



# Get More out of GivingTuesday with Custom Donations Forms



**GIVING**  
TUESDAY

Dec  
**3**



**SPEAKERS:**



**Sarah Lyon, CFRE**

Chief Communications & Marketing Officer  
Nova Scotia SPCA



**Daniel Poliziani**

Charity Engagement Specialist  
CanadaHelps



# 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 \$3.1 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



**Sarah Lyon, CFRE**

**Chief Communications & Marketing Officer, Nova Scotia SPCA**

Sarah was hired on the spot in her first fundraising role, her previous fundraising experience being door-to-door cookie sales for Girl Guides. Since then she has progressively moved into leadership roles in the health and animal social impact sector. She is the founder of the GivingTuesday Canada community movement, Nova Scotia Gives More, and she continues, to this day, to sell Girl Guide cookies.



# About the Presenter



**Daniel Poliziani**

**Charity Engagement Specialist, CanadaHelps**

Since December 2020, Daniel has worked with thousands of charities at CanadaHelps, helping them boost their online fundraising efforts. Specializing in digital strategies and donor engagement, he provides tailored support to maximize donations and drive greater impact. Daniel is passionate about empowering nonprofits to succeed in the digital space, guiding organizations of all sizes to optimize their fundraising tools and grow their reach.

**2024**

**OCTOBER**

**SUN**

**MON**

**TUE**

**WED**

**THU**

**FRI**

**SAT**

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19

## Agenda

- **GivingTuesday Overview**
- **Changes for this year**
- **Custom Donation Form walkthrough**
- **GivingTuesday Campaign FAQs**



GIVINGTUESDAY  Dec 3

GivingTuesday: An overview



# GivingTuesday 2023 in Canada



- GivingTuesday 2023 took place on November 28
- \$50 million donated online in Canada within 24 hours
- Millions of Canadians participated in acts of generosity
- One of the biggest giving days of the year, rivaling December 31st

*Sources:*

- [https://www.canadahelps.org/media/The\\_Giving\\_Report\\_2023.pdf](https://www.canadahelps.org/media/The_Giving_Report_2023.pdf)
- <https://www.givingtuesday.ca/>

# Impact on Canadian Charities



- Charities that actively participated in GivingTuesday raised: 256 times more on GivingTuesday itself
- 5.7 times more from GivingTuesday through December 31st
- (Compared to non-participating charities)
- 5% of all donors gave on GivingTuesday
- 32% of GivingTuesday donors made additional gifts before the holiday period

## Sources:

- [https://www.canadahelps.org/media/The\\_Giving\\_Report\\_2023.pdf](https://www.canadahelps.org/media/The_Giving_Report_2023.pdf)



# Donor Behavior and Trends



- 27% of Canadians didn't plan to give financially to charities in 2023 (up 5% from 2022)
- 15% planned to give more to charity than in 2022
- 19% planned to give less than in 2022
- Online donations through CanadaHelps nearly doubled from 2019 to 2023
- Monthly giving increased by 11% in 2023
- Donations of securities rose by 32% in 2023

Sources:

- <https://globalnews.ca/news/10117704/giving-tuesday-inflation-donations-dropping/>
- <https://charityvillage.com/canadahelps-2024-giving-report-reveals-the-number-of-canadians-donating-to-charity-hits-lowest-point-in-recent-history/>

**What's changing?**



# Important GivingTuesday Update



We are **phasing out partner profile pages** to provide a more streamlined and customizable experience for both you and your donors.

# Custom Donation Forms for GivingTuesday



We encourage all charities to create a Custom Donation Form through CanadaHelps.

This form allows you to:

- Tailor your GivingTuesday campaign
- Reflect your organization's unique goals and messaging
- Provide a seamless donation experience



# A Walkthrough of Custom Donation Forms

# How to Set Up Your Custom Donation Form

Home Profile **Donation Forms** P2P Events Donor Management Donation Reports Account Info

## Customizable Donation Forms

Use Customizable Donation Forms to accept donations online. You can create unlimited forms. Each form can be custom branded and configured to the specific fundraising need and embedded on your website or shared using the URL.

To accept cryptocurrency donations or to access [fundraise now buttons](#) or other links, [click here](#).

[+ Create new form](#)

[← Back to all forms](#) [Save](#)

**FORM NAME\***

New CanadaHelps Donation Form

**FORM TYPE**

☐ Full Form ☒ Multi Step ☐ Tribute First

☐ Securities

**Preview**

Team/Équipe BN: 896568417RR0001 FR

Make a Donation

**DONATION AMOUNT**

\$ Custom amount

Write a private message to us (optional)

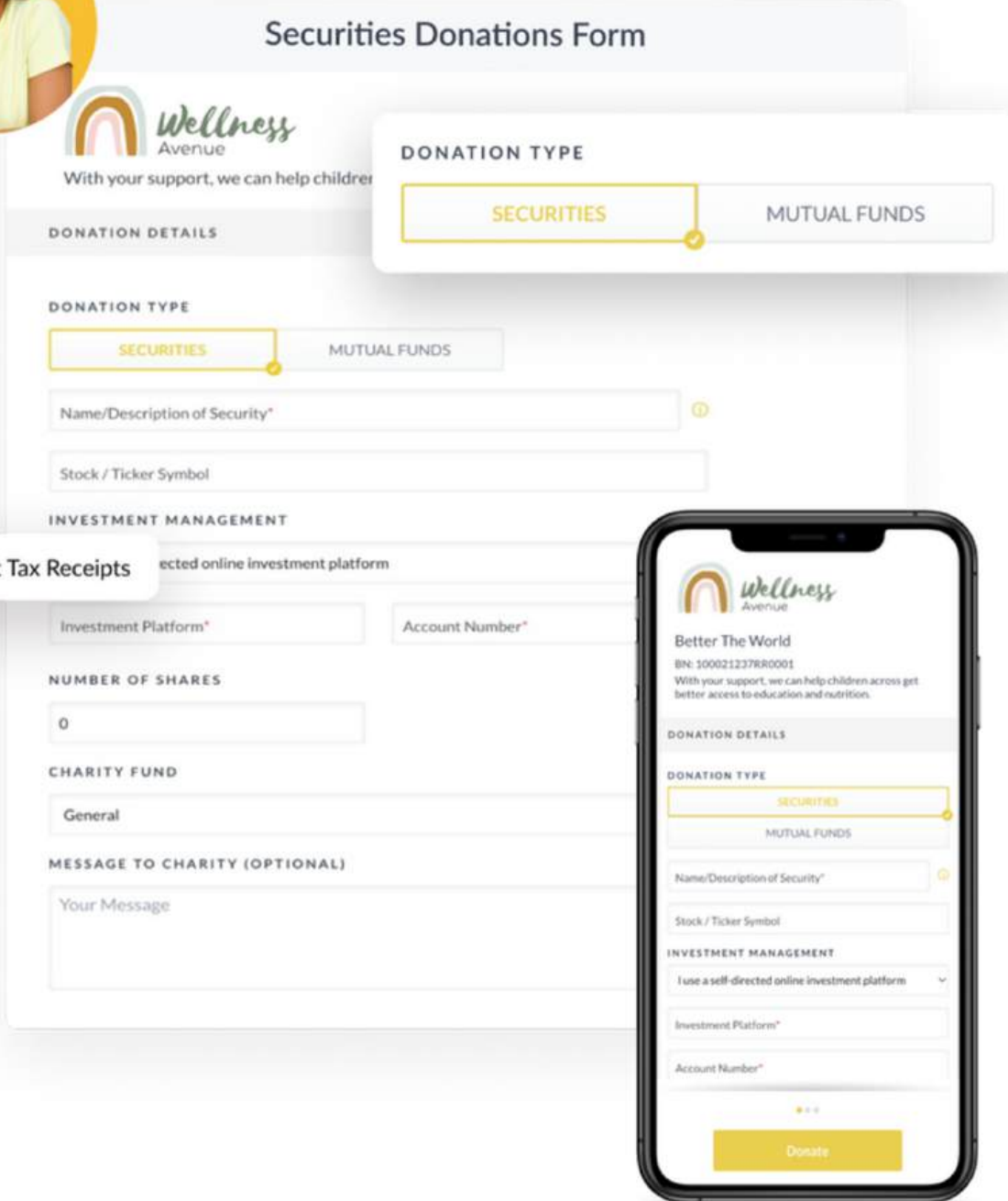

☐ Dedicate your donation

☐ In Memory of ☐ In Honour Of

- **Access the Form:** From your CanadaHelps account, navigate to the “Customizable Donation Forms” section.
- **Customization:** Add your charity’s branding (logo, color scheme), description of your cause, and custom thank-you messages.
- **Configure Options:** Enable the relevant box in the form settings. You can also configure multiple fund options for donors.
- **Preview & Publish:** Test the form to ensure functionality, then publish it on your website or include the link in emails and fundraising campaigns.



# How the Donation Process Works for Donors



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 ected online investment platform

Investment Platform\* Account Number\*

NUMBER OF SHARES

0

CHARITY FUND

General

MESSAGE TO CHARITY (OPTIONAL)

Your Message

Better The World  
BN: 1000212376R0001  
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

- **Access the Custom Donation Form:** Donors will visit your charity's personalized form, fully branded with your logo and messaging.
- **Select Donation Amount:** They choose from preset donation amounts or enter a custom amount based on their preference.
- **Input Payment Information:** Payment options include credit card, PayPal, Google Pay, or direct bank transfer—quick and secure.
- **Tax Receipt Issued:** Donors get an automatic tax receipt via email, providing a seamless and hassle-free experience.

# GivingTuesday Campaigns FAQ



# 1. How can we create an effective GivingTuesday campaign?



Set clear, measurable goals (e.g., number of donations, funds raised). Craft a focused message around a single cause or initiative, and build your campaign narrative around tangible impact—how donor dollars will make a difference.

## 2. How can we attract attention in a crowded GivingTuesday space?



Create urgency with limited-time campaigns or matching donation windows. Use eye-catching visuals, like impact videos or infographics, and consider partnering with local influencers or media outlets to broaden reach.



### 3. What's the best way to prepare for GivingTuesday?

A dark blue, textured, rounded rectangular shape with three light-colored wooden blocks spelling 'FAQ' in the center.

**FAQ**

Develop a multi-channel promotion plan (email, social media, website) that starts weeks in advance. Build momentum with teasers, create engaging content like countdowns or donor stories, and rally your staff and volunteers to spread the word.





## 4. How can we increase donations on the day itself?



***FAQ***

Use email and social media updates throughout the day to create urgency and excitement. Showcase real-time progress toward your fundraising goal, and use donation matching to motivate larger contributions.





## 5. How do we create a strong call-to-action (CTA)?



Make your CTA specific and action-oriented. Use phrases like "Donate now to feed 50 families" or "Give today to double your impact!" Personalize it to your cause and make the process easy with direct donation links.

## 6. How can we use donation matching effectively?



Start by securing a matching gift from a corporate sponsor or major donor. Promote the match early and often, especially on social media and through email blasts, and highlight when the match is active to boost urgency.



## 7. What's the best way to use social media for GivingTuesday?



Plan a posting schedule for key times throughout the day. Use Instagram Stories, Facebook Lives, or Twitter polls to engage followers. Include calls-to-action and encourage sharing with personal stories or reasons why people should donate.



## 8. How can we keep donors engaged after GivingTuesday?



Immediately follow up with personalized thank-you messages that highlight the impact of their donation. Offer ways for them to stay involved, like joining your mailing list or attending future events, and share ongoing updates on the project they helped fund.



## 9. How do we overcome donor fatigue on GivingTuesday?



Diversify your asks by offering multiple ways to give—one-time donations, monthly giving, or in-kind support. Engage volunteers or board members to reach out personally, and frame your message around why this year's campaign is more critical than ever.

## 10. How can we track our campaign's success?



Set up key metrics beforehand, such as total donations, new donors, and social media engagement. Use tools like CanadaHelps' Custom Donation Forms and Google Analytics to monitor traffic and conversions in real-time, and review post-campaign reports for future improvements.



Q&A



# Contact Us

**GIVING TUESDAY**  

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1-877-755-1595

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

@CanadaHelps



# Want to chat fundraising?

**Book a time with Daniel**

