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.
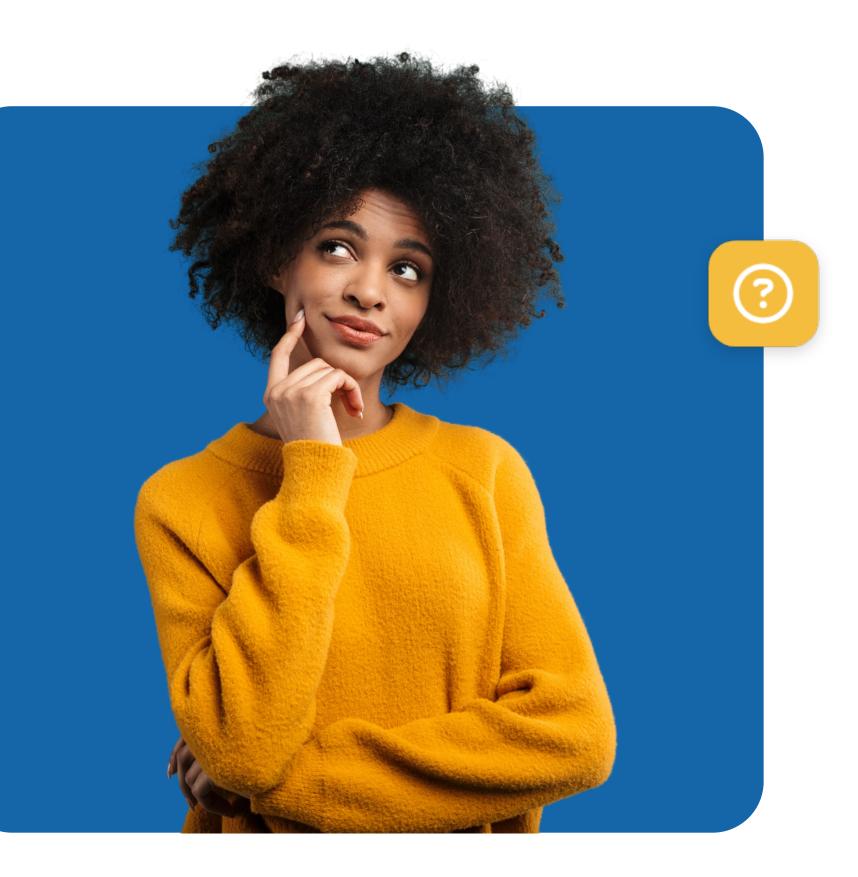

Source: #BeadYourProvince, Kooteen Creations

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.

Have 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 hear you.

- Have questions or technical difficulties?

- Type them into the Questions Log at any time.

CanadaHelps
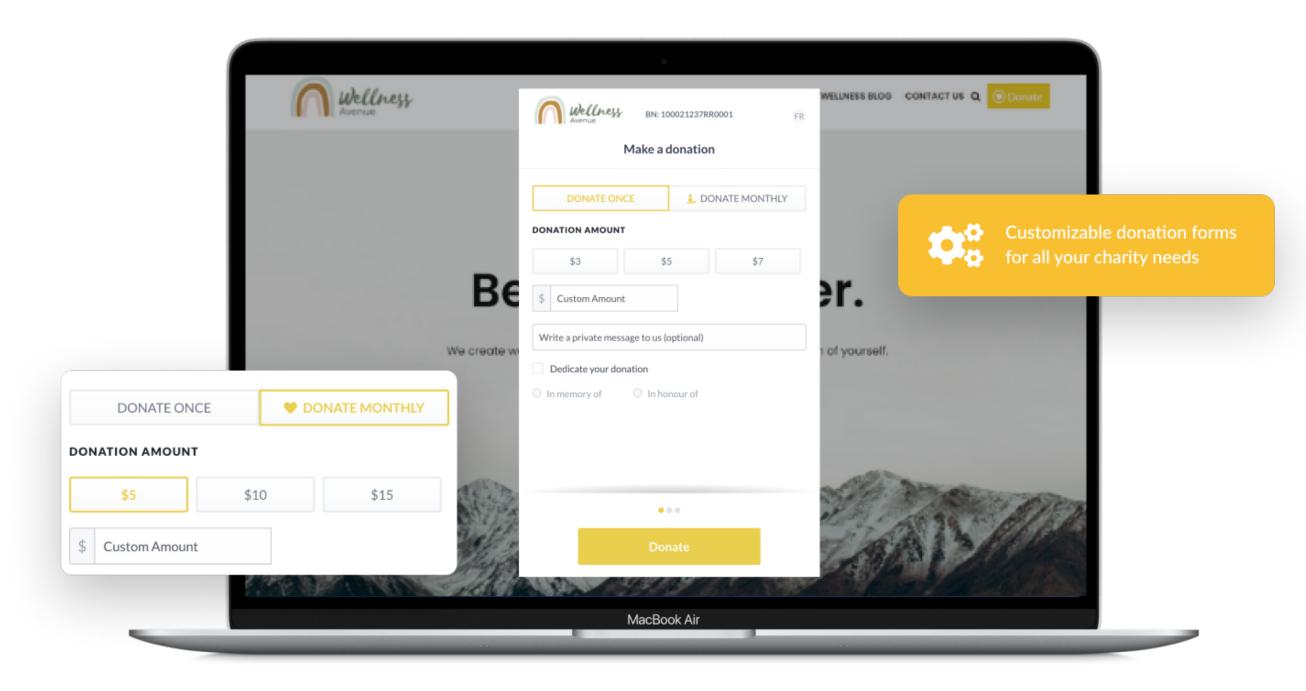**The Redesigned Customizable Donation Form Editor**

Agenda

1. Growing Your Revenue With Customizable Donation Forms
2. What's New? We've Been Working to Make Your Forms Better!
3. Introducing the New Customizable Donation Form Editor
4. Time for a Walkthrough

Growing Your Revenue With Customizable Donation Forms

What is a Customizable Donation Form?

It's a fundraising tool designed to help **save charities time** and **raise money more easily**.

Customizable donation forms for all your charity needs

Charities with at least 2 active donation forms earn 2.5X more revenue annually than charities with 1 active form.

Looking Deeper Into the Numbers

In comparison to charities with only one active Customizable Donation Form, charities with...

2-3 Active Donation Forms >>> Earn **2.5X More** Revenue Annually

4-5 Active Donation Forms >>> Earn **6.3X More** Revenue Annually
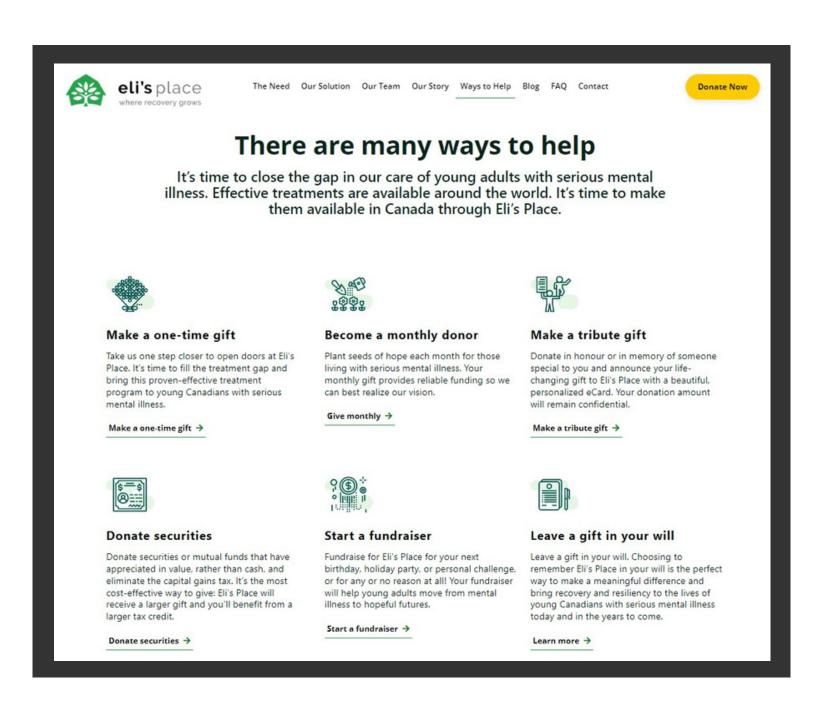
6-10 Active Donation Forms >>> Earn **13.5X More** Revenue Annually

Why So Many Donation Forms?
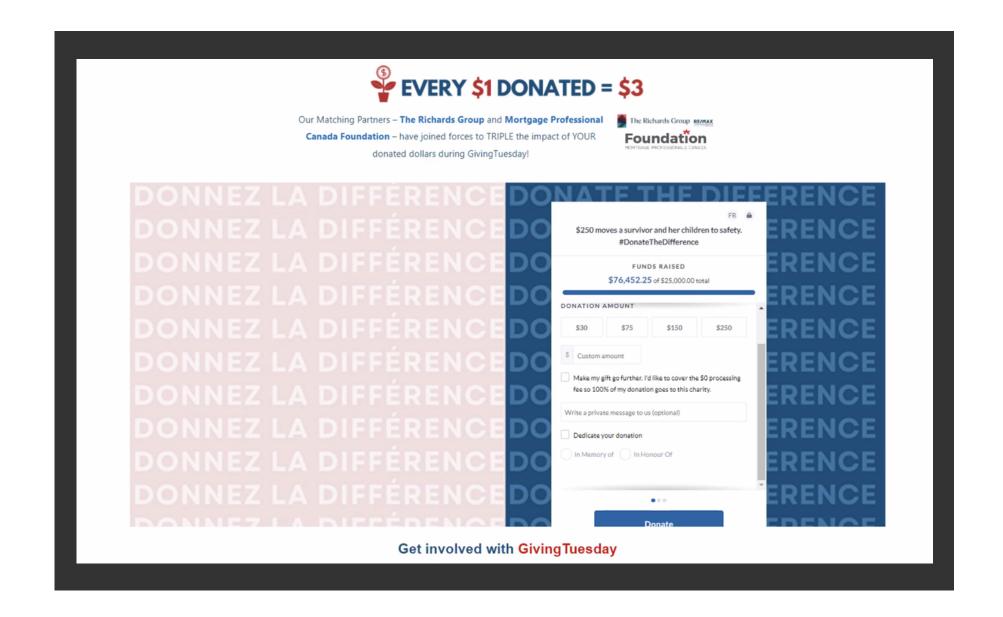
Your Standard Form and Ways to Give

✓ A standard donation form to drive to on your website

✓ Using the full array of form types to invite donors to give on your Ways to Give page:
> One-time, Monthly, Tribute Gifts, Securities, Cryptocurrency, etc.

Why So Many Donation Forms?
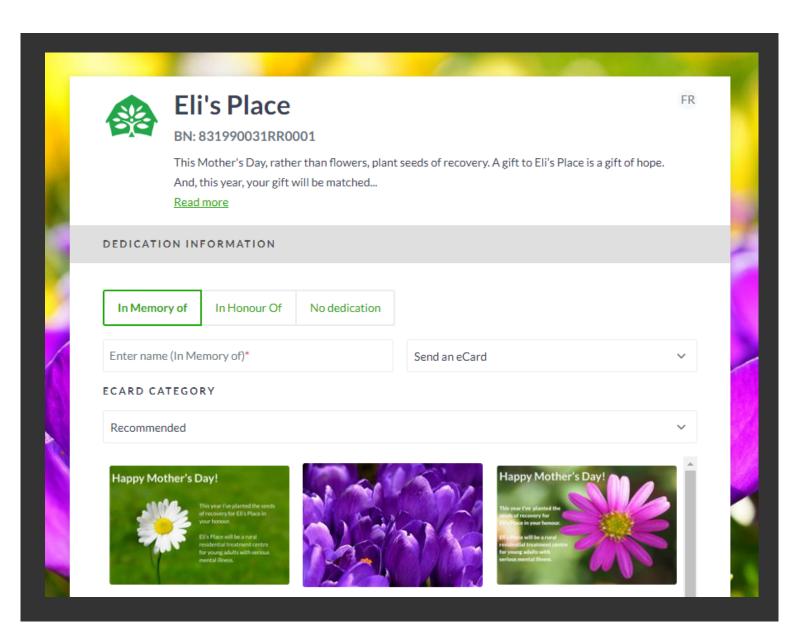
Program Specific Campaigns

✓ Create campaign-specific branded forms and landing pages for GivingTuesday, Great Canadian Giving Challenge, Make It Monthly, and your charity's key appeals.

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The Redesigned Customizable Donation Form Editor

Why So Many Donation Forms?

Creative Campaigns for Holidays Gift Guides and More

- ✓ Create campaign-specific pages, branded for example for Mother's Day, Father's Day or holiday gifts.

- ✓ Support donors wanting to support your charity with In Memory Appeals, Personal Challenges, and more.

An experience that donors value.

Donors value:

Our forms make it easy for you to provide that value:
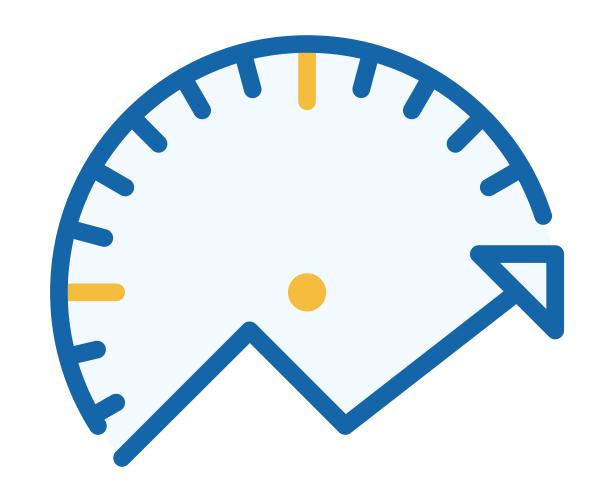
♡ Being thanked for their generosity ➤➤➤ Automatic thank-yous with your custom message. Plus, a built in thank you tool.

♡ A simple, clear giving experience ➤➤➤ All form types can be branded (no coding required), are mobile-ready, and LOTS of options like eCards.

♡ Knowing how their gift will be used ➤➤➤ Add an impact message, select funds, and preset gift amounts with a note about the tangible benefit

♡ Choice of payment method ➤➤➤ One-time & monthly with quick checkout, credit card, PayPal, Apple Pay & Google Pay. Plus, securities & crypto.

♡ Receiving tax receipts promptly ➤➤➤ CanadaHelps automatically issues electronic tax receipts and you can even resend receipts as needed

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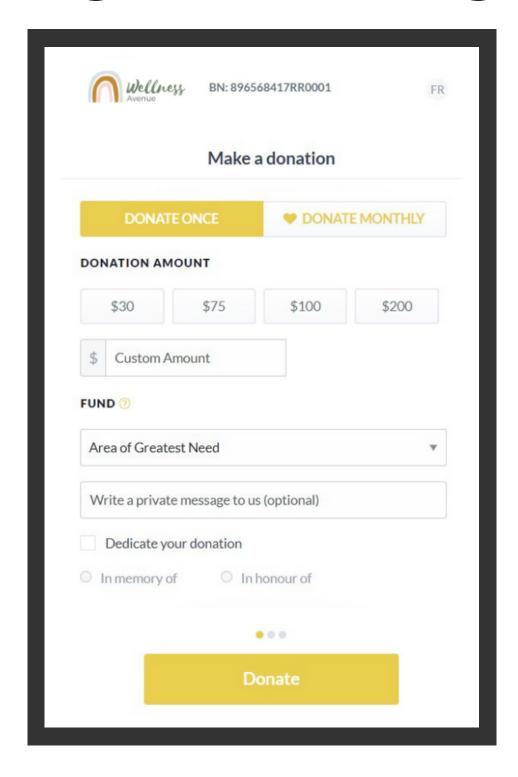# What's New? We've Been Making Your Forms Even Better!

Performance Enhancements: Faster Forms

Recently, we rearchitected our forms to **perform faster for your visitors**.

This isn't a visual update but early testing has shown that donations forms are loading in under 2-seconds!
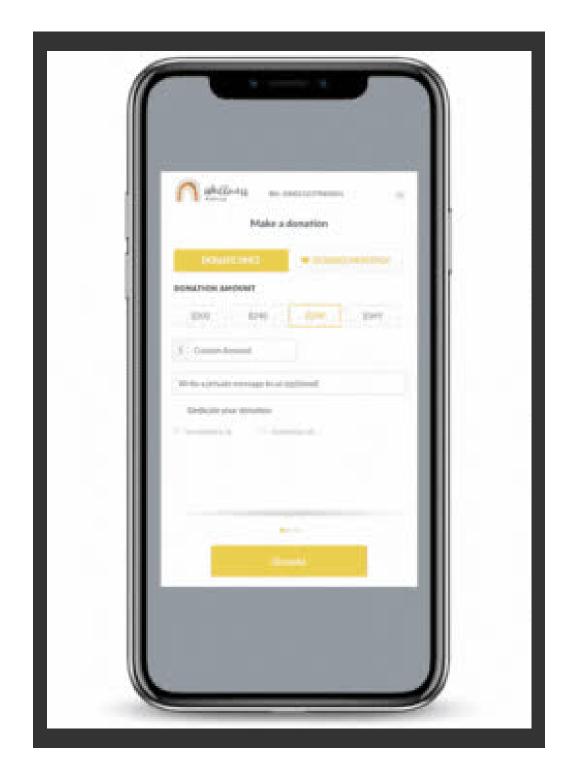
A/B Testing: Increasing Donation Dollars

We recently ran an A/B test to measure the impact of changing the tab style on donation forms to be a solid colour.

Our testing resulted in a **4.2% increase in donation amounts on multi-step forms and 2% on full forms**!

We continue to run A/B tests to see how best we can increase conversion rates and donation amounts, so stay tuned for future updates on things like Cover the Fees!

A Branded Experience: Thank You Emails

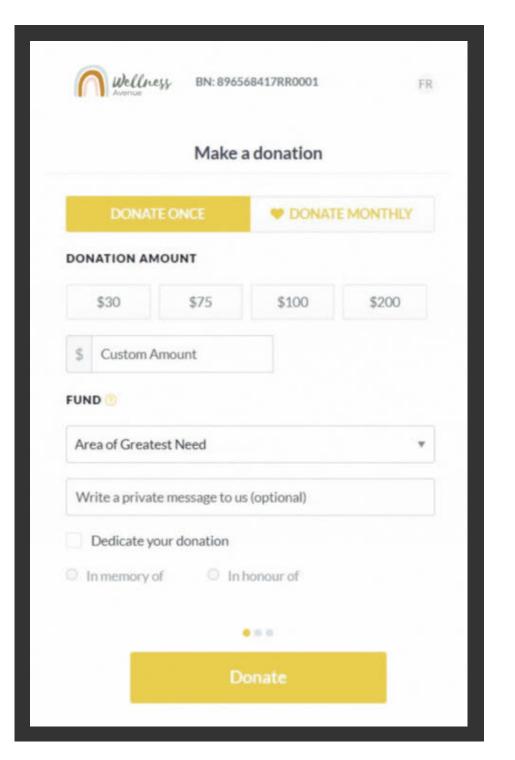Does your "Donate" button match your brand? If yes, your emails now do too!

Your thank you emails already include your logo and, if you added one, a custom thank you message at the top of the email. Now, the updated design shines even more light on your brand by applying your button colour to the footer and the shaded area displaying confirmation details.
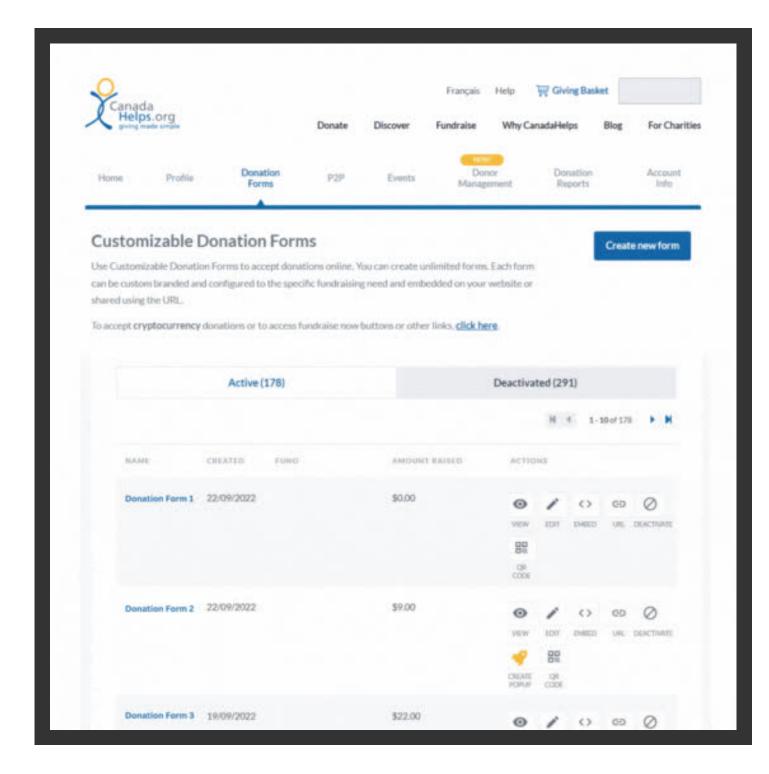
Prompt for Monthly: Inspire Monthly Giving

We also just launched the **Prompt for Monthly**.

Enable this feature in your multi-step forms to inspire donors to make a monthly gift by educating them on how it will help your charity focus on your mission year-round.

We've already seen positive results where monthly transaction conversion rates and monthly gift amounts have **grown by 15%**!
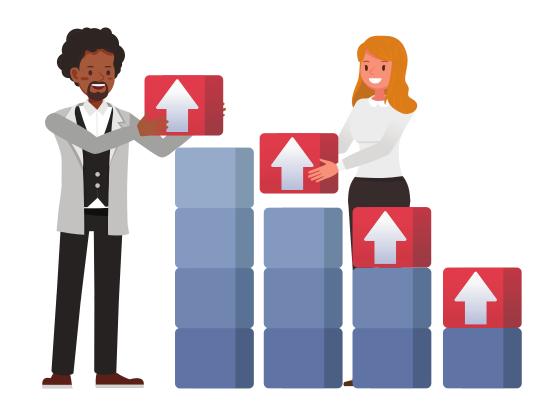
QR Codes: Instantly Access Your Donation Form

We recently launched **QR Codes** so donors can quickly access your donation forms for a seamless giving experience even through your direct mail campaigns, at events or galas, and more!

CanadaHelps
The Redesigned Customizable Donation Form Editor

Introducing The New Customizable Donation Form Editor

What inspired us to redesign the Editor?

To make launching pages easy for you!

To help you raise more: more forms, higher impact!

To incorporate your feedback!

From your feedback, we identified three major areas to help empower charities of all capacities and sizes by simplifying the donation form creation experience.

We identified 3 major areas to help charities.

Your feedback:

I want to see the changes I'm making in real-time.

Where do I go to do *<fill in the blank!>*?

How can I use my new form right away?

Time Saving Solutions:

>>> A new live preview - for mobile and desktop!

>>> A simplified navigation experience

>>> Quick access buttons to embed your form, get your form URL, or your QR code, and more!

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The Redesigned Customizable Donation Form Editor

Key Takeaways

💛 The new form editor is split into two sections: the navigation panel and the preview section

💛 You can set up your form, customize branding, and create thank-yous from the navigation panel

💛 You can preview all the changes you make in real-time as your editing the donation form

💛 To create a form, the first step is to enter a form name and select the type of form

💛 The navigation bar at the top of the form editor is where you can change views and access the donation form URL, QR code, and HTML code to embed the form on your website

💛 You can duplicate existing forms from the Donation Forms page in your Charity Account

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The Redesigned Customizable Donation Form Editor

A Walkthrough of the New Customizable Donation Form Experience

Q&A