



Maximizing Your End of Year with CanadaHelps



SPEAKER:



Tamara Rahmani
Senior Manager, Charity Engagement



Land Acknowledgement

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.

About CanadaHelps



- CanadaHelps is a charitable foundation increasing giving in Canada through technology.
- **For Canadians**, CanadaHelps.org, provides a trusted one stop destination for making donations, fundraising, or learning about any charity in Canada.
- **For Canada's 86,000 charities**, we also develop affordable fundraising technology and provide free training and education for charities so that all charities have the capacity to increase their impact and succeed in the digital age.
- Since 2000, more than 3.5 million Canadians have donated over \$2.3 billion to charities using CanadaHelps.



Got A Question?

- A recording will be emailed to you following the webinar. You'll be able to watch the recorded video on demand.
- You can hear us, but we can't you.
- Have questions or technical difficulties?
- Type them into the Questions Log at anytime.

Questions

[Enter a question for staff]

Send

About the Presenter



Tamara Rahmani

Senior Manager, Charity Engagement - Western Canada

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Tamara has been the lead of our Charity Engagement Team in Western Canada since Fall 2018. During her time at CanadaHelps, she has been closely in touch with her passion for social justice by working with thousands of charities. Tamara helps charities across Canada by helping them remove technological barriers to get them closer to their mission.

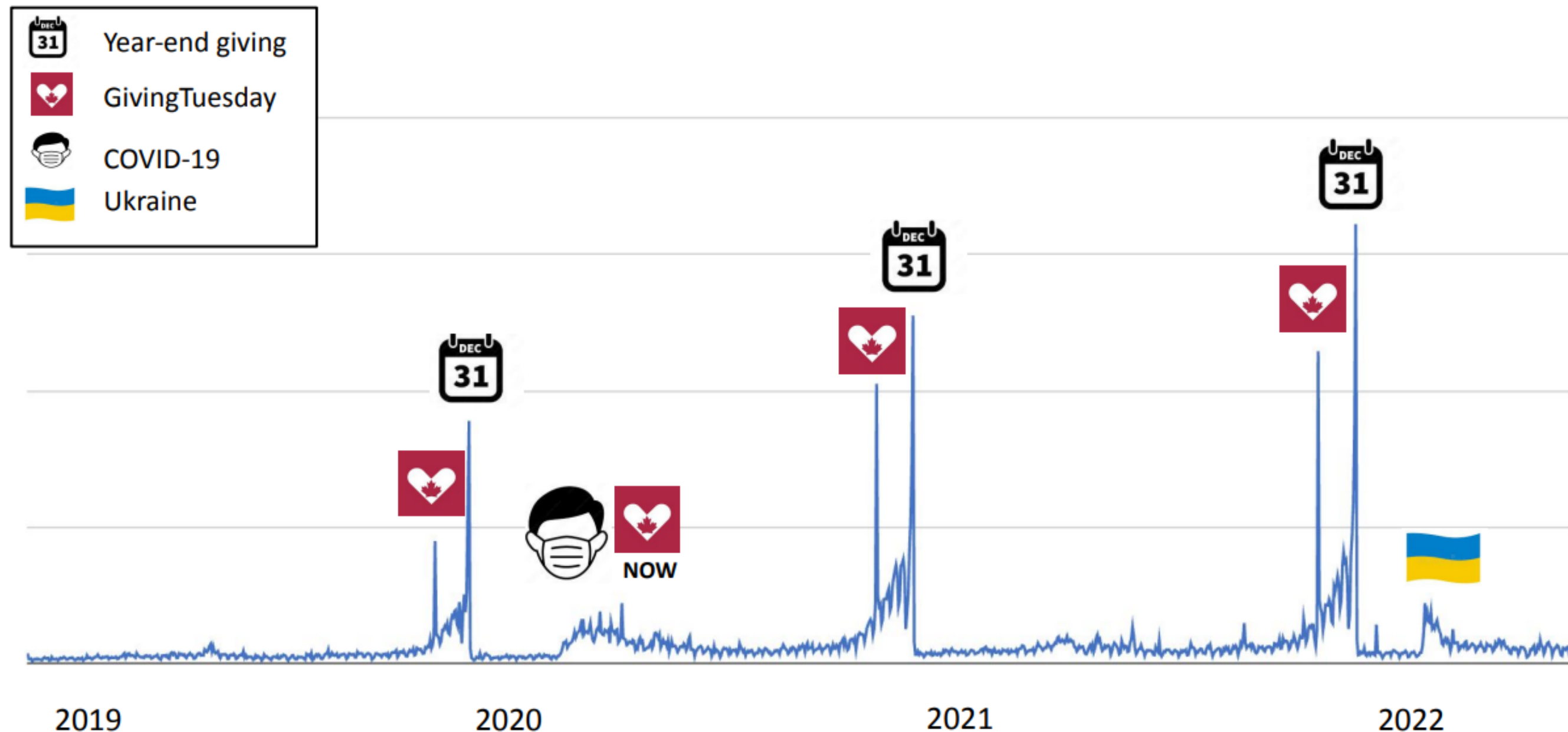
A top-down view of a person with dark hair and a tattoo on their left arm, sitting at a white desk and typing on a laptop. The desk is cluttered with various items: a black smartphone on a patterned notebook, a white mug, a pair of glasses, a black book titled 'PICASSO ArtBook', and an open book. A large, round, woven basket is visible on the left side of the frame. The background shows a light-colored tiled floor and a textured rug.

Agenda

- The Importance of End of Year
- Ways to Maximize Your End of Year
- Ways to Reach Your Goals with CanadaHelps
- Improving Year on Year
- Q&A

The Importance of End of Year

- 30% of giving happens in December
- 10% happens in the last three days of the year!



Learn From One Holiday Season To Another

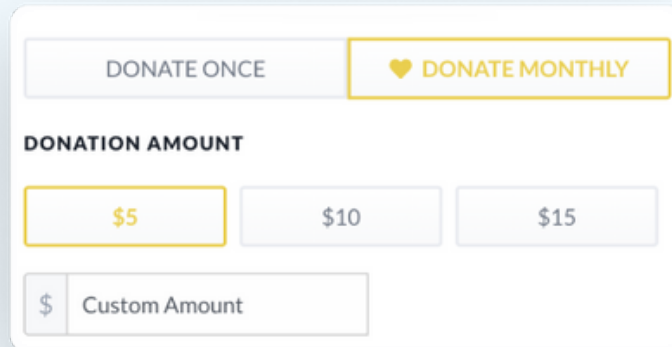

We will be talking about strategies, tactics, and some quick wins for Giving Season but we're well aware that we're close to end of year. We hope you'll find the content helpful throughout the coming year and learn from one holiday season to another to improve year on year!



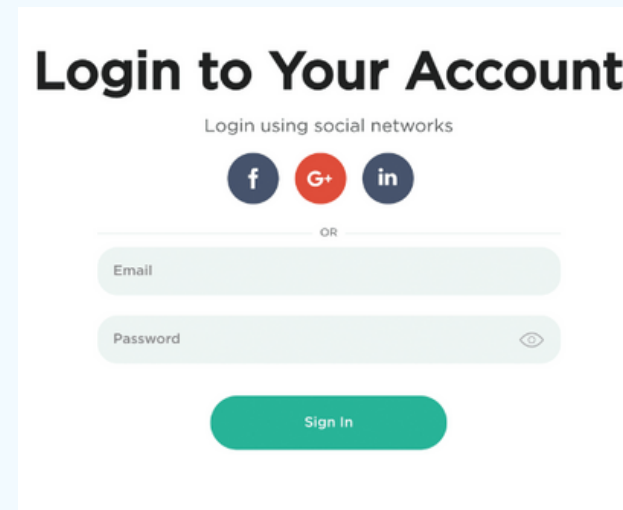

Online Giving Basics

- Keep your donation ask visible
- Reduce friction (remove unnecessary questions or steps)
- Explain the tangible impact of their donation
- "All the ways you can give" page/dropdown
- Mobile compatibility

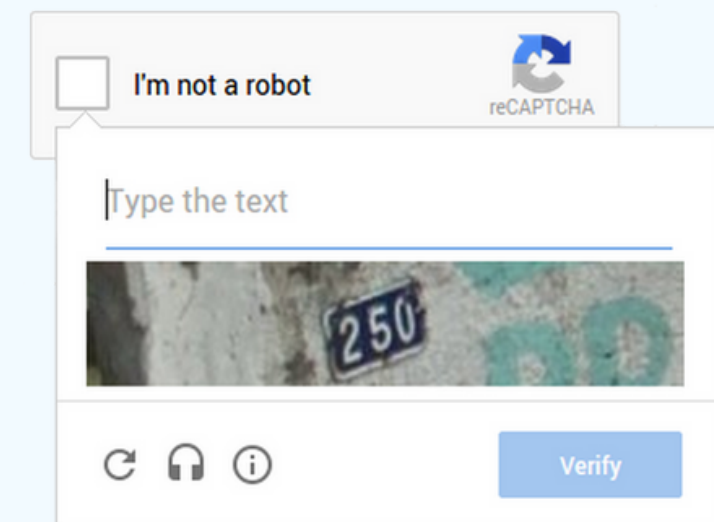

Let's take a look at a live example.



A screenshot of a donation form. At the top, there are two buttons: "DONATE ONCE" and "DONATE MONTHLY" (which is highlighted with a yellow border and a heart icon). Below this, the section is titled "DONATION AMOUNT". It features three buttons: "\$5" (highlighted with a yellow border), "\$10", and "\$15". At the bottom, there is a "Custom Amount" field with a dollar sign icon.



A screenshot of a login form titled "Login to Your Account". It includes a sub-header "Login using social networks" with icons for Facebook, Google+, and LinkedIn. Below these is an "OR" separator. There are input fields for "Email" and "Password" (with a toggle eye icon). A green "Sign In" button is at the bottom.



A screenshot of a reCAPTCHA form. It starts with a checkbox labeled "I'm not a robot" and the reCAPTCHA logo. Below this is a text input field with the placeholder "Type the text". A small image of a license plate with the number "250" is shown. At the bottom, there are icons for refresh, audio, and help, along with a blue "Verify" button.

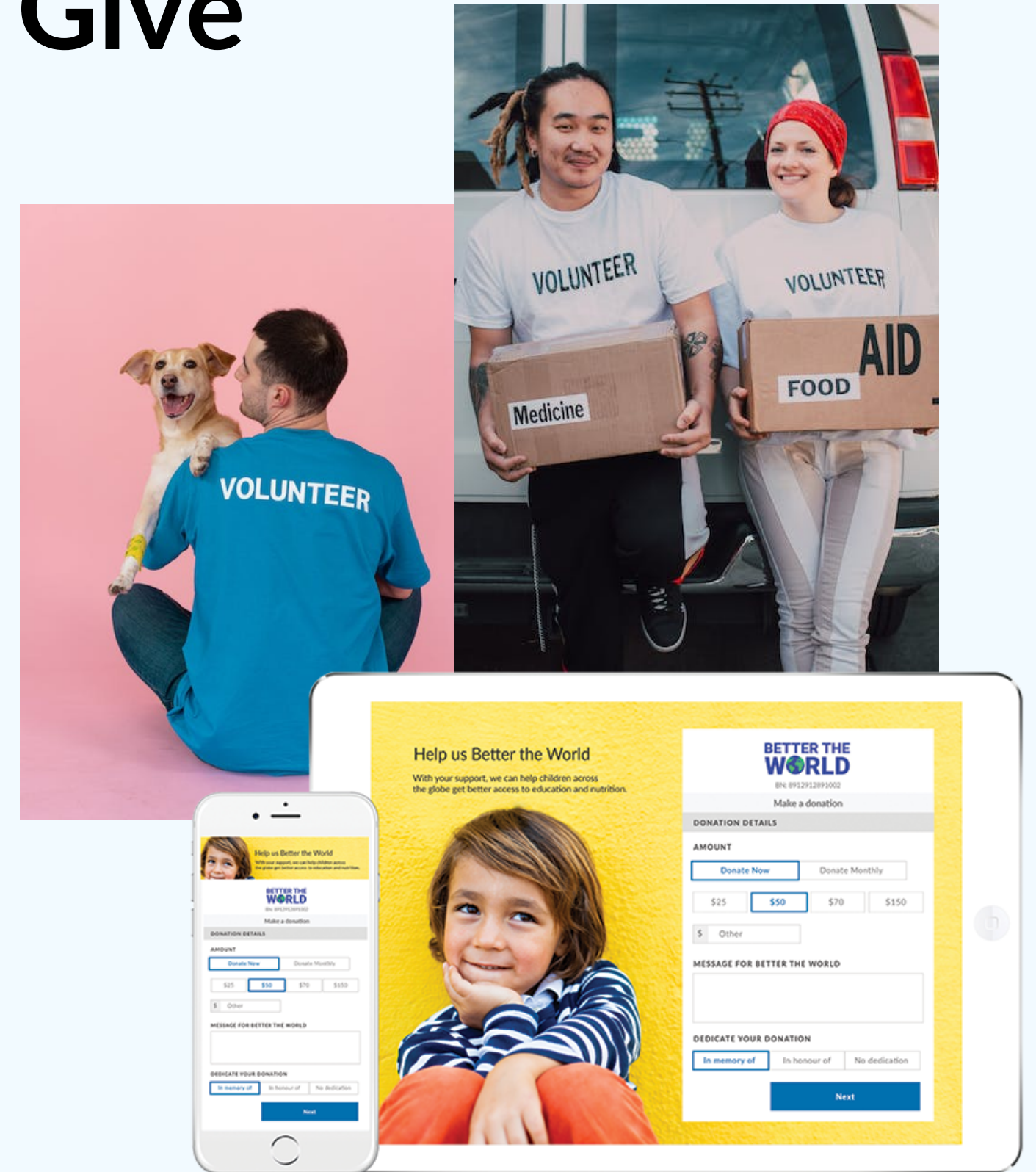
Consider All the Ways People Give

- In-Kind Donations
- Volunteering
- Monetary Donations
 - Traditional Donation (online/offline)
 - Mutual Funds and Securities (check deadlines)
 - Crypto
 - Legacy Gifts
 - Tribute/In Memory Gifts

76% of generosity are non-monetary.

A generous act can lead to many more generous acts.

(Source: GivingTuesday).



Customize it for Giving Season

- Make your message timely
- Add "Giving Season 2022" as a campaign
- What was accomplished by your charity in 2021-2022
- Custom Amounts - what will the donation help you with in 2023
- Create Giving Season eCards for those donating on someone's behalf

'TIS THE
SEASON

Stay Top of Mind

Keep communicating with your donors right up to the end of the year but be strategic.

- **Typically donate around Giving Season**
- **LYBUNT and SYBUNT lists**
- **Not donated in the last 6 months**

These are some suggestions but you could come up with more.



Tailored Communication

Hello **Jeane**,

Thank you so much for your generous donation of **\$25.00 last December**. Your donation helped us reach our goal to distribute over 3000 books in the Greater Toronto Area to some of our most at-risk children and communities.

This Giving Season, we would love your support in reaching an even more ambitious goal to develop a permanent location for a children's library to support our community. [Learn more about our plans for 2023.](#)

DONATE 

Change it up with a Soft Ask

A "soft ask" can help donors learn more about the cause and prime them for giving.

Education or impact sharing is the main message.

- Any new developments in your cause
- Your impact in the last year
- Thank you

The call-to-action can be to "learn more" instead of "give"



Last Minute Calls To Action

Send an email or two in the last three days of the year with a "Last Call"

"2 Days Left to Make Your 2022 Tax-Deductible Donation"

Remember to remove those that have made a donation or choose to send only to those who have not opened a previous email.



Achieve your Goals with CanadaHelps

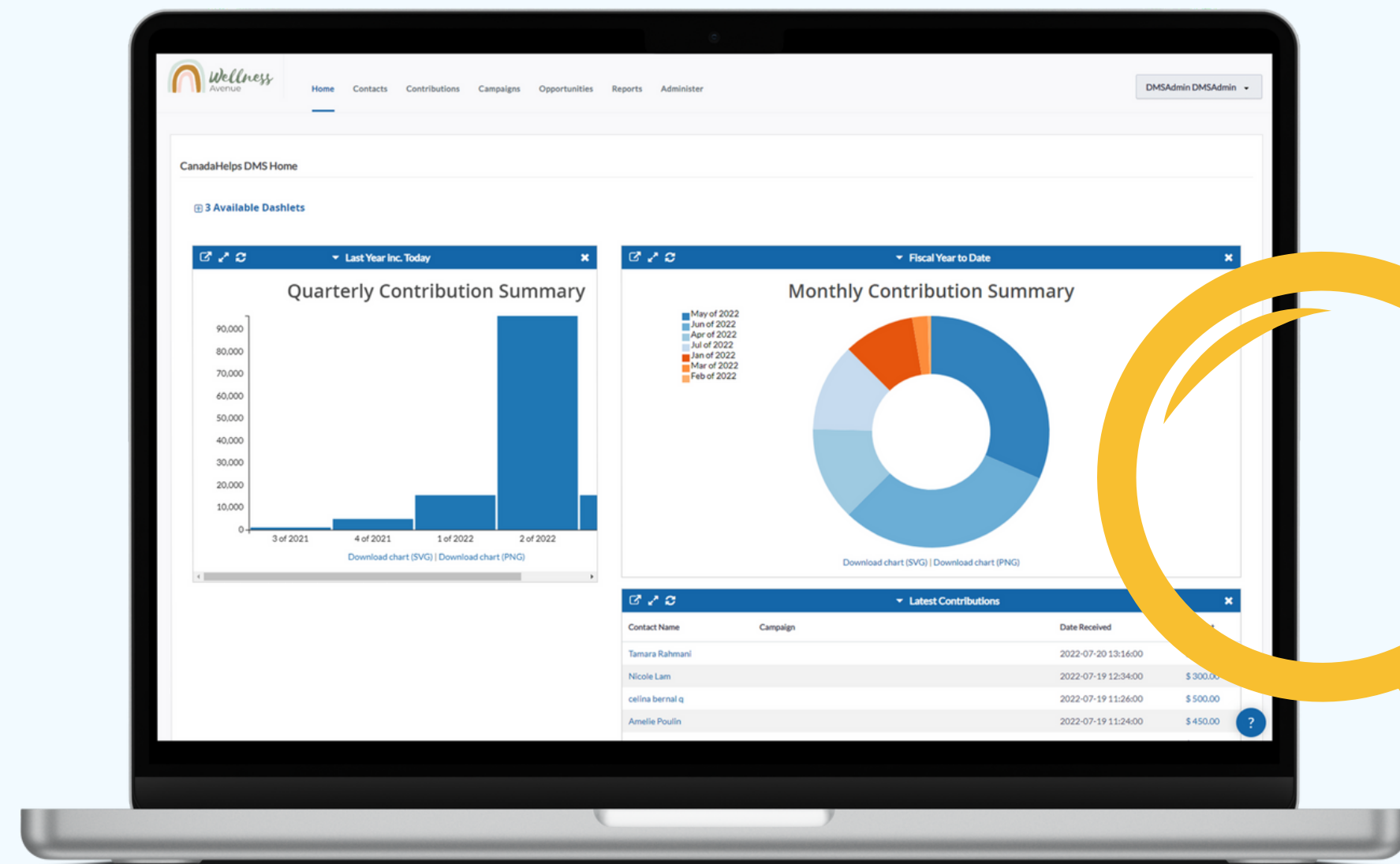
Custom Donation Forms

- Accept any kind of monetary donation
- Create a unique campaign for the Giving Season
 - Timely Description
 - Custom Amounts
 - Thank you message
 - Mailing List Opt-In
 - Collect Custom Information
- Provide links to your donation form (URLs, QR Code)

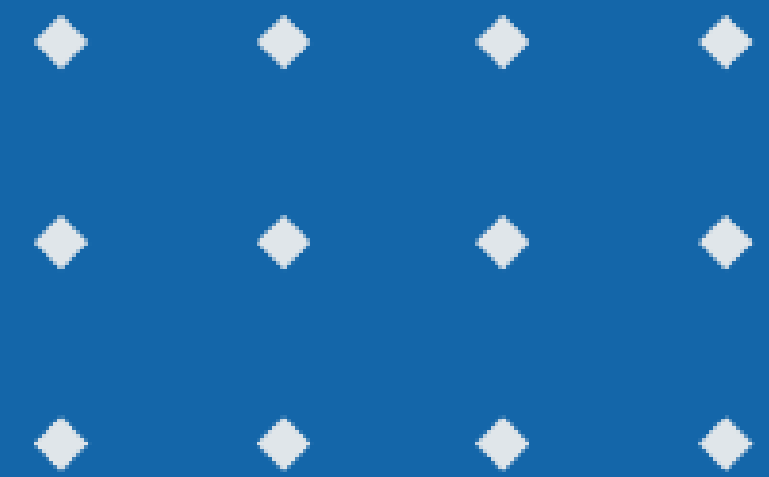
The image shows a screenshot of the CanadaHelps.org website interface. The main heading is "Manage All Your Donation Forms Here". Below this, it says "Takes less than 10 minutes to fill out all the information needed to register your business." There are input fields for "Email", "Full name" (with the example "Alexander Parkinson"), and "Password". A blue button labeled "Get started" is at the bottom. On the right side, there is a "PAYMENT DETAILS" section with fields for "Name on card", "Card number", "Expiry", and "CVV". A blue button labeled "Pay \$888" is next to it. At the top right, there is a link "Have account? Log in". In the bottom right corner, there is a blue box with the text "To Your Goal" and "88,169 donated", along with a circular progress indicator showing "12,5%".

Review Your Giving Season

We're hoping you all have a great Giving Season but don't stop at Giving Season - remember to review how it all went going into the New Year and what you can do bigger and better.



Q&A



Contact Us



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www.CanadaHelps.org

@CanadaHelps

[Book a Consultation on the CanadaHelps DMS](#)