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.
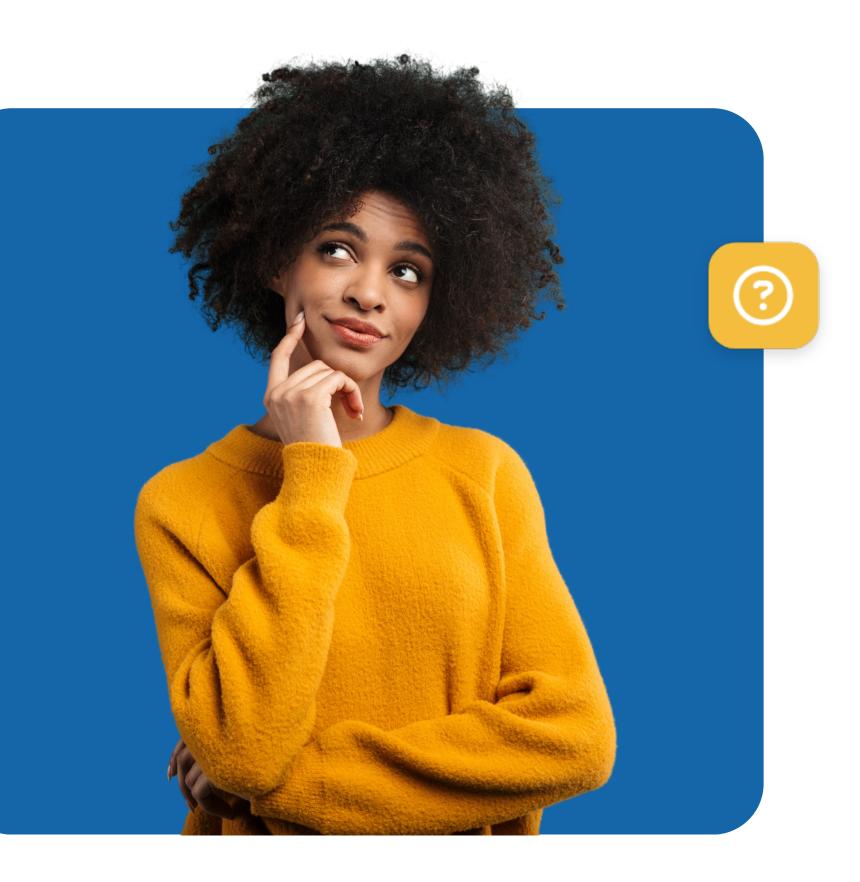
Source: #BeadYourProvince, Kooteen Creations

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.

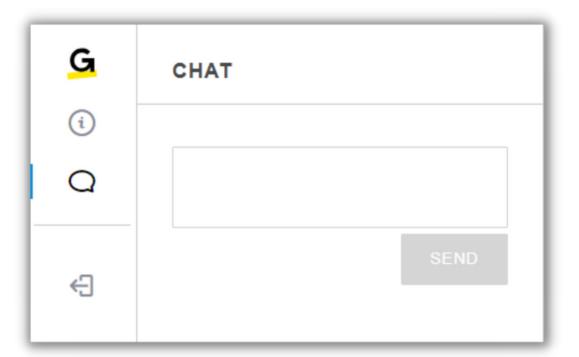# Have a Question?

Click the 🗨 icon in the menu.

Then, send us your question.

We'll reply back after the webinar!

CHAT

SEND

🎬 We'll also **email you a recording** following the webinar to watch the presentation on demand.

About The Presenter

Lucas Froese

Senior Manager, Charity Engagement

lucasf@canadahelps.org

Since 2018, Lucas has been empowering charities and helping them to level up their fundraising. Lucas is at the forefront of new digital giving developments and has helped thousands of organizations build successful online giving programs.

Agenda

1. The Importance of Online Giving
2. Best Practices: Optimizations for Your Website
3. Best Practices: Optimizations for Your Donation Forms
4. Raising More with CanadaHelps
5. Q&A

The Importance of Online Giving

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

Online giving grew

+86% YOY

THE GIVING REPORT 2021

Faster Growth in Online Giving
Crucial During Times of Crisis

CanadaHelps.org
giving made simple

In partnership with
ENVIRONICS
ANALYTICS

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

Best Practices:
Optimizations for Your Website

Establish Your Benchmarks for Donor Conversion Rate

The **average conversion rate for a charity's main donation page is 19%[1]**.
How does your charity measure up?

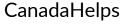To calculate your Donor Conversion Rate:

$$\frac{\text{Number of donations}}{\text{Number of unique donation page visitors}} \ggg \text{Donor Conversion Rate}$$
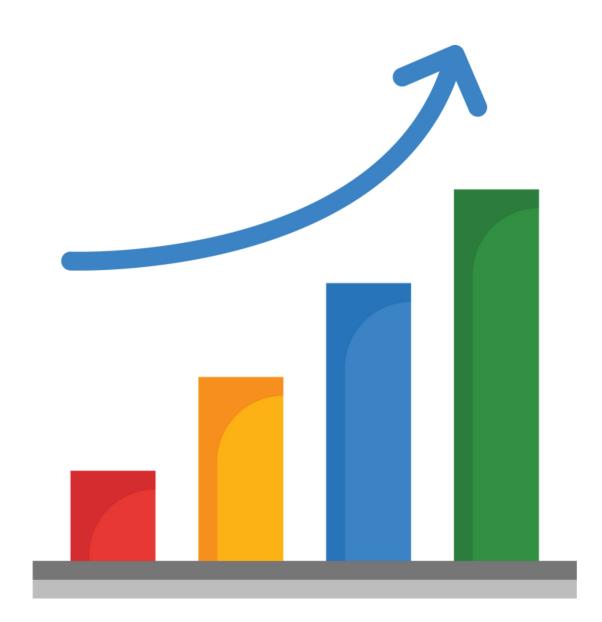
Much of this information will be available through Google Analytics.
You can connect your Google Analytics with your CanadaHelps Donation Forms.

Fundamentals For Raising More

The following tips are based on these fundamentals:

- Ensure the path to donation is clear and eye-catching

- Make the process intuitive by following established practices

- Reduce any friction and unneeded steps

- Provide indicators and context that reassure donors

How does a donor get to your Donation Form?

Tip #1 - Keep donation buttons top of mind

- Keep your donation button in **the top right** where we expect to find the most important buttons
- Make your button **stand out** with an icon or colour
- Experiment with a "sticky" button
- Add additional links to donate when context is appropriate

Network for Good **increased the number of visitors who completed a donation by 30%** simply by changing the button from grey to red.

DONATE ♥

How does a donor get to your Donation Form?

Tip #2 - Test the mobile version of your website

- Ensure the experience is smooth for mobile browsers
- Keep the donate button front and center
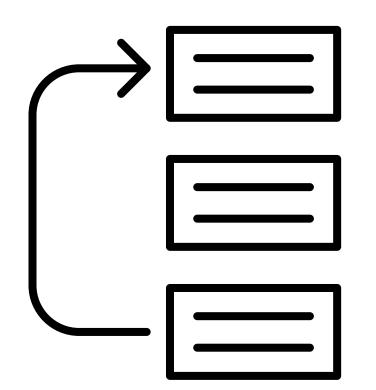- Don't hide the donate button inside the hamburger menu.

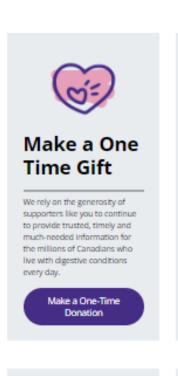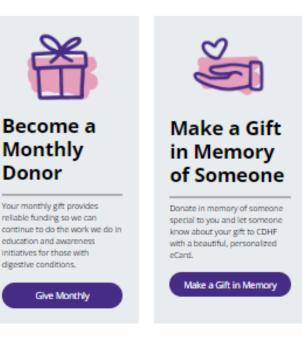**25% of donors** complete their donations on mobile devices

How does a donor get to your Donation Form?

Tip #3: Best Practices for your Ways to Give Page

- Provide multiple ways to give
- Re-assess whether some less traditional ways to give may work for your charity (e.g. securities, cryptocurrency)
- Prioritize your page with what's most important to your charity
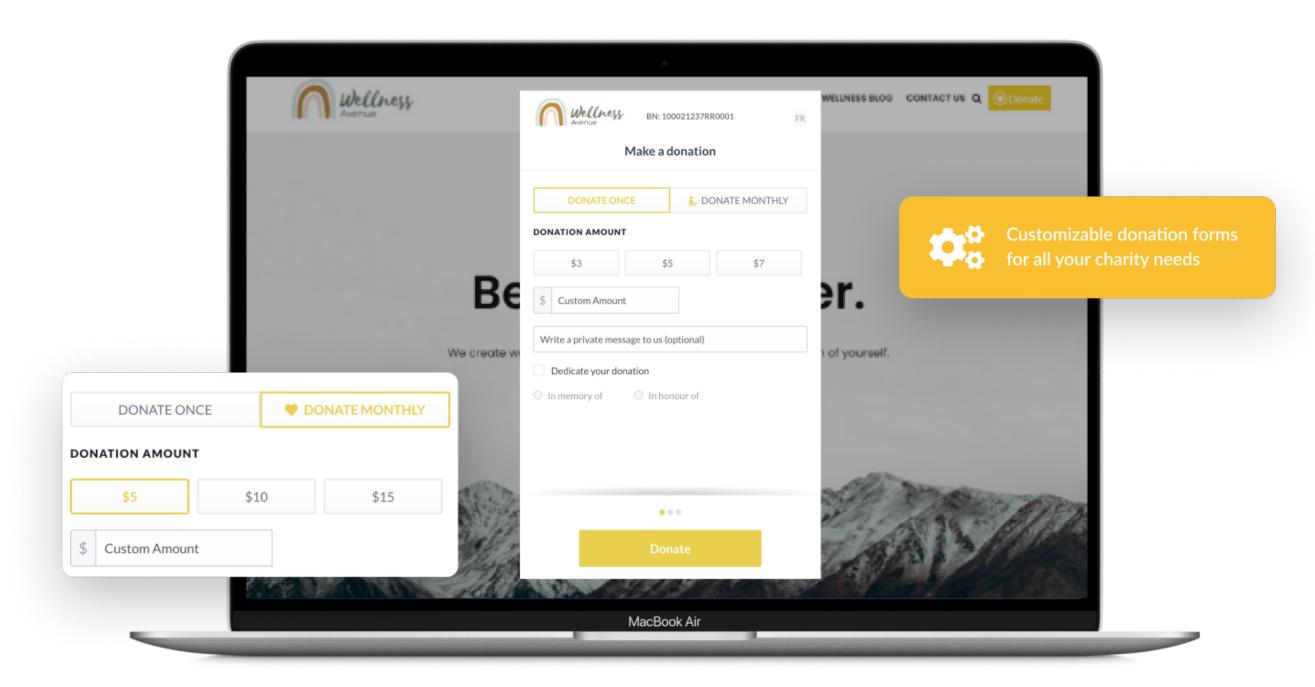- Use simple but compelling visuals and language

Make a One Time Gift

We rely on the generosity of supporters like you to continue to provide trusted, timely and much-needed information for the millions of Canadians who live with digestive conditions every day.

Make a One-Time Donation

Become a Monthly Donor

Your monthly gift provides reliable funding so we can continue to do the work we do in education and awareness initiatives for those with digestive conditions.

Give Monthly

Make a Gift in Memory of Someone

Donate in memory of someone special to you and let someone know about your gift to CDHF with a beautiful, personalized eCard.

Make a Gift in Memory

Donate Securities

Donate securities or mutual funds that have appreciated in value, rather than cash, and eliminate the capital gains tax. CDHF will receive a larger gift and you'll benefit from a larger tax credit.

Donate Securities

Start your Own Fundraiser

Want to raise funds on behalf of the Canadian Digestive Health Foundation in support of patient programs? Whether its a bake sale, your birthday, or a celebration, now you can!

Start a Fundraiser

Make a Gift in Honour of Someone

Donate in honour of someone special to you and let someone know about your gift to CDHF with a beautiful, personalized eCard.

Make a Gift in Honour

Best Practices: Optimizations for Your Donation Form

What is a Donation Form?

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

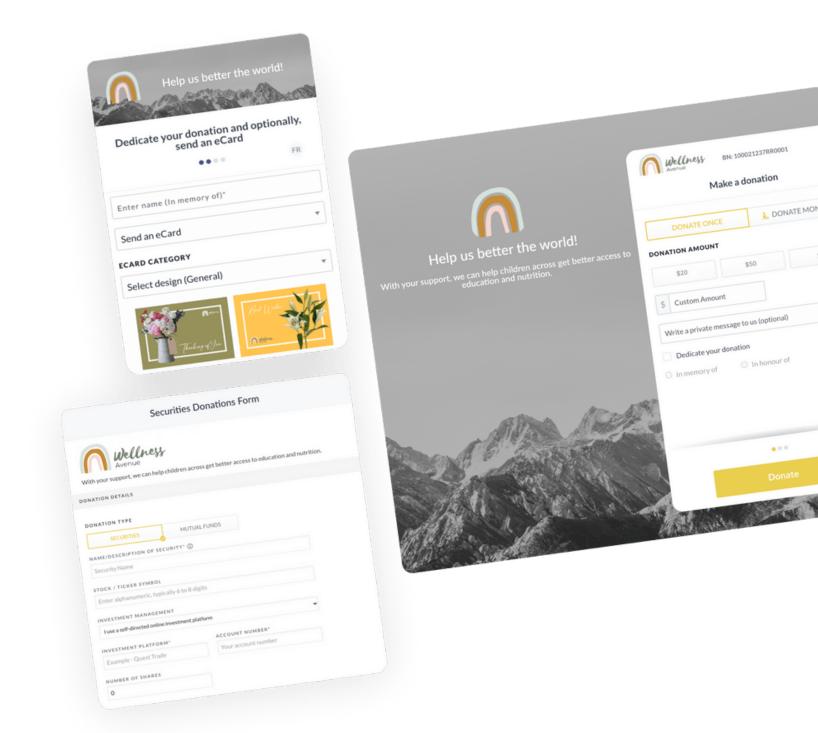Customizable donation forms for all your charity needs

Does Your Donation Form Match your Charity?

Tip #1: Show Your Donors They Are In The Right Place

- Embed your donation form directly on your site
- Match your charity branding with your donation form
  - logos
  - colours
  - messaging
- Provide visuals that reflect your charity's mission
- Clearly indicate how your charity will use the donations

**Embedded donation forms outperform
linked donation forms by 25%**
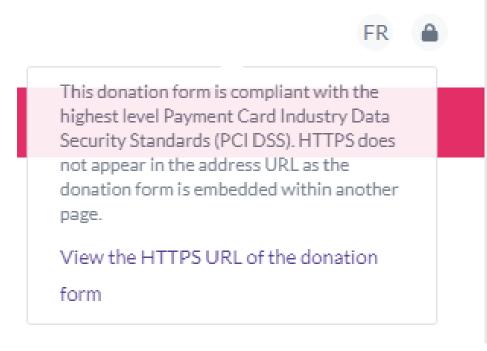
Does Your Donation Form Indicate Secure Transactions?

Tip #2: Demonstrate Credibility

- Ensure your donation form is hosted securely on your site
- Opt for a donation form provider that is secure and has security indicators e.g. PCI compliance

🔒 wellnessavenue

FR 🔒

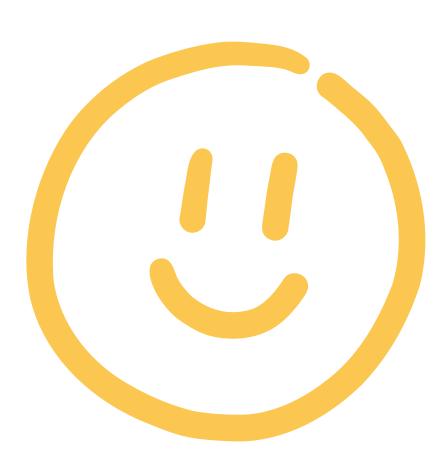This donation form is compliant with the highest level Payment Card Industry Data Security Standards (PCI DSS). HTTPS does not appear in the address URL as the donation form is embedded within another page.

View the HTTPS URL of the donation form

Example of language around security

DONATION FORM

10   25   50   100

DONATE

Does Your Donation Form Make It Simple?

Tip #3: Remove friction from the donation process
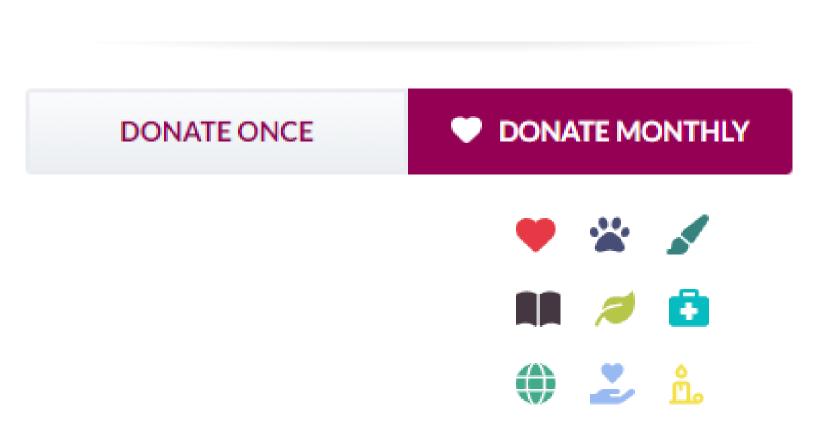
- Remove any excess form fields from your form - keep only necessities
  - Donation details
  - Contact
  - Payment information
  - Information that is important for your charity and that you will act on
- Experiment with a multi-step form format
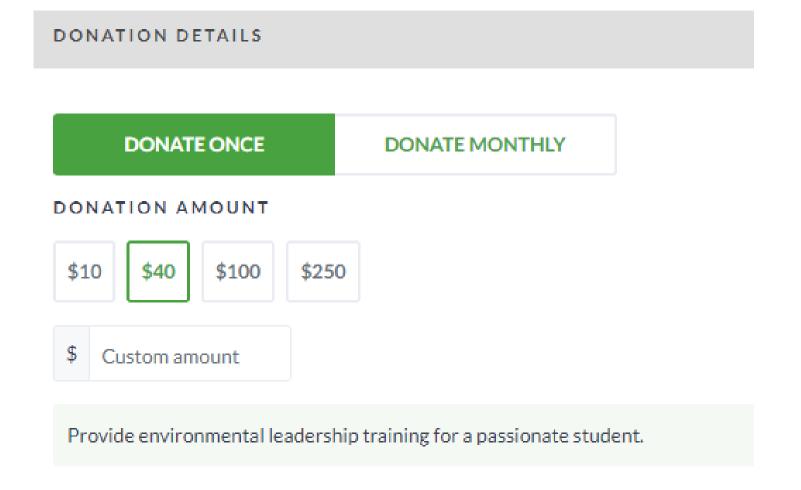- Make sure it is mobile friendly

Do You Provide Suggestions?

Tip #4: Provide some suggestions to your donors to increase revenue

- Provide an option for monthly giving and highlight it
- Try asking for a monthly or recurring donation at "checkout"
- Add suggested amounts and the impact they will provide

CanadaHelps
How to Raise More with your Donation Forms

Do You Tailor Your Form To The Way of Giving?
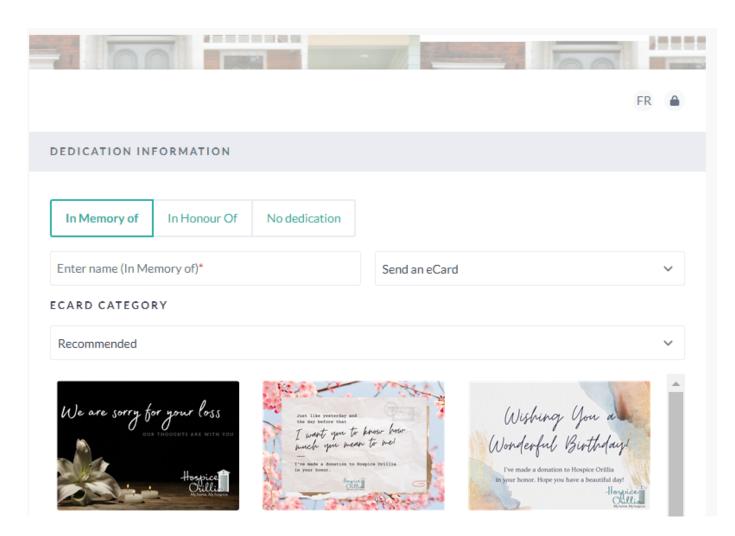
Tip #5: Match Your Form To Giving Type

Don't send all your donors to the same donation form.

- **For monthly giving:** pre-select monthly giving and add monthly donation impact statements
- **For tribute type giving**: make it tribute first and add cards for tribute-type giving

By tailoring your form, you can also tailor the follow-up process:

- Thank donors for their specific gift-type
- Offer follow-up specific to their circumstances

Are You Testing Your Assumptions?

Tip #6: Experiment what works for your charity

There are many different details you can test on your donation form. While there are best practices, it may not always work the same way for your charity. Here's some things to test:

- Copy/messaging - try including more urgent action words
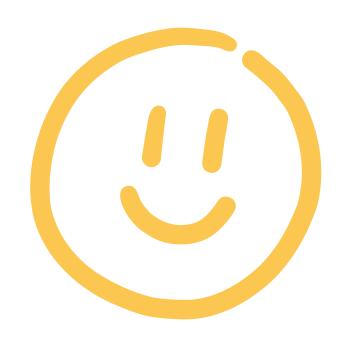- Adding images
- Format - one-page, multi-step, pop-up

Go back to your benchmarks, and see what difference your changes make

How the CanadaHelps Donation Forms can help you raise more

Benefits of using CanadaHelps Donation Forms

Whichever type of Donation Form you choose, all CanadaHelps Donation Forms are optimized:

Our forms **keep things simple**, the only mandatory fields are for necessary information increasing conversion rate.
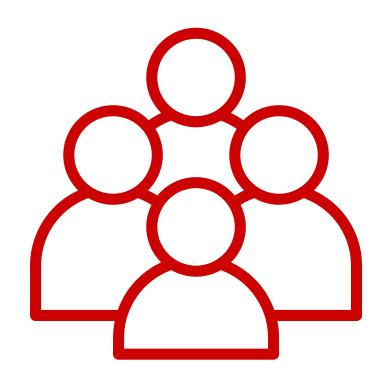
High customizability; from adding your brand images, colours, messaging to adding fundraising thermometers, custom questions and impact statements.

Mobile compatible forms - 25% of donors complete their donations on mobile devices

Benefits of using CanadaHelps Donation Forms

Whichever type of Donation Form you choose, all CanadaHelps Donation Forms are optimized:

Receive detailed **donor information** about your donors so that you can continue to nurture them into lifelong supporters.
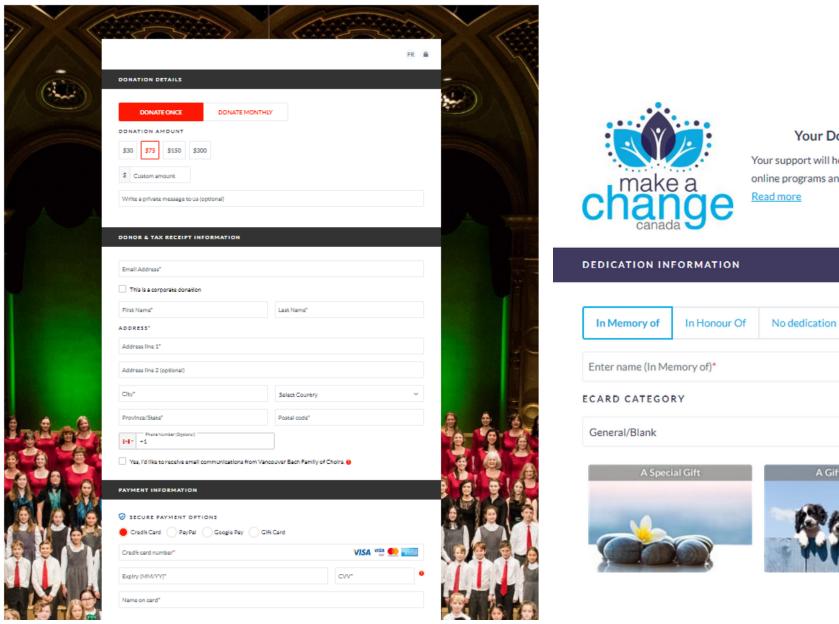
Reduce your admin work with features like automatic CRA-compliant tax receipts and branded thank you messages.
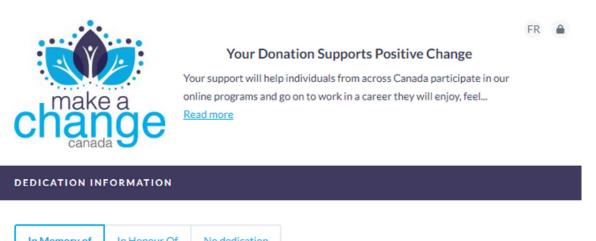
We **support your your charity** with PCI-compliant security, automatic credit card updater and chargeback protection.

CanadaHelps
How to Raise More with your Donation Forms

What are the different types of Donation Forms?

By Type of Form
- Full Form
- Multi-step Form
- Pop-up Form

By Type of Giving
- Tribute Forms
- Securities Forms
- Cryptocurrency Forms

CanadaHelps
How to Raise More with your Donation Forms

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...

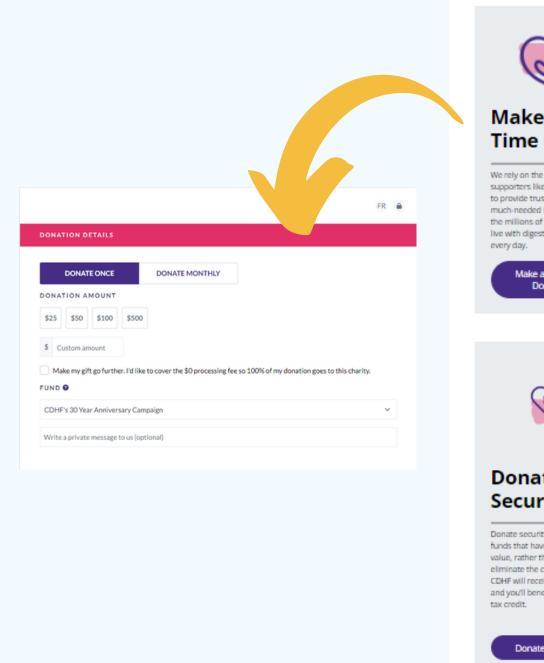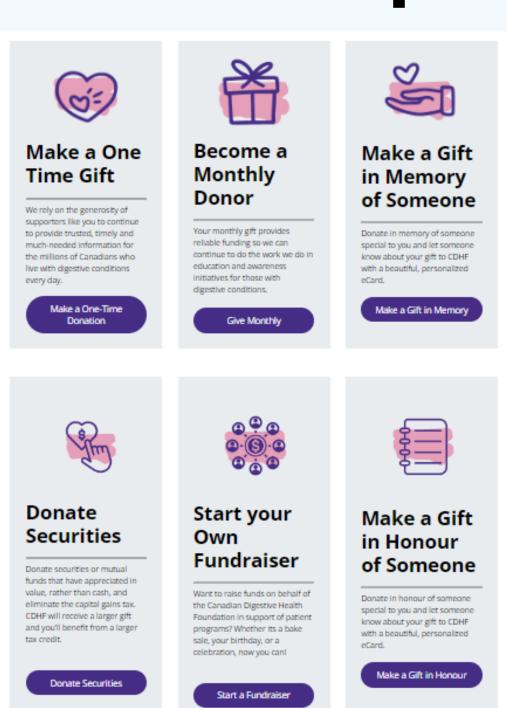2-3 Active Donation Forms ⟩⟩⟩ Earn **2.5X More** Revenue Annually

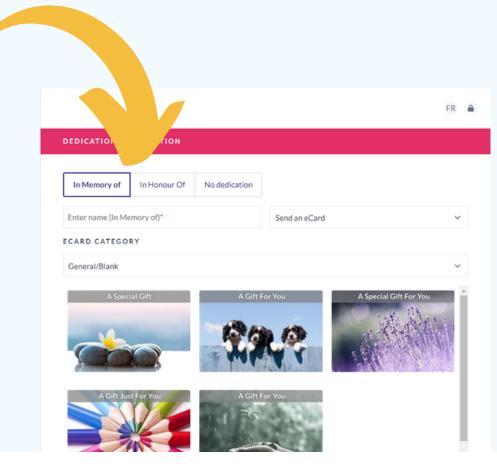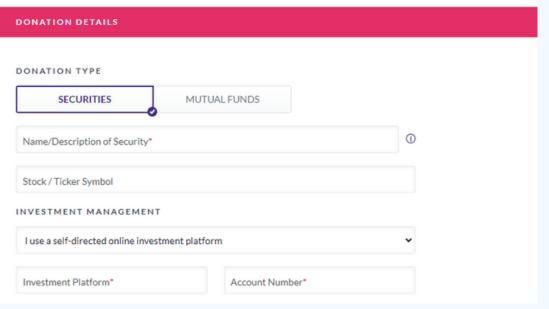4-5 Active Donation Forms ⟩⟩⟩ Earn **6.3X More** Revenue Annually

6-10 Active Donation Forms ⟩⟩⟩ Earn **13.5X More** Revenue Annually

How to Use Your CanadaHelps Donation Forms

Q&A

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