



# Maximizing Your Online Fundraising with CanadaHelps

SPEAKERS:



Tamara Rahmani  
Senior Manager of Charity Engagement

← Back to all forms

Save

Holiday Fundraiser (Full Form) [Edit](#)

FORM SETUP

FORM BRANDING

Core Settings

Donor Options

Donation Amounts

Form Display Options

Preview

CanadaHelps

BN: 896568417RR0001

We support all Canadian charities, no matter how big or small. Offering much more than just donation processing, we enable the fastest disbursements, and provide robust ... [Read more](#)

DONATION DETAILS

[DONATE ONCE](#) [DONATE MONTHLY](#)

DONATION AMOUNT

\$25 \$50 \$150 \$300

\$ Custom amount

Impact statement: Avocado cherry bomb salted Bulgarian carrot mocha chocolate heat banana bread walnut ... ginger inter matcha cherries hemp seeds tahini drizzle.

Processing fee so 100% of my donation goes to this charity.

Manage all your donor contacts, and measure your growth all in one place

	Province	Phone	Email
<input type="checkbox"/>	ON		adama89@yahoo.ca
<input type="checkbox"/>	QC	777-555-4444	3adam@iiiiiil.org
<input type="checkbox"/>	Richmond Hill	ON	zxcvbnm+14@le.org
<input type="checkbox"/>	Adela Dodson	Toronto	ON (549) 657-6990 adela.dodson@home.ca
<input type="checkbox"/>	Ahsan McKinney	Barrie	ON (542) 312-0988 sem@nec.edu
<input type="checkbox"/>	ON	5521349144	celinaabernals@gmail.com
<input type="checkbox"/>	ON	5145216699	jubino+fergie@canadahelps.org
<input type="checkbox"/>	ON		alex.smith@gmail.com
<input type="checkbox"/>	ON	647-927-	alexli@canadahelps.org

Quarterly Contribution Summary

Montly Contribution Summary

MacBook Air

# 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.

CanadaHelps

Maximizing Your Online Fundraising with 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 you.
- Have questions or technical difficulties?
- Type them into the Chat at any time.





# About The Presenter



**Tamara Rahmani**

**Senior Manager, Charity Engagement**

[tamarar@canadahelps.org](mailto:tamarar@canadahelps.org)

Tamara was born in Calgary and raised in Victoria. She has led the Western Canada Charity Engagement team at CanadaHelps since fall 2018 in Vancouver. During her time at CanadaHelps, she has been closely in touch with her passion for social justice by working with thousands of charities focused on this important mission, serving them in their time zone, and helping them remove technological barriers to get them closer to their mission.





# Agenda

1. The Importance of Online Fundraising
2. Starting with Customizable Donation Forms
3. Scaling Up with a Donor Management System





PART 1

# The Importance of Online Fundraising





# Online Fundraising Trends

Online fundraising is important, particularly in times of **uncertainty**. 2023 could be another key year for online fundraising.

## Back in 2020, when the pandemic struck:

- Online giving grew 86% YOY in even though total giving fell
- Online giving through CanadaHelps doubled
- Canadians of all ages give online
  - 64% of older Canadian donors (41+)
  - 75% of millennials
- Fastest growth in online giving was to:
  - Indigenous Peoples
  - Social Services
  - Public Benefit
  - Health



THE GIVING REPORT 2021

**Faster Growth in Online Giving  
Crucial During Times of Crisis**

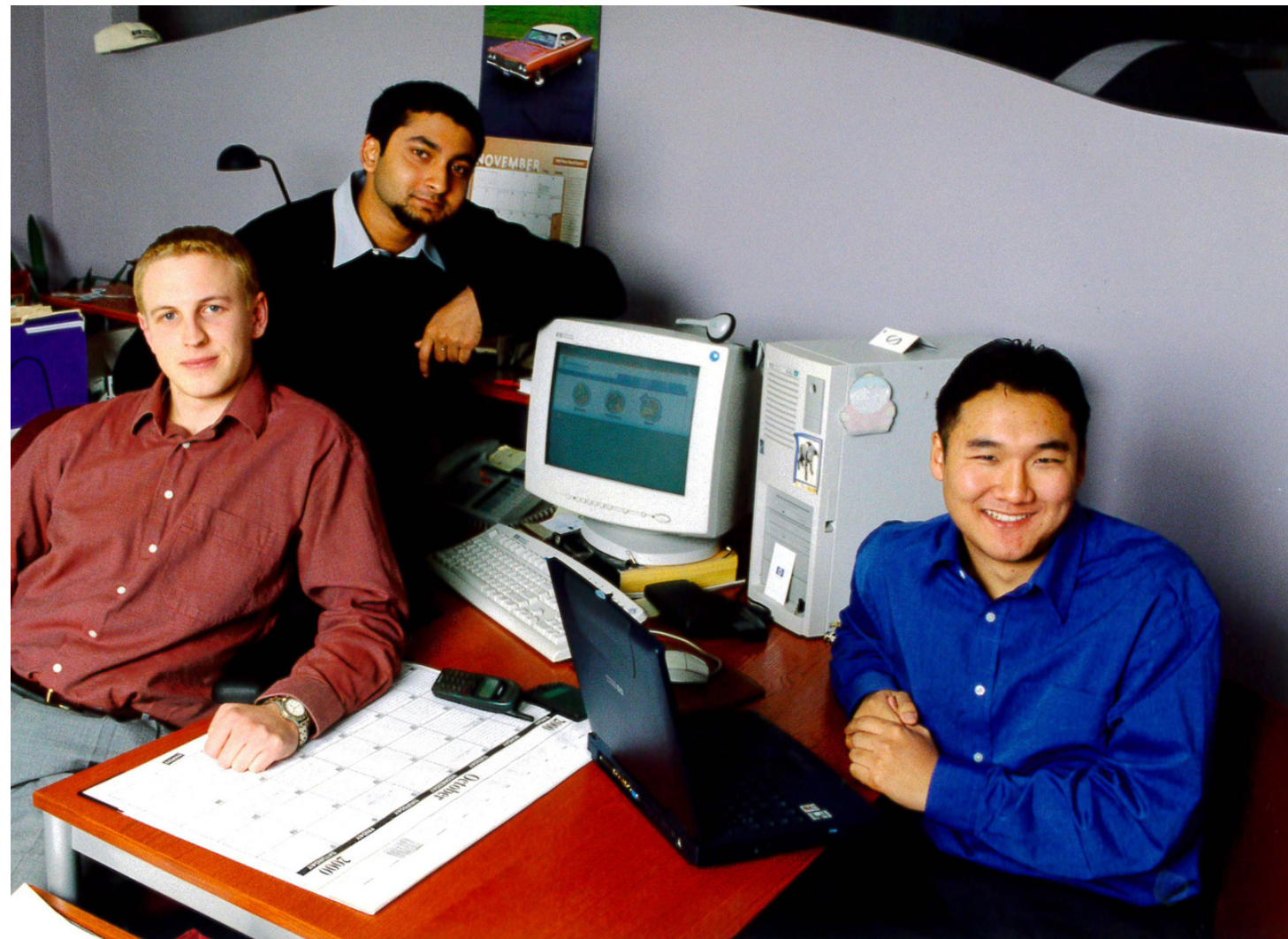


Sources: The Giving Report 2021: Faster Growth in Online Giving Crucial During Times of Crisis  
Charity Village, Online Giving Here to Stay Among All Ages



# CanadaHelps Mission

Our mission has always been to democratize access to **effective technology** and **education** in the charitable sector as we believe charities should not be left behind.



## CanadaHelps Fundraising Tools

- Charity Profile
- Customizable Donation Forms
- Peer to Peer Tool
- Events Fundraising
- Donor Management System

## CanadaHelps Education

- Blogs, whitepapers, webinars for charities
- Education for donors
- Annual Giving Report
- Digital Skills Survey 2021



PART 2

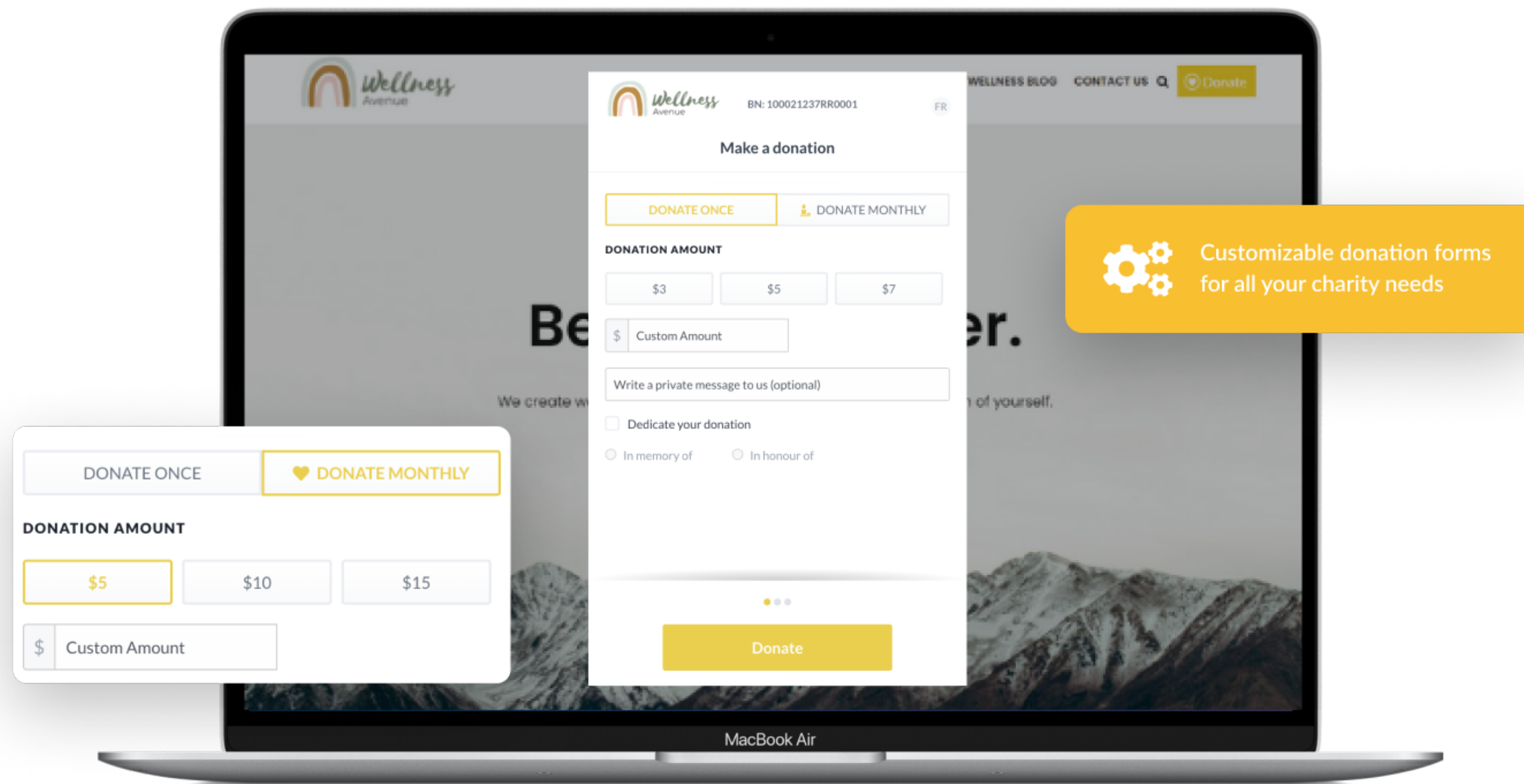
# Starting with Customizable Donation Forms










# What is a Customizable Donation Form (CDF)?

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




# Why Should You Use A CDF?

-  Give donors an option to give online >>> People expect to be able to give instantly, don't add friction to the process!
-  Easy to create a professional form with many options >>> All form types can be branded (no coding required), and LOTS of options like eCards, in honour of etc.
-  Thank donors and show them the impact of their gift >>> Automatic thank you. Add an impact message, select funds, and preset gift amounts with a note about the tangible benefit
-  CRA compliant tax receipting >>> CanadaHelps automatically issues electronic tax receipts and you can even resend receipts as needed
-  Process donations securely >>> PCI-compliance security, with robust fraud protection to protect your charity




# How to Use the CDF?

- ✓ A standard donation form to drive to on your website
- ✓ Use the full array of form types to invite donors to give on your Ways to Give page:
  - One-time, Monthly, Securities, Cryptocurrency, etc.
- ✓ Program specific campaigns - make it timely!
- ✓ Creative campaigns - In Memory Appeals, Personal Challenges, Tribute Gifts



**Securities Donations Form**

 Wellness Avenue  
With your support, we can help children

**DONATION TYPE**

☒ SECURITIES ☐ MUTUAL FUNDS

**DONATION DETAILS**


**DONATION TYPE**

☒ SECURITIES ☐ MUTUAL FUNDS

Name/Description of Security\*

Stock / Ticker Symbol

**INVESTMENT MANAGEMENT**

 Instant Tax Receipts ☒ I use a self-directed online investment platform

Investment Platform\* Account Number\*

**NUMBER OF SHARES**

0

**CHARITY FUND**

General

**MESSAGE TO CHARITY (OPTIONAL)**

Your Message

**Wellness Avenue**  
Better The World  
BN: 100021237RR0001  
With your support, we can help children across get better access to education and nutrition.

**DONATION TYPE**

☒ SECURITIES ☐ MUTUAL FUNDS

Name/Description of Security\*

Stock / Ticker Symbol

**INVESTMENT MANAGEMENT**

☒ I use a self-directed online investment platform

Investment Platform\*

Account Number\*

**Donate**



# Charities with more active donation forms achieve higher revenue


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



# CanadaHelps All-in-one Fundraising Solutions



Customizable  
Donation Forms



Ticketed  
Events







Peer-to-Peer  
Fundraising



Donor  
Management  
System



-  **Customizable Donation Forms** - easily accept online donations
-  **Ticketed Events** - manage charitable event ticketing and donations in this charity event tool
-  **Peer to Peer Fundraising** - turn your supporters into fundraisers, for walk-a-thons, challenges and more
-  **Donor Management System** - manage your donors effectively and steward them into lifelong supporters



PART 3

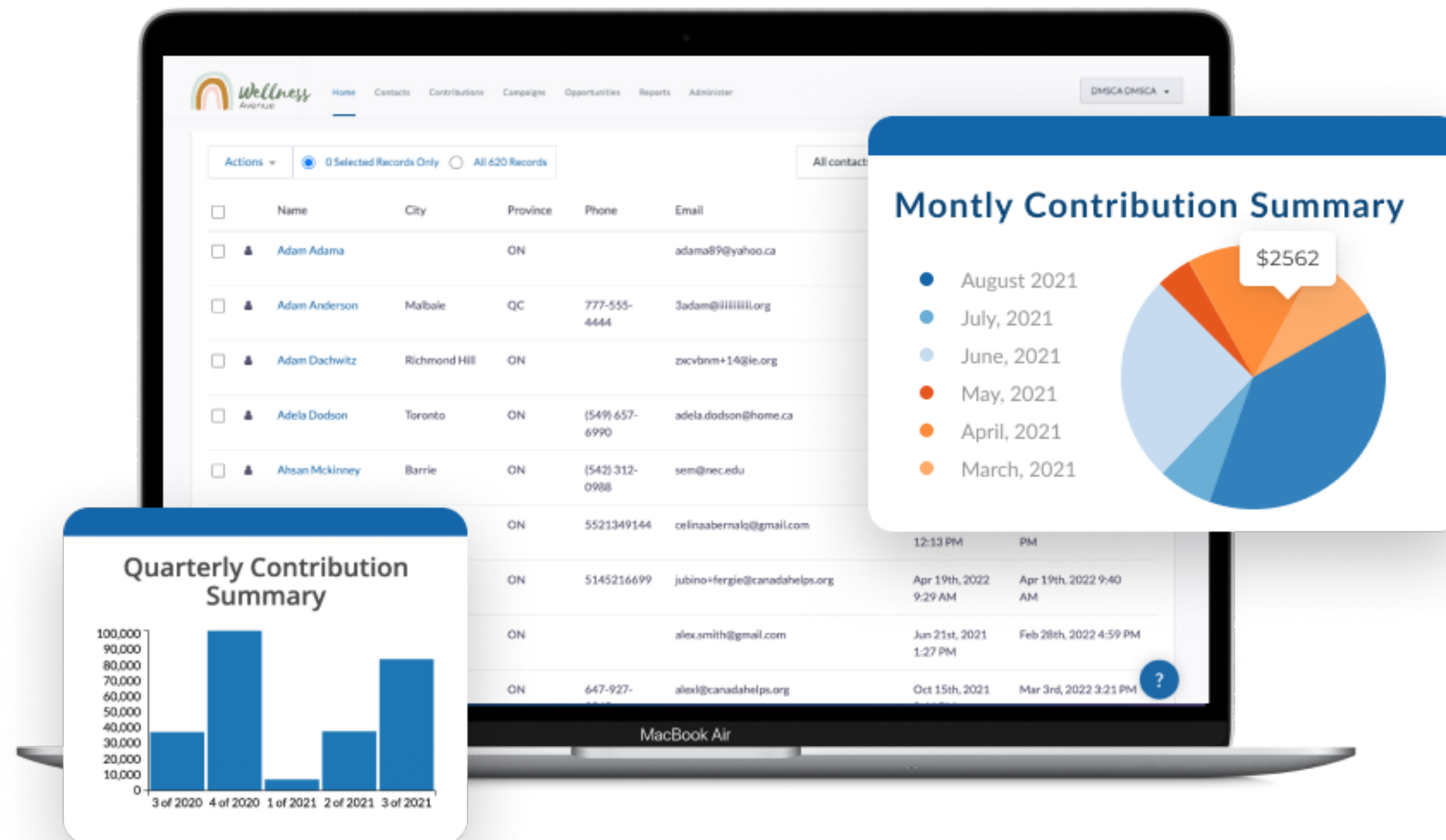
# Scaling Up with a Donor Management System





# What is a Donor Management System?

It's a fundraising tool designed to help **save charities time** and **manage their donors effectively**.



# Why Should I Use a Donor Management System?

- ✓ Have everything about your donors in one place
- ✓ Leverage data so you can communicate with donors in a meaningful way
- ✓ Automate tasks such as tax receipts and thank yous
- ✓ Track KPIs that are important to your charity
- ✓ Integrates with all of the other CanadaHelps fundraising tools
- ✓ Help your staff collaborate easily
- ✓ Steward your donors into life-long supporters







"Shelter Movers values finding a DMS that supports our needs. Starting from our initial consultation, we've been really pleased with the amount of transparency, fair pricing, and customer service provided by CanadaHelps. The interface is incredibly user-friendly, compared to other products on the market! The DMS team is responsive to inquiries and informative about upcoming features and functionality. We are happy with our decision to use the CanadaHelps DMS to better serve our donors and support our stewardship goals."

**Nicole C. from Shelter Movers**



# Q&A







# Contact Us

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1-877-755-1595

[www.CanadaHelps.org](http://www.CanadaHelps.org)

[@CanadaHelps](#)

