

# How Does CanadaHelps Prepare for Giving Season?

SPEAKER: CHRISTINA ADAMS





# Land Acknowledgement



Source: #BeadYourProvince, Kooteen Creations



# About CanadaHelps

- CanadaHelps is a charitable organization increasing giving in Canada through technology.
- **For Canadians**, CanadaHelps offers the most comprehensive and flexible range of giving solutions for donating or learning about any charity in Canada.
- **For Canada's 85,000 charities**, CanadaHelps provides affordable fundraising tools and education to help charities increase their impact.
- Since 2000, more than 5 million Canadians have donated over \$3.7 billion to charities using CanadaHelps.







# Got A Question?

- Type your questions in at anytime for Q&A Session at the end
- A recording and the slidedeck will be emailed to you following the webinar. You'll be able to watch the recorded video on demand.





# About The Presenter

**Christina Adams**

**Director of Donor Marketing**

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

Christina is a seasoned marketing leader with over 20 years of experience leading marketing strategies, brand and creative, and leveraging data to drive results. She currently serves as CanadaHelps Director of Donor Marketing. During her 3 year tenure, CanadaHelps has consistently exceeded targets, increasing donations to charities by \$28M in this past year.



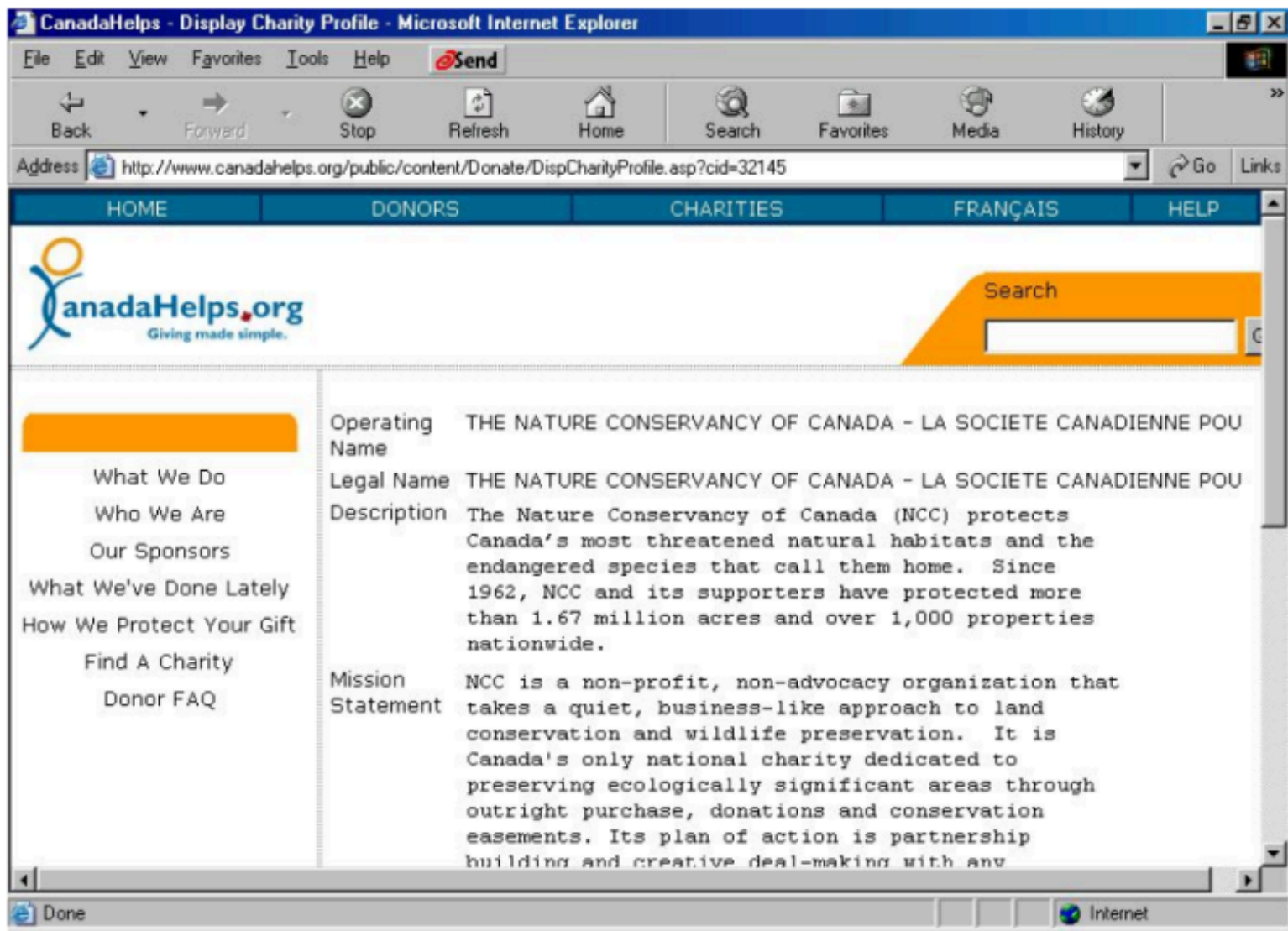


# Agenda

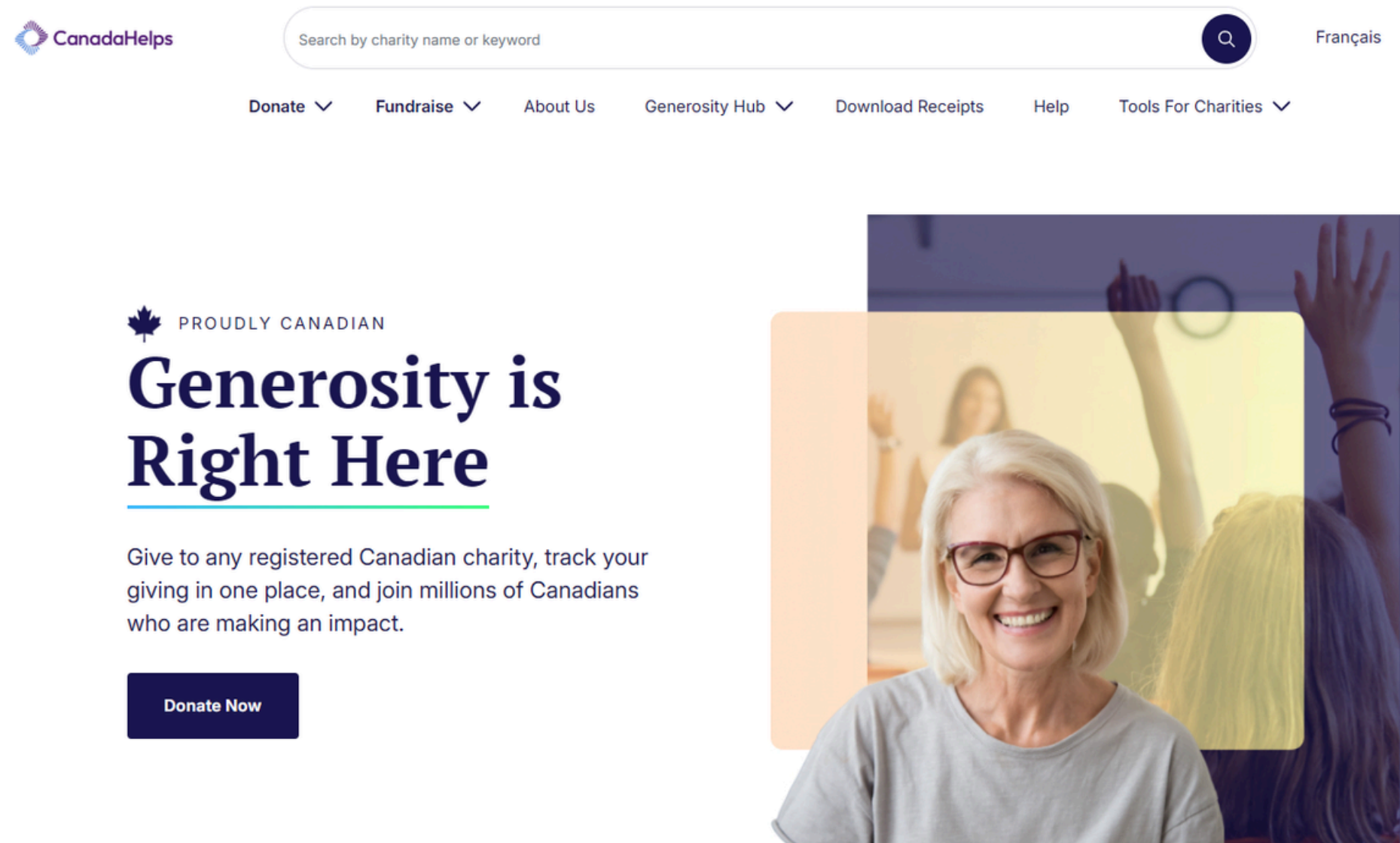
- The Importance of Giving Season
- Getting Ready for Giving Season
- Launching your Giving Season Campaign
- Evaluating Post Giving Season Success
- Q&A



# CanadaHelps Donor Services: Then & Now



How it Started - 2000



How its Going - 2025



# Comprehensive Giving Options

- One-time & monthly donations
- eCard dedications
- Cause funds
- Donation centre for humanitarian crises
- Donations of stocks, bonds & mutual funds
- Fundraisers
- Charitable gift guide
- Gift cards



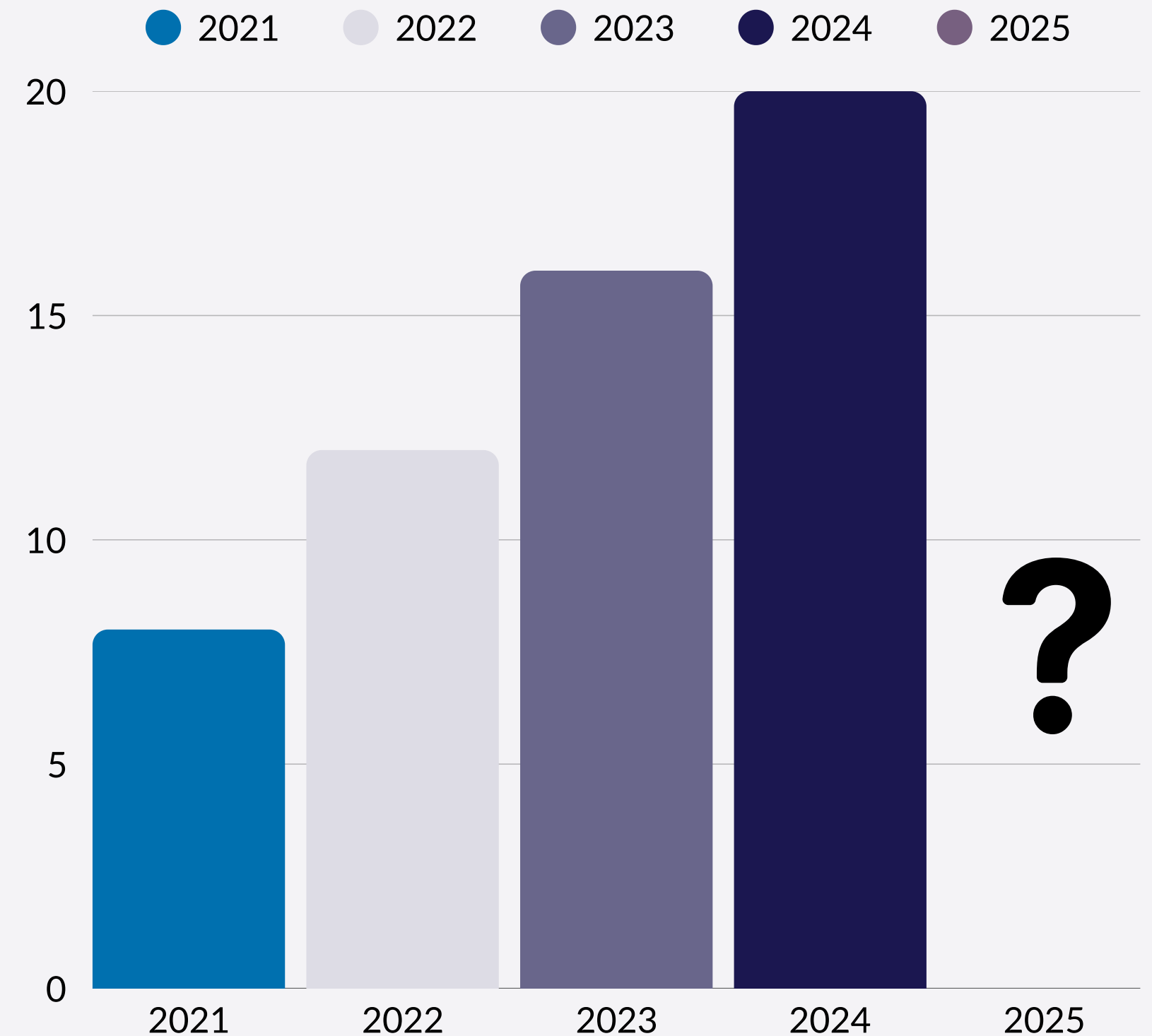
# How important is Giving Season for CanadaHelps?

- $\frac{1}{3}$  of annual revenue is raised in December for most charities
- 10% in just the last 3 days of the year!

+50% of donations through CanadaHelps is raised during Giving Season with 33% in December.

GivingTuesday & Dec 31<sup>st</sup> are highest performing days.

Source: M+R Benchmarks and Nonprofit Source



(Table for illustrative purposes only)



# Getting Ready for Giving Season





# Step 1: Planning

- Assessing and setting direction for EOY
- Identify segment target audience
- Develop core messaging
- Optimize online presence and donation processes





# Step 2: Preparing Marketing Materials

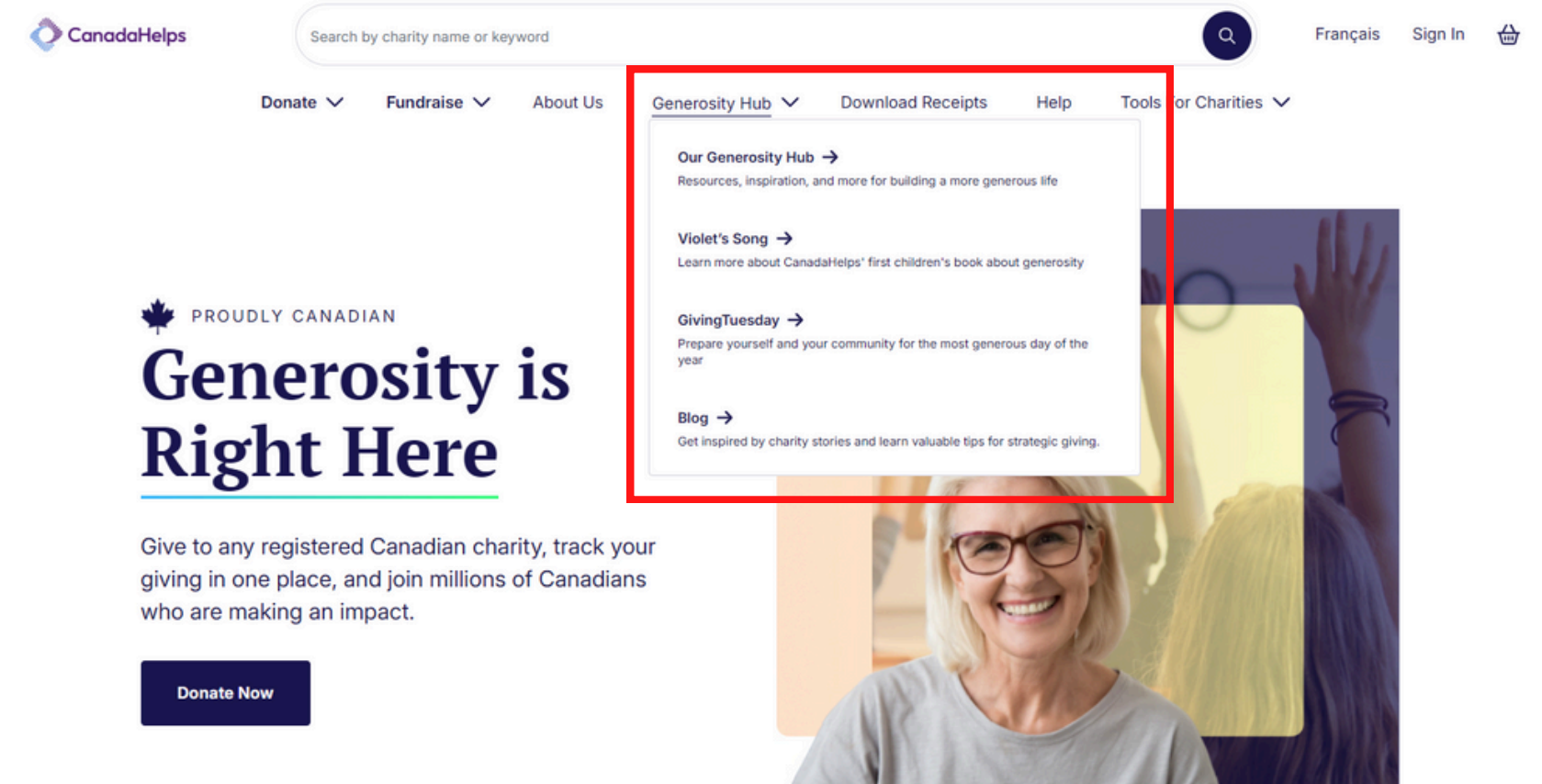
- Giving Season related pages (and donation form)
- Updating key pages
  - securities
  - tax incentives
  - gift guide
  - GivingTuesday
  - special content



GIVING STRATEGY

**25 Small Acts of Kindness To Create the Biggest Waves of Change**

[Read more →](#)



## New eCards

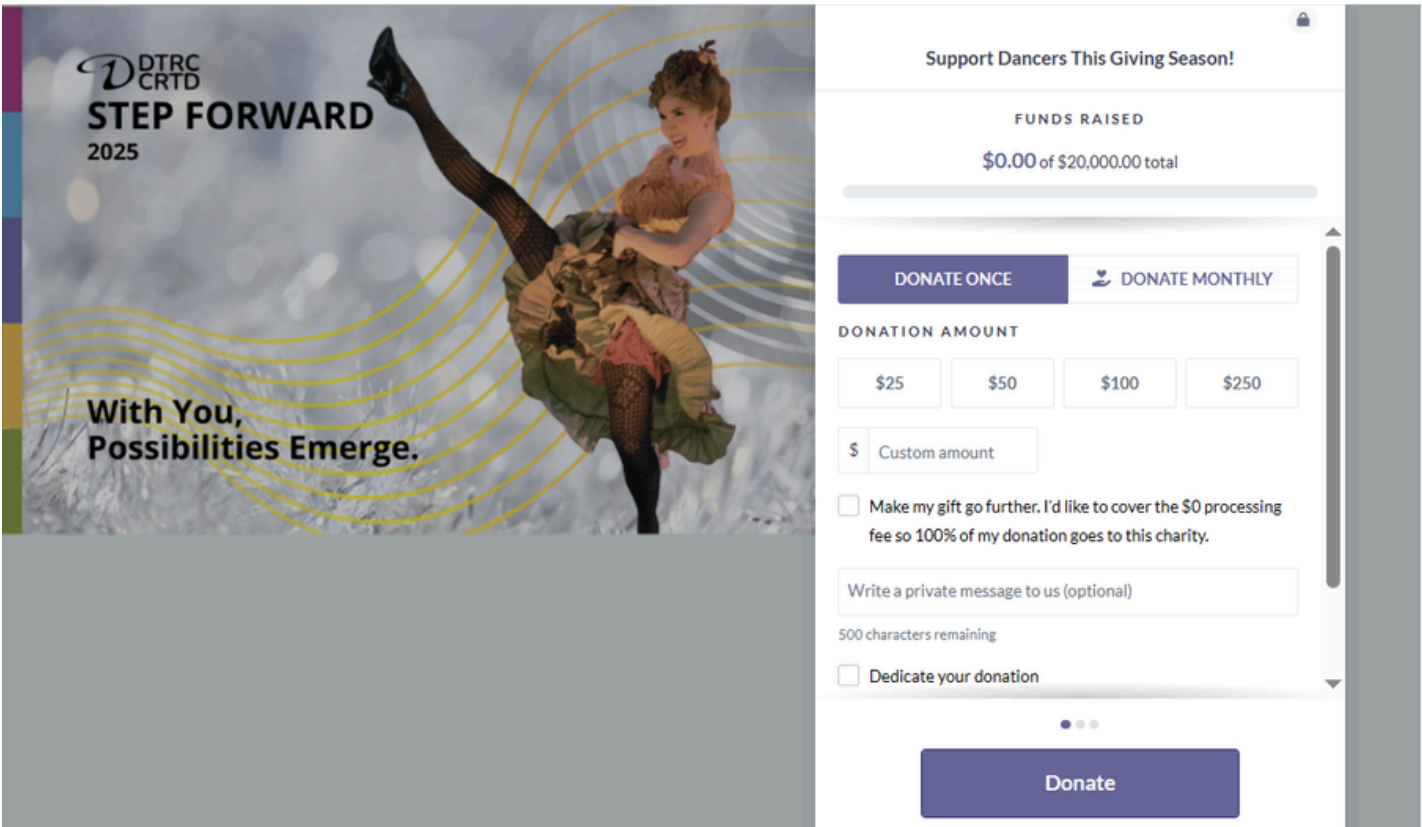
For more ways to show your love with each charitable gift!

[Send an eCard](#)



# Step 3: Streamlining Your Donation Process

## DONATION FORM

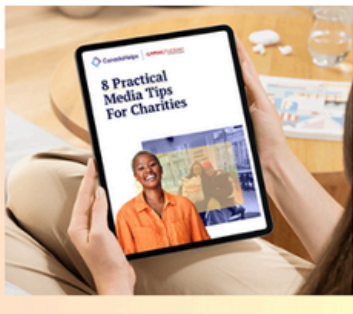


Credit: DTRC Dancer Transition Resource Centre

## GivingTuesday Resources



Graphic assets



8 Practical Media Tips for Charities



Communication Toolkit



Credit: Vancity Community Foundation (2023)





# Step 4: Getting Your Donors Ready

Reach out to appropriate parts of your donor base

- Educate on high-impact forms of giving, e.g. Securities
- Share information about tax incentives
- Reach out to key donors for **potential matches**
- Connect with young people and get them excited



## Why Donate Securities?

How to Maximize Your  
with a Gift of Stocks, B  
Mutual Funds.

Hosted by:  
**Melissa Robinson**, Controller, Fir  
Accounting  
**Christina Adams**, Director, Dono

## Leveraging Matching Gifts and Challenges for End-of-Year

BY PHILIP MANZANO JULY 23, 2024 CHARITY LIFE





# Launching your Giving Season Campaigns





# Email Communications

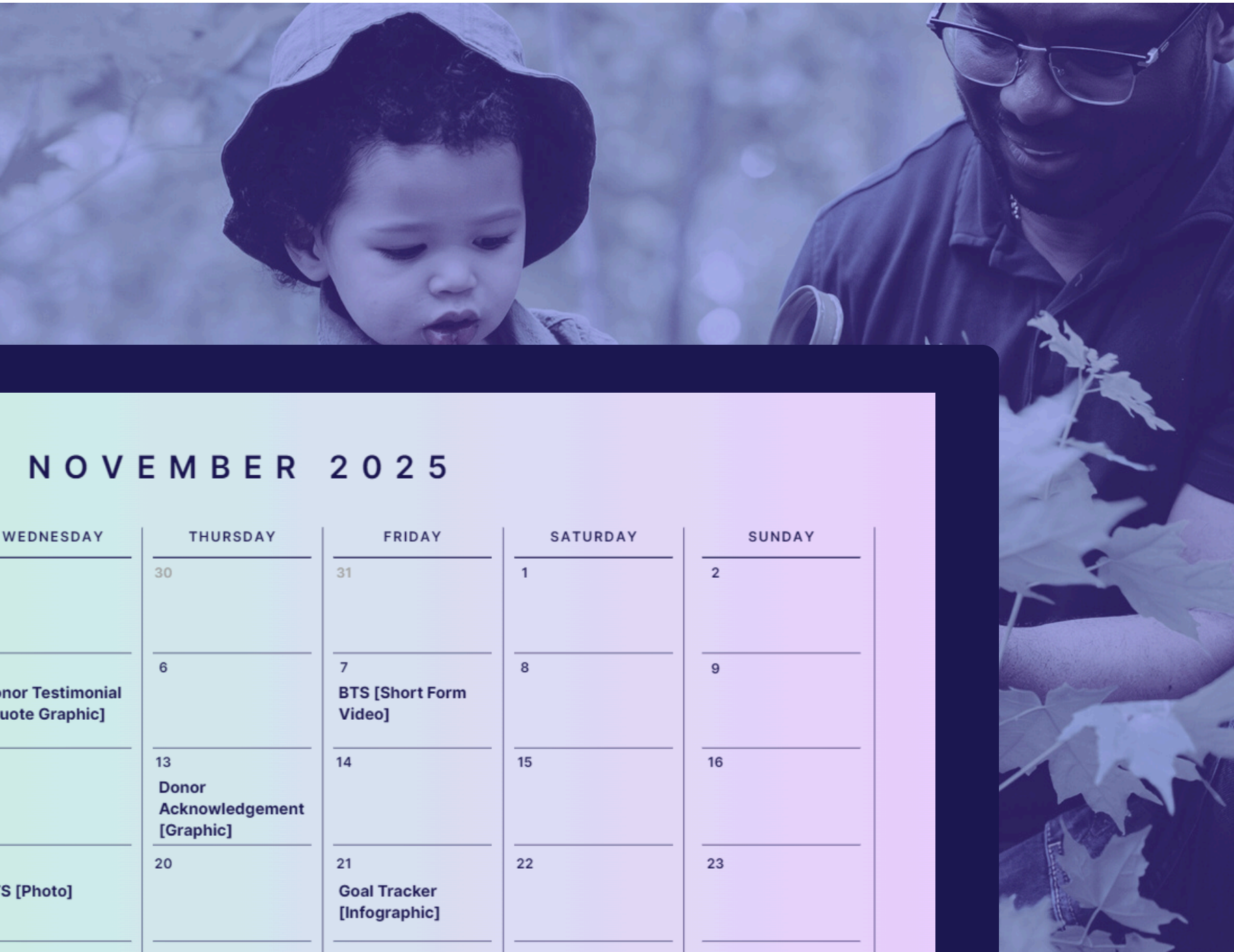
- 50+ emails sent last Giving Season
- Includes segmented & resends
- Key emails:
  - GivingTuesday “save the date”
  - GivingTuesday am & pm
  - Post GivingTuesday thank you & results
  - Gift Guide highlights
  - Gift Guide, last minute gifts
  - Dec 27 - thank you from CEO
  - Dec 30 - less than 48 h to give
  - Dec 31 - morning & evening





# Social Media

- #GivingTuesdayCA
- Audience engagement
- Relationship building
- Gift giving info
- Tax credit incentives
- Testimonials
- Resources
- Establish a personal connection - authenticity
- Video content
- Engage in dialogue on other accounts



NOVEMBER 2025						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
27	28	29	30	31	1	2
3 Impact Story [Carousel]	4	5 Donor Testimonial [Quote Graphic]	6	7 BTS [Short Form Video]	8	9
10	11 Campaign Education [Video]	12	13 Donor Acknowledgement [Graphic]	14	15	16
17 Impact Story [Image + Text]	18	19 BTS [Photo]	20	21 Goal Tracker [Infographic]	22	23
24	25	26	27	28 Campaign Countdown [Graphic]	29 Giving Tuesday Blitz: Launch [Video AM], Reminder [Graphic PM]	30 Giving Tuesday Blitz: Impact Story [Carousel AM], Urgent Reminder [Text Only PM]



# Other considerations

- Critical
  - Email campaign
  - Social media
  - Optimizing website & donation process
- Optional opportunities
  - Running a match
  - GivingTuesday Event
  - Raffles, 50/50, Lotteries
- Additional channels
  - Paid ads / paid social
  - Email signatures
  - Notification banners





# Evaluating Your Giving Season Success





# Evaluation Post-Giving Season Success

- Donation totals during campaign periods
- Landing page analytics:
  - Traffic
  - Conversion rates
  - Acquisition sources
- Email open rates, conversion rates & link clicks
- Reach and engagement on social
- Cost per acquisition





# CanadaHelps Opportunities

- Customizable donation forms
- Charity profile on CanadaHelps.org
- Generosity spotlight

## Weaving Together: Tipi of Hope Foundation's Collaborative Approach to Truth and Reconciliation

BY GUEST BLOGGER MARCH 25, 2025 GIVING LIFE



### Congrats to Team Canada Women's Rugby on reaching the World Cup!

8



canadahelps We are so proud of the Women's Canadian Rugby team for making it to the World Cup Finals! This year, they have raised almost \$300,000 on CanadaHelps for their "Win the Rugby World Cup Campaign." They have made significant progress this year, thanks to the generous support of Canadians, who helped fund their world-class training and competition plan. Way to go @rugbycanada.

#TeamCanada #GenerosityIsRightHere





# Opportunities: Holiday Gift Guides

- Gift Guides



BIKE & SAFETY KIT  
\$150

Your gift of \$150 allows us to outfit each bike donation with safety equipment and a good lock.

BUY THIS GIFT



BIKE SAFETY KIT  
\$50

Your gift of \$50 allows us to outfit a bike donation with life-saving equipment: lights, bell and helmet.

BUY THIS GIFT



BICYCLE  
\$100

Your gift of \$100 provides a bicycle to an individual living in an underserved Toronto Community.

BUY THIS GIFT

Credit: Bikes without borders

## Shop Charitable Gifts that Make a Difference for Every Budget

The best holiday gifts can't be found in-store. Instead, give a gift that represents tangible ways that charities are making a difference this holiday season. Find gifts that provide food to the hungry, provide education to those in need, protect and care for animals, and much more.



Gifts Under \$25

Browse →



Gifts Under \$100


Browse →



Gifts Under \$250



Browse →

ABOUTCAMPAIGNS (16)OUR IMPACT




Yukon Imagination Library - Give the Gift of Reading

Registered Name: THE DOLLYWOOD FOUNDATION OF CANADA

Business No: 846742328RR0001  CRA REGISTERED  CANADAHelps REGISTERED

Gifts: \$25 to \$100 [Share This Campaign](#)



\$1,487

raised of \$50,000

About 5 years to go

Donate to this campaign

Donate Now

Donate Monthly

Donate Securities

Donation amount\*

\$25

\$

Other

Your donation of \$25.00 will provide a child with one free book each month for one year

Send a message to this charity (optional)

Thanks for all the great work you do!

500 characters remaining

Give in honour or send an ecard (optional)

[Add a Dedication](#)

Continue to Complete Donation

In 2007 a group of volunteers established the Yukon Imagination Library with a goal of providing books to all preschool children living in the Yukon. There are not many bookstores in Yukon - only three for the whole territory. Our communities are far apart and books, especially books for little ones are in limited supply or available only at the public library.

Research has shown that having many books at home and reading often to your child is one of the best ways to help her/him succeed in school and in life. Since our humble beginning we have enrolled almost 65% of all of



# Q&A

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Book a Time with CanadaHelps' Team  
to discuss your fundraising







# Generosity is right here.



@CanadaHelps

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