canadian Giving Challenge runs until June 30

By Sharon Moudura, Volunteer Edmonton
Wednesday, June 8, 2016 9:46:13 MDT AM

Recommended 1

Twitter

Google+

SHARE



Report an error

What would you do if you won the lottery? Maybe you would take a portion of the money and donate to your favourite charity. Few people get the opportunity to donate a large sum of money to a cause they support. In the month of June, CanadaHelps and GIV3 are giving Canadians a chance to win big for the charity of their choice.

The Great Canadian Giving Challenge kicked off June 1st and runs until June 30th. Every \$1 donated to a registered charity enters that charity into a draw to win \$10,000.

Last year, the Great Canadian Giving Challenge raised \$6.3 million for more than 7,500 charities. 41,000 Canadians contributed and helped increase donations by 22% compared to 2014. Next year, 2017, is Canada's 150th anniversary and GIV3 aims to spotlight Canadians' giving spirit for our country's milestone anniversary.

The impact \$10,000 could have for a charitable organization is enormous. For an after-school program, it could upgrade playground equipment or it could purchase new trees for a seniors transportation service — the possibilities are endless.

So how can you get involved and win big for the charity of your choice?



#GivingChallengeCA
June 2020

Download the media pitch template





Follow up and say thanks!



Help Lesotho
@helplesotho

Follow

Although we did not win **#GivingChallengeCA** grand prize draw, with your support we raised \$32,488 in the month of June! Because of YOU, the community of rural Pitseng will continue to have a place to call home at the Pitseng Centre.

\$32k!



GRID
@grid_org

Follow

THANK YOU to everyone who supported us throughout the **#GivingChallengeCA** challenge. You helped us raise \$56,580, 21% of our **#ght2018** team's goal! You can still support our **#ght2018** team by donating at bit.ly/2JpM4yg!

\$56k!



Rossbrook House @Rossbrook · Jul 8, 2019

Thank you to everyone who supported @Rossbrook through the 2019 Great Canadian Giving Challenge! Thanks to your generosity, Rossbrook received over 7,000 entries for the chance to win \$10,000. **#GivingChallengeCA** **#rossbrookhouse**



Accessibility Renovations for Kids @ARKcalgary · 1 Jul 2018

Happy **#CanadaDay**! We're pleased to report that, over the course of June, we have raised over \$1500 in the Great Canadian Giving Challenge. **#GivingChallengeCA**

Thank you to all of our supporters, and we hope all of you have a safe and fun Canada Day! **#ThankYou**



\$1.5k!



#GivingChallengeCA

June 2020

What to do next?



#GivingChallengeCA

June 2020

Giving Challenge Checklist

- ✓ **Craft a message**
 - Craft your message and let your supporters know how their donation (and the campaign) will have an impact.
- ✓ **Donation page and website links**
 - Have a clear call-to-action: “Donate Now” or “Give Today”. Link directly to your donation page!
- ✓ **Get your emails ready**
 - Schedule emails: pre-launch, launch, mid-campaign, last chance and thank you.
- ✓ **Create social media posts and images**
 - Schedule social media posts in the same way as your emails.
 - Use ready-made graphics from givingchallenge.ca.
 - Link to your donation form.
- ✓ **Contact local media:**
 - Leverage your contacts. Use our [media pitch template](#) when reaching out.



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June 2020

Questions?

Type them into the Questions Log.

A screenshot of a web-based 'Questions' log interface. The window has a title bar with a minus button and the text 'Questions'. Inside, there is a large empty text area for typing a question. Below this area is a smaller input field containing the placeholder text '[Enter a question for staff]'. To the right of the input field are two small arrow buttons for scrolling. At the bottom right of the window is a 'Send' button.



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Thank You!



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June 2020

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



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Stay tuned for an invitation to our next webinar!