



Setting Up Your Charitable Gift Guide to Excel This Holiday Season

SPEAKERS:



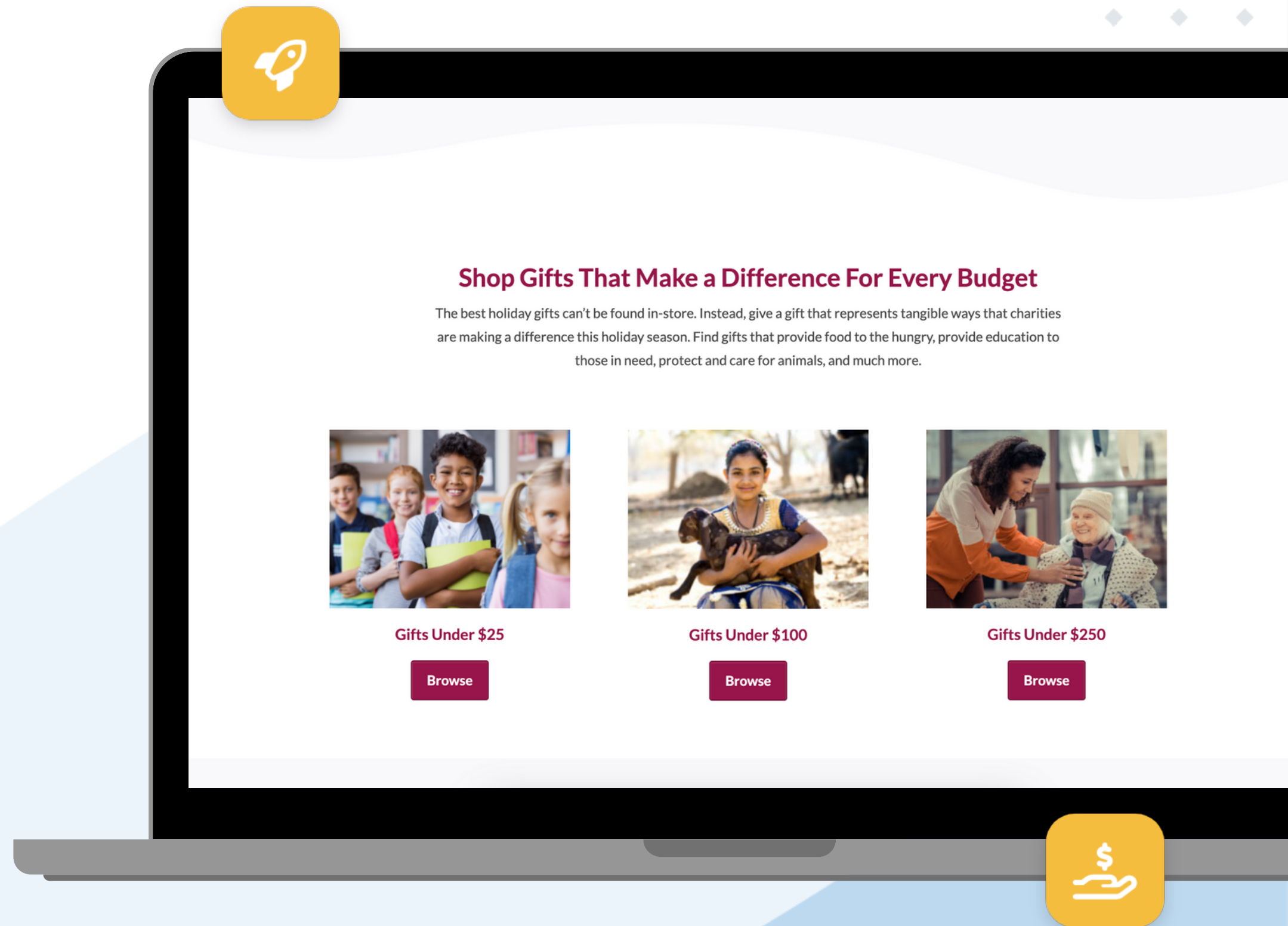
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Strategist



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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



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.



Agenda

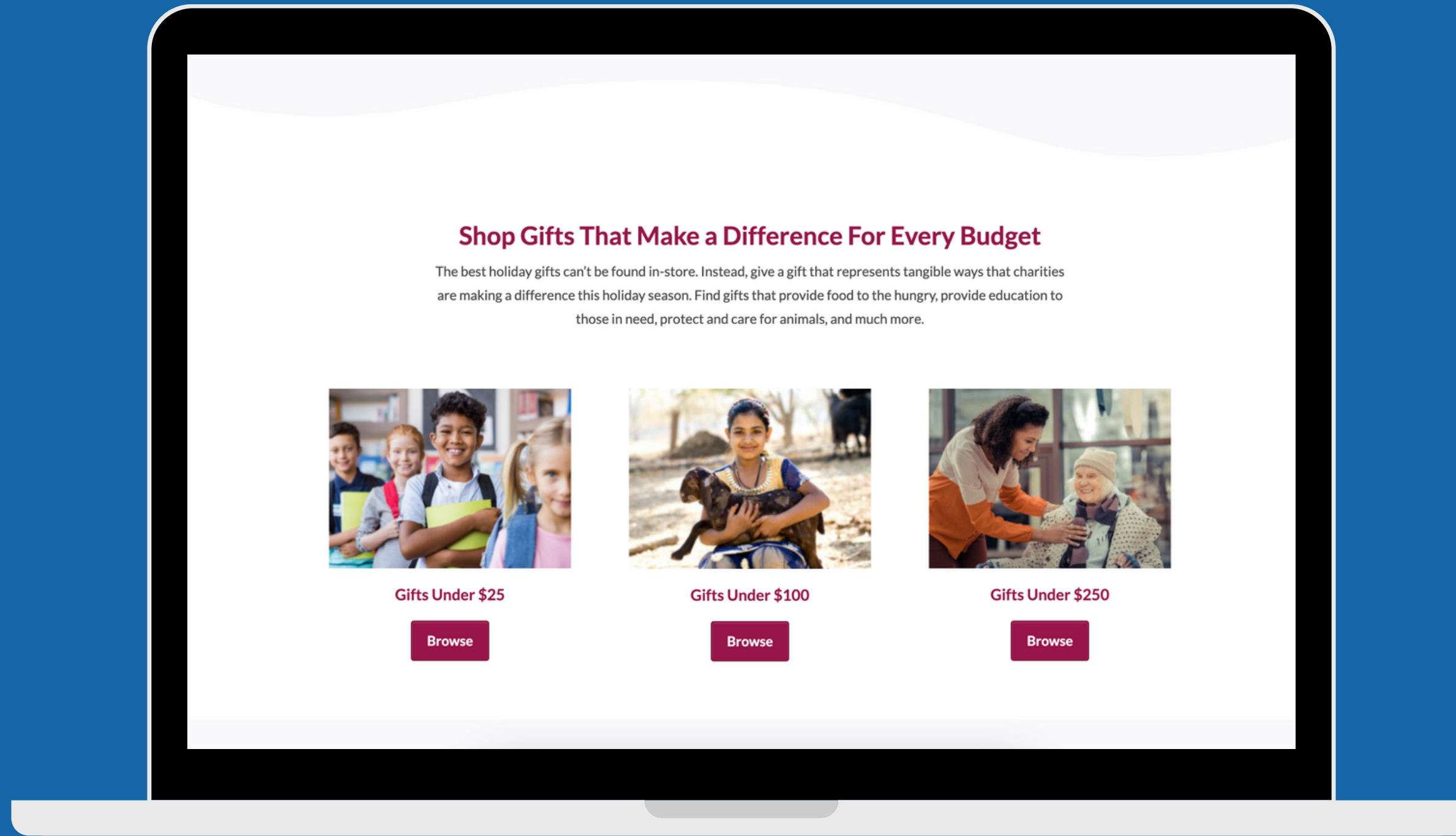
1. What is the Charitable Gift Guide?
2. What is the value of setting up a Gift Campaign?
3. Demo walk-through for setting up a Gift
4. How to increase your Gift Campaign click-through rate
5. Q&A

PART 1

What is the CanadaHelps Charitable Gift Guide?



The Charitable Gift Guide allows donors to make an impact with a gift that gives back.



From the Donor Perspective

Giving a gift that represents tangible ways that charities are making a difference this holiday season.



Find the perfect charitable gift starting at \$10 or less – support a charity close to their heart.



Write a personalized message and pick their favourite design or add a dedication in honour or memory of a loved one.



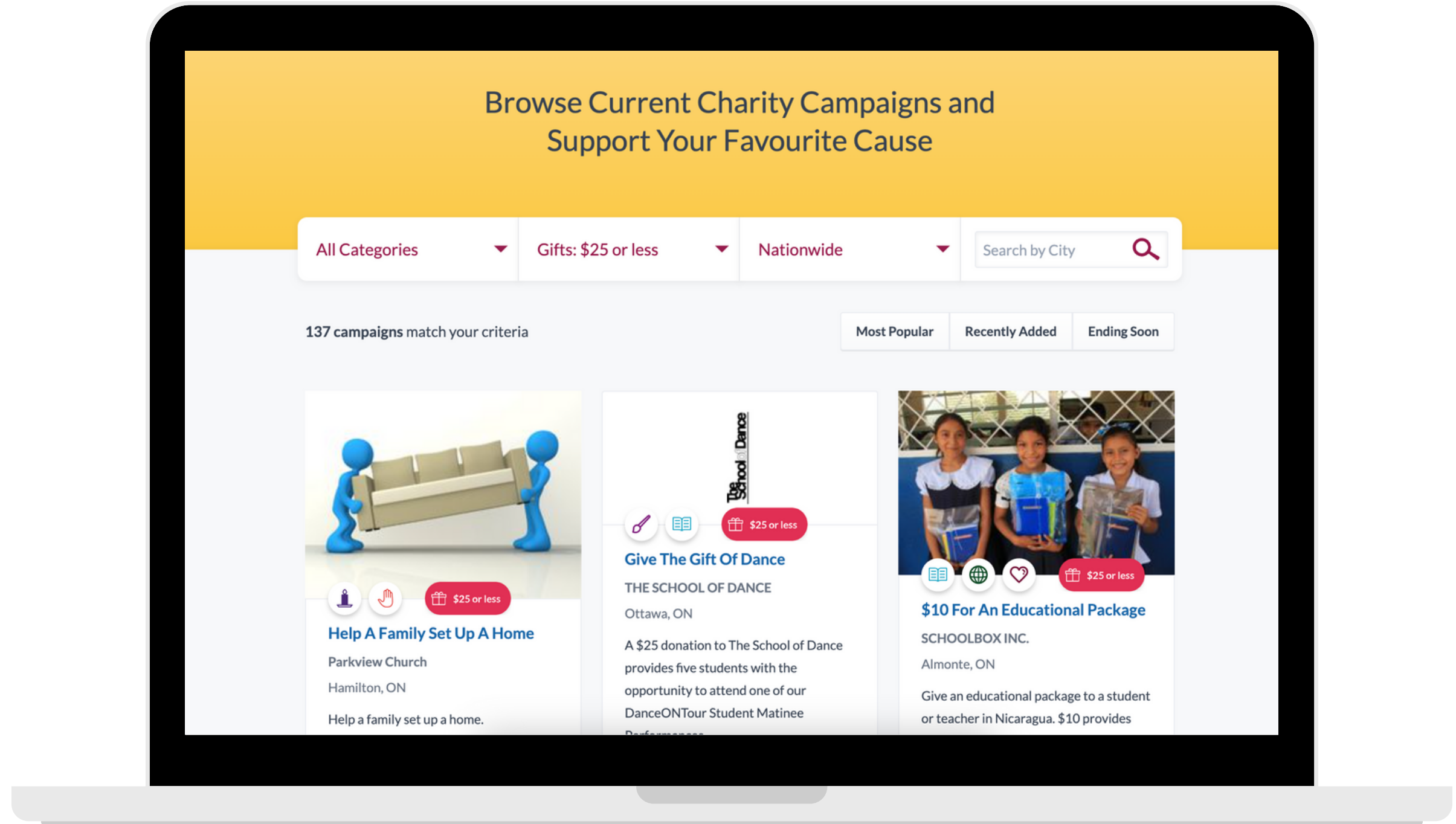
Send their eCard and make a tangible difference for the causes they care about.

Donor Step #1:

Browse Gift Options

Donors can browse gifts by:

- ✓ Category
- ✓ Gift amount
- ✓ Geography
- ✓ Keyword

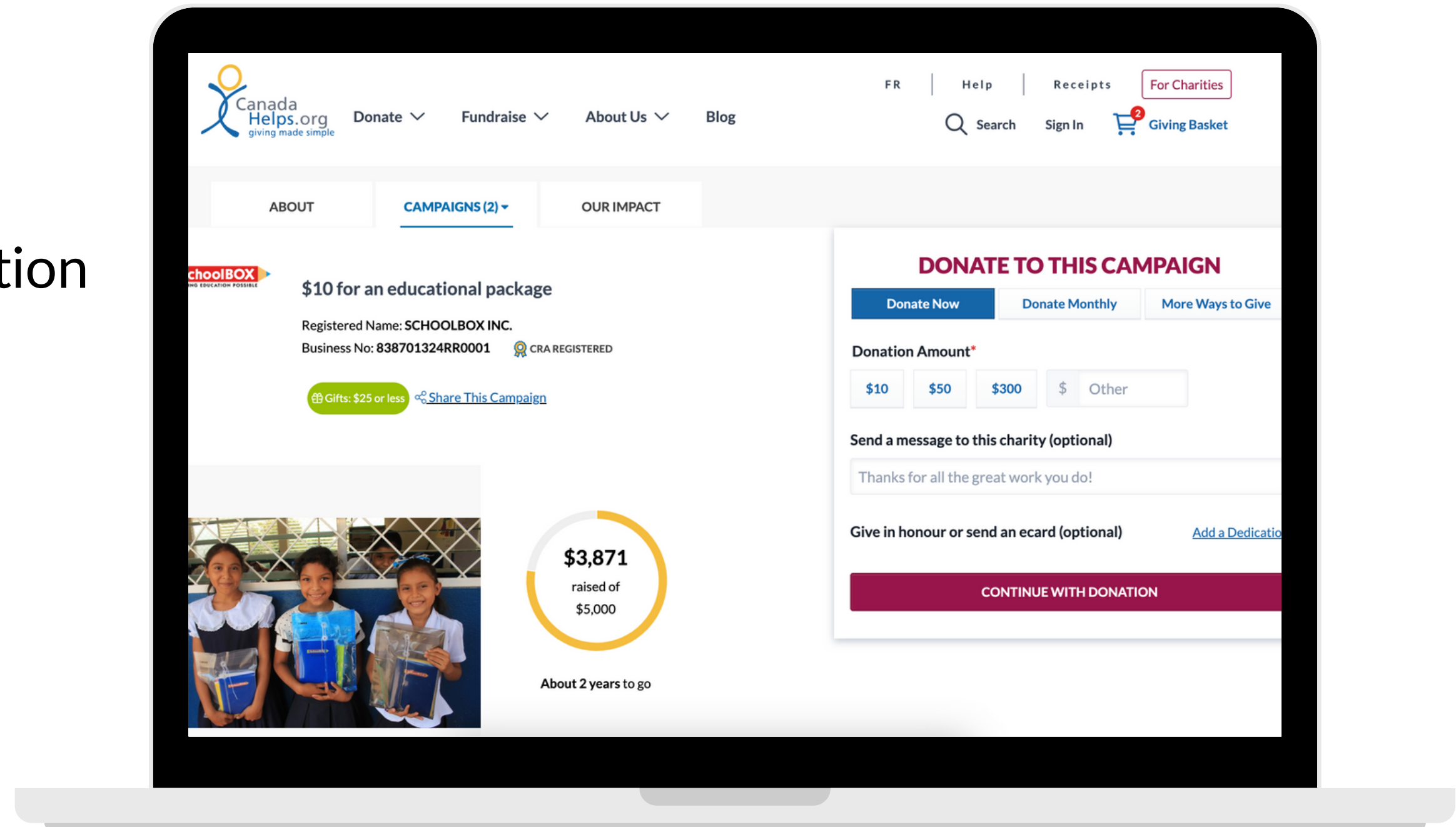


Donor Step #2:

Select Gift and Complete Donation

To complete the gift donation:

- ✓ Enter donation amount
- ✓ Enter gift recipient information
- ✓ Select option eCard design
- ✓ Complete checkout steps



PART 2

What is the value of setting up a Charitable Gift Campaign?





There is an audience appetite for charitable gifts.

Nearly half of Canadians **(47%) would prefer to receive a charitable gift that makes an impact,** such as a Charity Gift Card, or charitable gift, instead of a material present like a sweater, movie pass, candle, book, or technology this holiday season.

Source: CanadaHelps ipsos poll (2022)

CanadaHelps

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6X the opportunities for Gift Campaigns to reach donors

**CanadaHelps
Emails**

News outlets

Social Media

**Featured
articles**

Ads

**External
Collaborations**

PART 3

Demo walk-through for setting up a Charitable Gift via Campaigns





Live Demo: Setting Up a Gift Campaign

Accessing these slides after the live webinar event?

Follow the detailed steps to setting up a Gift Campaign here:

<https://charityhelp.canadahelps.org/en/articles/campaign-pages/>

PART 4

How to increase your Gift Campaign click-through rate





A click-through rate (CTR) is the number of clicks your gift campaign receives divided by the number of times your gift campaign is shown.

$$\text{Clicks} \div \text{Impressions} = \text{CTR}$$

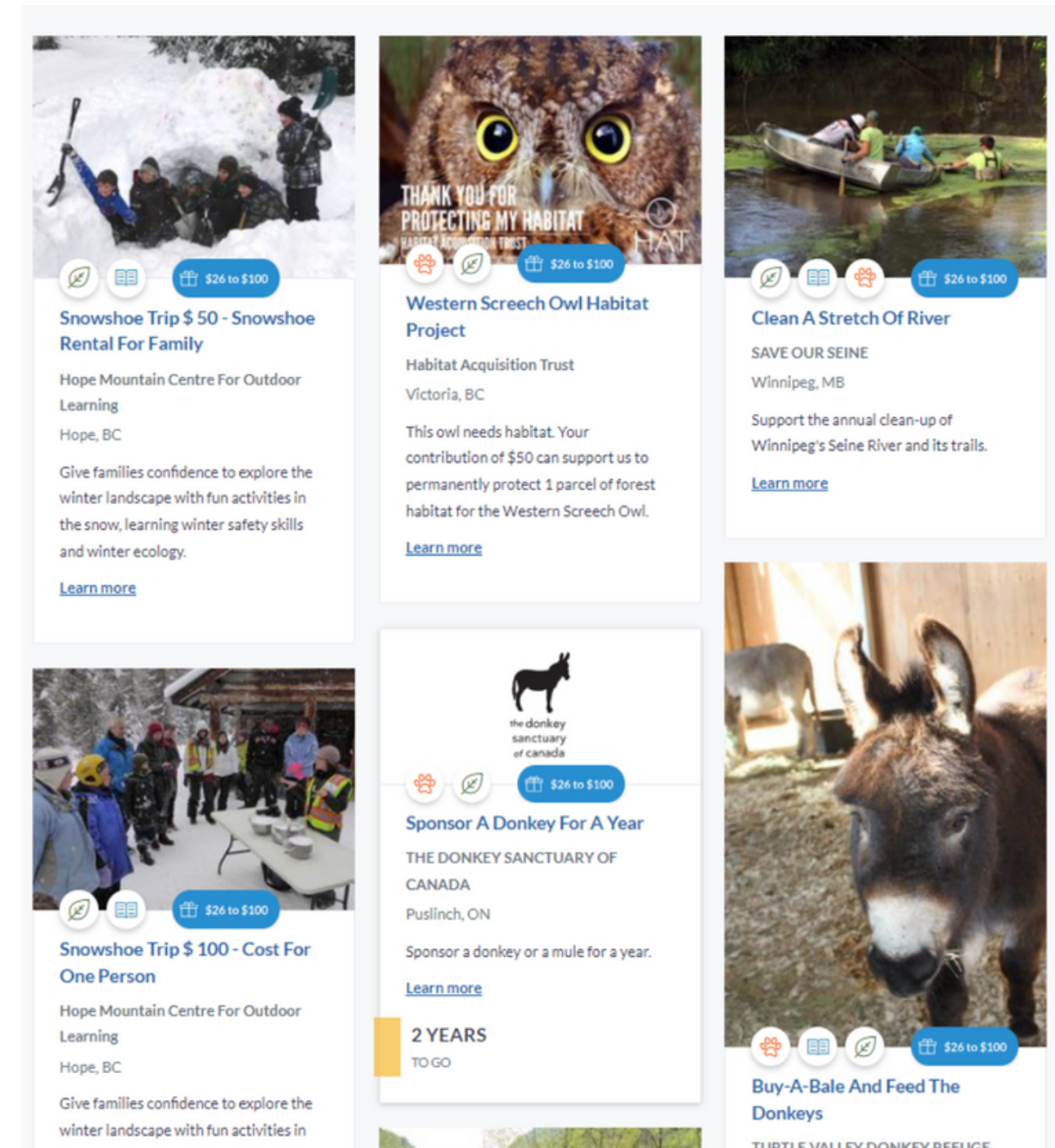
Tip #1:

Optimize your Campaign Title for maximum CTR

- ✓ Include **\$\$ amount** in the title
- ✓ Include **impact or tangible item** in the title
- ✓ Include **how long the gift will last**

Examples of language to use:

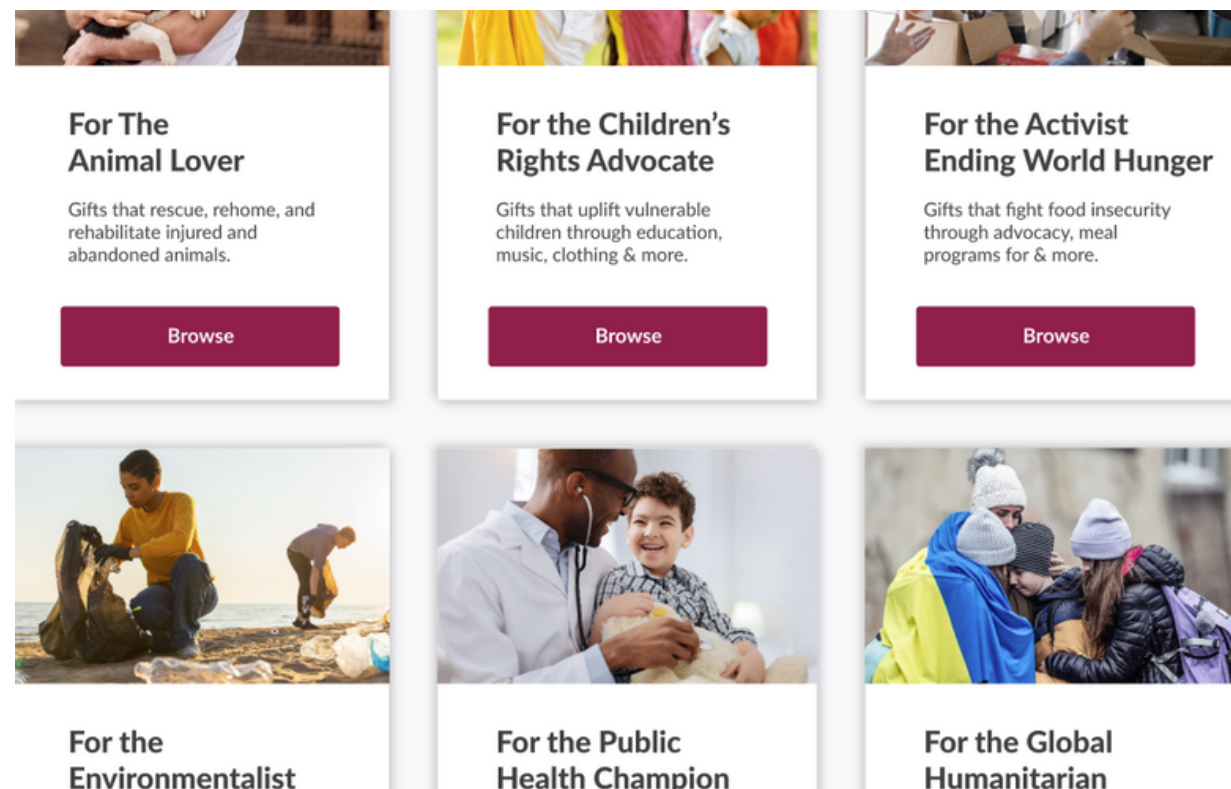
Sponsor a [item/impact] for \$\$
[action] [who it's helping] for \$\$
Give a \$\$ [item] for [program name]



Tip #2:

Add max. 2-3 relevant categories to your charity profile

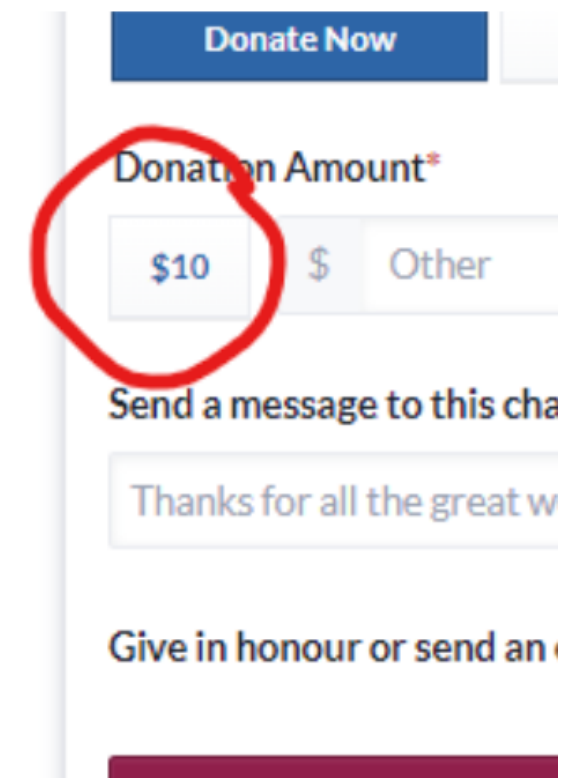
- ✓ Ensure your charity categories are updated in your discovery settings tab



Tip #3:

Match the \$\$ amount in the title on the donation form

- ✓ **Higher conversion** when the donation amount in the title, description and donation form are consistent
- ✓ **Make it easy to complete** checkout



Tip #4:

Update your donation goal if you've surpassed it

- ✓ Donors are less likely to donate if you show them a campaign where the \$\$ amount is already reached
- ✓ Optional feature - use it if it makes sense!

For example:

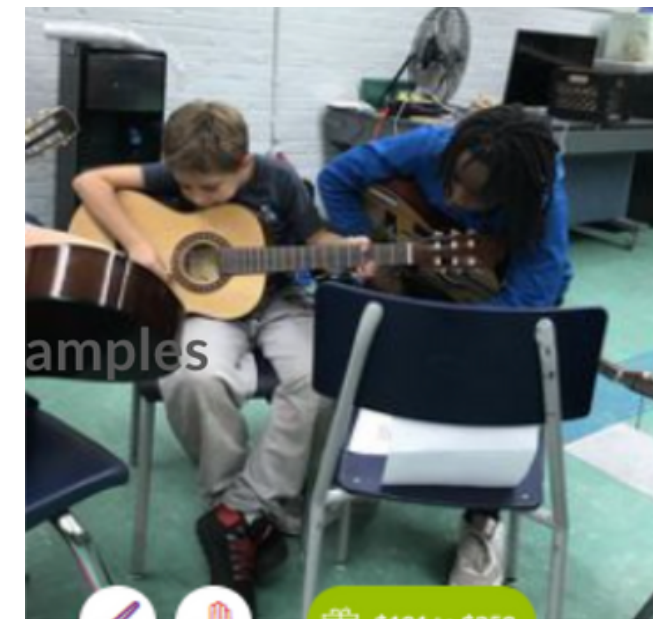
Know you need fifty \$25 backpacks for summer camp? Include a goal for \$1250



Tip #5:

Use people, animals, or feature the tangible “gift” in your campaign image

- ✓ Photos generate **48% more conversions**
- ✓ Create an **emotional connection** to the gift



Buy A Child A Guitar For \$150

Guitars Not Guns Canada

Toronto, ON

With this gift of \$150 you will purchase a 3/4 size guitar and soft carrying case for a GNG student in the coming year's classes.

[Learn more](#)

\$150

RAISED OUT OF \$1,500

2 MONTHS

TO GO



A Two-Hour Group Session For Refugee Claimants - \$200

VAST

Vancouver, BC

Your gift will provide a group counselling session for refugees who have endured trauma as a result of torture, political violence and persecution.

[Learn more](#)



The CanadaHelps Gift Guide will be released to Donors on
November 6th, 2023!



Homework:

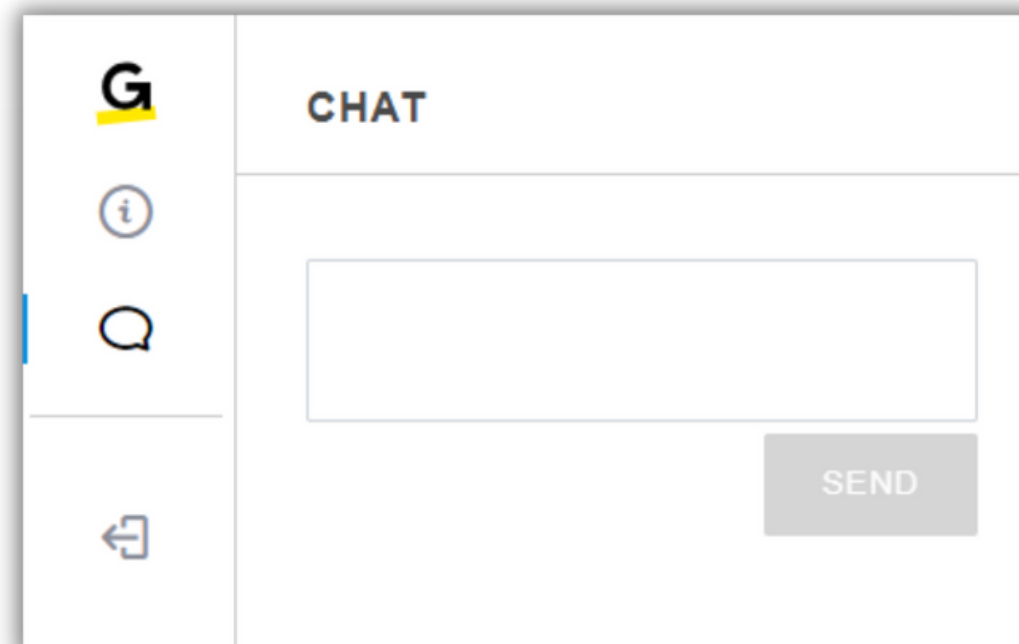
Get your Gift Campaigns up for the holiday season!

Q&A

Click the  icon in the menu.

Then, send us your question.

We'll reply back after the webinar!

A screenshot of a chat interface. On the left is a vertical menu with four icons: a 'G' logo with a yellow underline, an information icon 'i' in a circle, a speech bubble icon, and a back arrow icon. The main area is titled 'CHAT' and contains a large text input field. A grey 'SEND' button is located at the bottom right of the input field.

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



Contact Us

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