

Setting the Runway for A Successful Giving Season

SPEAKERS:

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GROWTH MARKETING MANAGER

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DIGITAL MARKETING SPECIALIST



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 staff are located on the unceded territory of the Coast Salish People, our Montreal staff 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 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 \$4 billion to charities using CanadaHelps.





Housekeeping

- The recording, slide deck and any follow-up will be emailed to you following the webinar. You'll be able to watch the **recorded video on demand**.
- Check [out our webinar archive](#)
- Have questions or technical difficulties?
- Type them into the Questions Log at anytime.



Agenda

- Giving Season At A Glance
- Walkthrough of the Giving Season roadmap
- How can CanadaHelps support your Giving Season
- Getting your website Giving Season ready

Giving Season At a Glance



Giving Season At A Glance



of donations made
on CanadaHelps
come in during
Giving Season
(Nov and Dec)



Giving Season
2025



growth in
GivingTuesday
donations since
2020



GivingTuesday
2025

One place for all your Giving Season Resources



Tips and inspiration easy-to-action ideas to help plan and strengthen your Giving Season campaign



Ready-made templates: Adapt sample social posts and email templates to save time and engage your supporters



August–January roadmap: month-by-month checklist to stay on track



ROCK YOUR GIVING SEASON EFFORTLESSLY

Giving Season Hub

Find all the tips, templates, and inspiration for your year-end giving housed in one place.

Giving season is the most wonderful time of the year. It is a time when generosity is in full swing in every form. But, for Canada's 86,000 charities, we know that it is also a critical time of year, where some are [raising up to a third](#) of their annual donation revenue.

We are here to make it easier by providing step-by-step guides, resources, and inspiration from other charities that have walked the same steps.

The Giving Season Roadmap



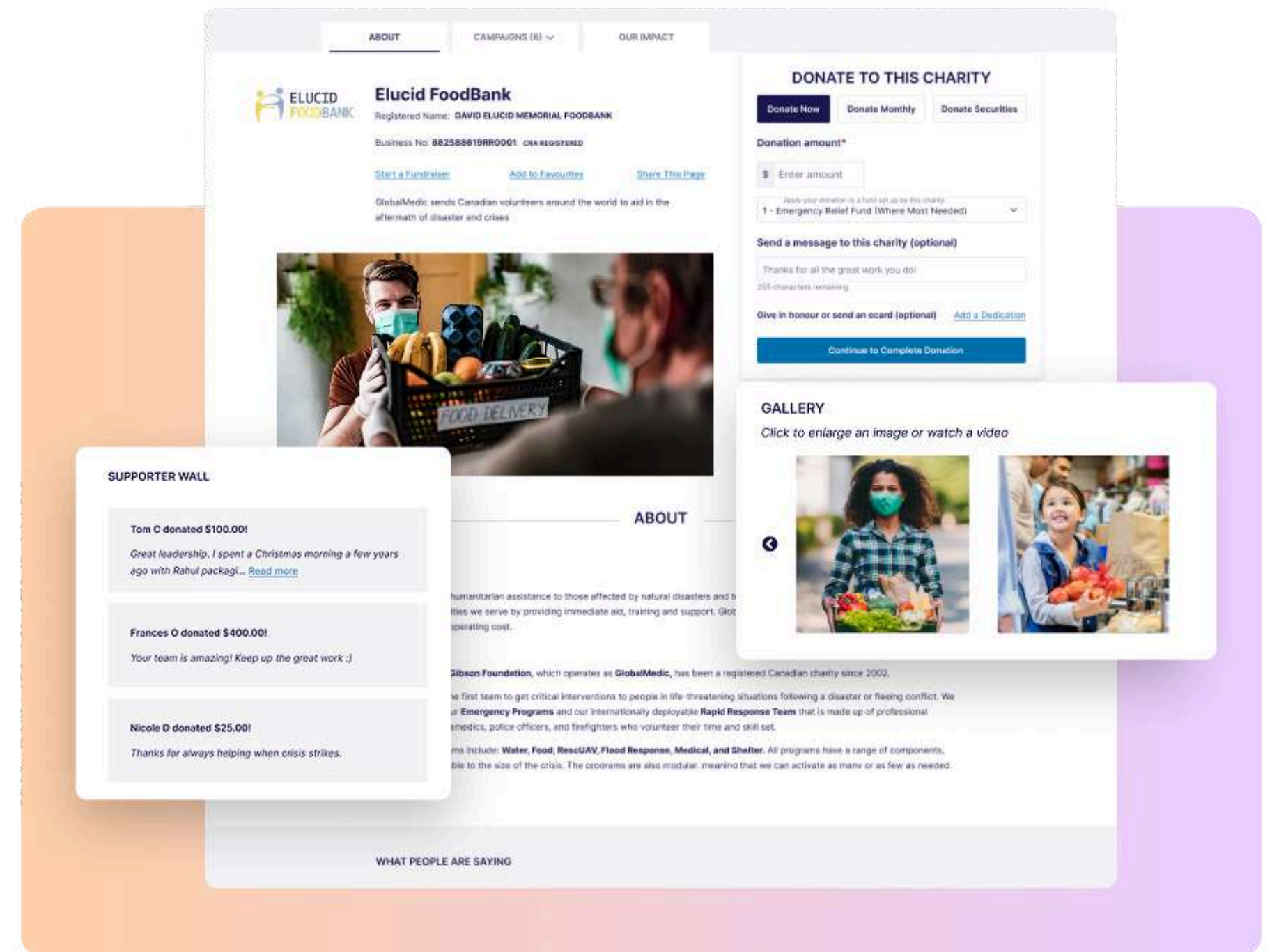
Where to start?



August: Are You Ready for the Giving Season?

THIS MONTH IS ABOUT REVIEWING YOUR
CURRENT SETUP 👁️👁️

- Audit your **CanadaHelps Charity Profile**
- Review **donor channels** and explore new giving options
- Audit your **infrastructure**: email, social, approvals, data, resources



REVIEW DONOR CHANNELS AND EXPLORE NEW GIVING OPTIONS



CHARITY

Dashboard & Goals

Ensemble

Profile

Impact page

FUNDRAISING TOOLS

Donation forms

P2P Campaigns

Events

Fund options

DONATIONS

All donations

Monthly gifts

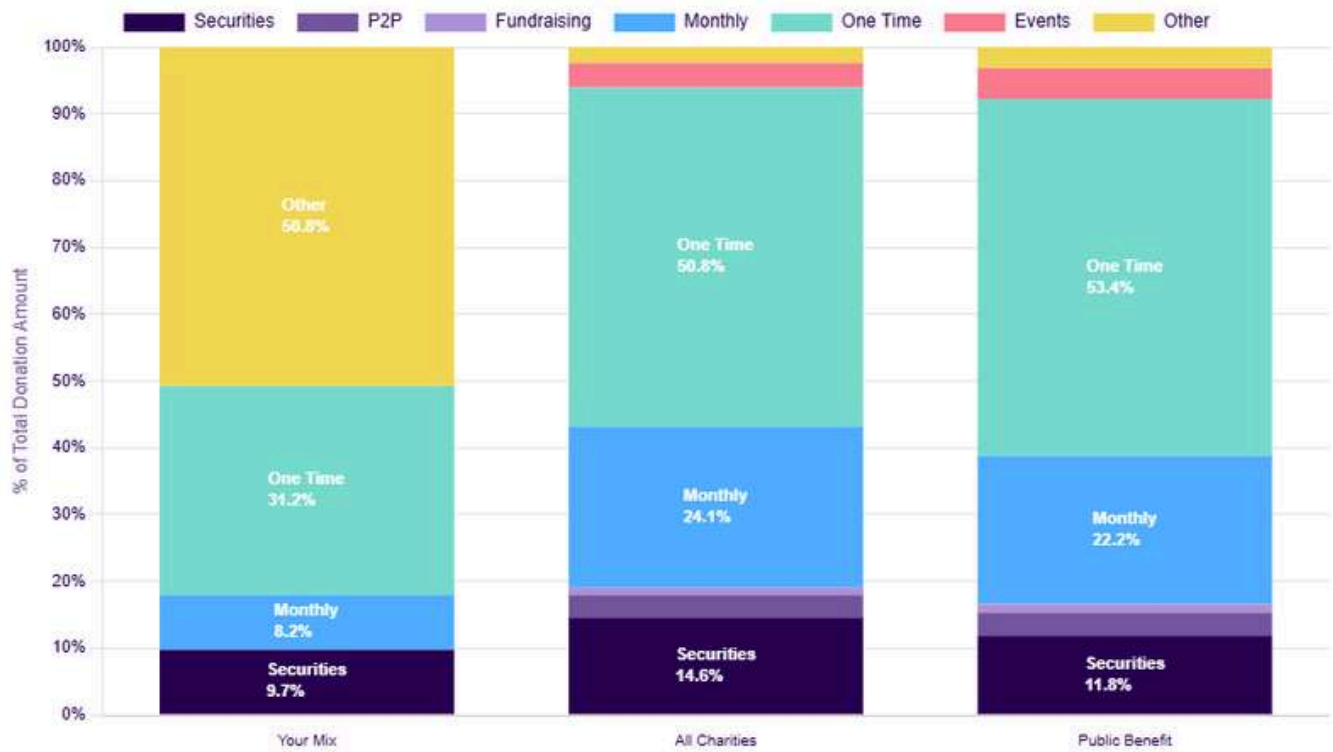
REPORTS & INSIGHTS

Download reports

Donor insights

Giving season reports

Your Mix by Revenue Source: 2026 Year to Date



A stacked bar chart comparing the percentage of total donation amount from various revenue sources across three categories: 'Your Mix', 'All Charities', and 'Public Benefit'. The y-axis represents the percentage from 0% to 100%. The legend includes Securities (dark purple), P2P (medium purple), Fundraising (light purple), Monthly (blue), One Time (teal), Events (pink), and Other (yellow). The chart shows that 'Your Mix' is heavily dominated by 'Other' (58.8%) and 'One Time' (31.2%), while 'All Charities' and 'Public Benefit' have higher proportions of 'Monthly' and 'Securities' giving.

Revenue Source	Your Mix	All Charities	Public Benefit
Securities	9.7%	14.6%	11.8%
P2P	0%	1.5%	1.5%
Fundraising	0%	1.5%	1.5%
Monthly	8.2%	24.1%	22.2%
One Time	31.2%	50.8%	53.4%
Events	0%	3.2%	3.2%
Other	58.8%	0%	0%

WAYS TO GIVE



One-time giving: A one-time gift is a simple way for donors to respond to a Giving Season appeal



Monthly giving: However, about 12% of recurring gifts are initiated on GivingTuesday, making it a strong opportunity.



Securities giving: Donating appreciated stocks, mutual funds or other eligible securities can be a tax-efficient way to make a larger Giving Season gift.

Source: [Recurring Giving Trends: Unlocking Sustainable Revenue for Nonprofits](#) with Abby Jarvis

REVIEW DONOR CHANNELS AND EXPLORE NEW GIVING OPTIONS



Securities Donations Form

Wellness Avenue
With your support, we can help children

DONATION TYPE

SECURITIES MUTUAL FUNDS

DONATION DETAILS

NAME/DESCRIPTION OF SECURITY*

STOCK / TICKER SYMBOL

INVESTMENT MANAGEMENT

Instant Tax Receipts ected online investment platform

Investment Platform* Account Number*

NUMBER OF SHARES

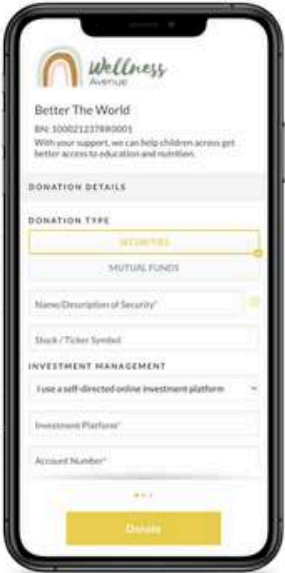
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CHARITY FUND

General

MESSAGE TO CHARITY (OPTIONAL)

Your Message



CanadaHelps

Increase Your Fundraising with Securities Donations

2025



\$83M

Gifts of securities have surged **361%** since 2020, reaching \$83m in 2025.

September: Start Your Setup

THIS MONTH IS ABOUT UPDATING AND PLANNING ✨

Set goals and plan out your calendar to ensure you have specific goals

- Complete your [CanadaHelps Charity Profile](#)
- Plan your **communication calendar**
- Set **campaign milestones** and identify key metrics to track

Giving Season 2024 Goals 🎉

November 1, 2024 - December 31, 2024

5 days past due

Edit goal

⚠️ Your goals are past their deadline. Do you want to edit your goal?

FUNDS RAISED



DONATIONS



DONORS



REVIEWING GIVING SEASON GOALS AND SETTING NEW ONES

If you fundraised through CanadaHelps in previous years, downloading your Giving Season Report from your charity account

Giving Season Reports

CanadaHelps

CHARITY

Dashboard & Goals

Ensemble

Profile

Impact page

FUNDRAISING TOOLS

Donation forms

P2P Campaigns

Events

Fund options

DONATIONS

All donations

Monthly gifts

REPORTS & INSIGHTS

Download reports

Donor insights

Giving season reports

Français

Clair

Giving Season Reports

Manage all your Giving Season donor lists here. Filter donation report within a chosen year, or browse through all giving season donations made to your organization.

For convenient analysis and reporting, export the data directly as a CSV file with the 'Download' option below.

Report Name	Year	
Giving Season Donor Report 2023	2023	↓
Giving Season Donor Report 2024	2024	↓
Giving Season Donor Report 2025	2025	↓

Goal Name	Duration	Fundraising Benchmark	Number of Donors Benchmark	Number of Donations Benchmark
Giving Season	November 1- December 31	\$112,263	985	3191
GivingTuesday	December 3	\$895	31	32
December	December 1 - 31	\$40,183	852	1493
Last 3 Days of the Year	December 29 - 31	\$807	34	43

October: Create & Launch

THIS MONTH IS ABOUT CREATING YOUR ASSETS 🎨🖌️

The majority of your Giving Season promotions can be scheduled ahead of time

- Schedule **Giving Season campaigns** in your Charity Profile
- Create **emails and social posts**, segment donors, and begin early outreach
- **Generate QR codes** for forms and events to use in print materials



November: Launch, Engage & Amplify

THIS MONTH IS ABOUT LAUNCHING 🚀

November is about putting what you have created out there and making last minute tweaks as needed

- Review **GivingTuesday** campaign and donation forms
- Schedule **GivingTuesday** emails and social posts
- Plan how and where to **thank donors** from your Charity Account

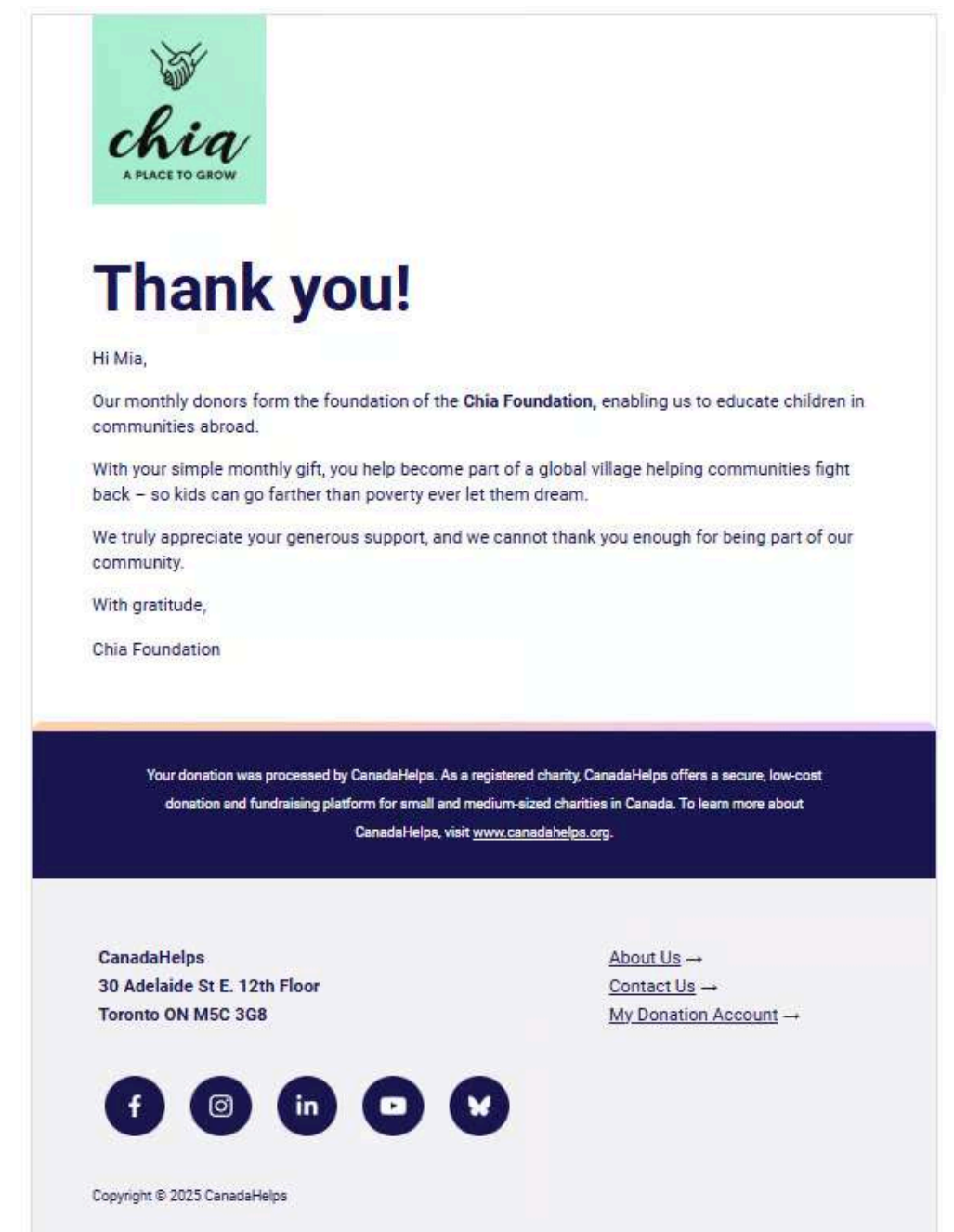
GI♥️INGTUESDAY

December: Sustain Momentum & Finish Strong

THIS MONTH IS ABOUT THANKING DONORS AND STAYING CONSISTENT 💖

Keep your message loud and thank your supporters

- Thank your **GivingTuesday** donors
- Cross-check your **year-end campaign**
- **Continue donor outreach** via email and social media



January: Audit, Share & Retain

THIS MONTH IS ABOUT LOOKING BACK AND ENSURING YOUR STRATEGY TO ENGAGE DONORS WORKS

Don't miss the opportunity to steward your Giving Season donors into long-term supporters

- Thank all **giving season donors**
- Know how and where to resend **donation receipts**
- **Celebrate** your team's efforts and results 🎉



THANKING DONORS AND REISSUING TAX RECEIPTS

Go to "All Donaitons"



Respond quickly to donor requests: Knowing where to reissue tax receipts in advance helps your team handle questions promptly and provide better donor service



Support year-end stewardship: Saying thank you and providing receipt support builds trust and gives donors a smoother experience, helping strengthen relationships beyond the immediate donation.



CanadaHelps makes it easy to do both. Thank your donors or re-issue tax receipts from your charity admin account.

Events

Fund options

DONATIONS

All donations

Monthly gifts

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ADDITIONAL TOOLS

\$335,658.63

Total Funds Raised

since Jan 2026

-15.5% YOY

37,000

Total Donations

-8.2% YOY

27,724

Total Donors

-9.7% YOY

1,146

Recurring Monthly Donors

Example

August 31, 2025 - September 30, 2025

182 past due

Your goals are past their deadline. Do you want to edit your goal?

Edit Goal

Chat

View 'To Be Disbursed' Details

Search results include donations made in the last five years.

Search for a donor

Search

Status	Date	Name	Email	Source	Fund Designation	Donation Amount	Actions Learn more
	17/11/2025	Karen Jon	Copy Email			\$16.00	Say Thanks Resend Tax Receipt
	17/11/2025	Sean A	Copy Email			\$5.00	Say Thanks Resend Tax Receipt

How can CanadaHelps support your Giving Season?

GIVING
TUESDAY

GivingTuesday 2026

Right now, families across our community are turning to us for support. Every donation helps stock our shelves and ensures no one has to face hunger alone. This GivingTuesday, your gift goes directly to providing food for those who need it most.



Your donation

FR

Funds raised

\$37,582.00 raised

Goal: \$50,000.00

Donate once

♥ Donate monthly

\$10/mo

\$20/mo

\$50/mo

\$100/mo

Other

Your generosity provides a family of four with healthy, nutritious meals for an entire month.

Fund

Continue

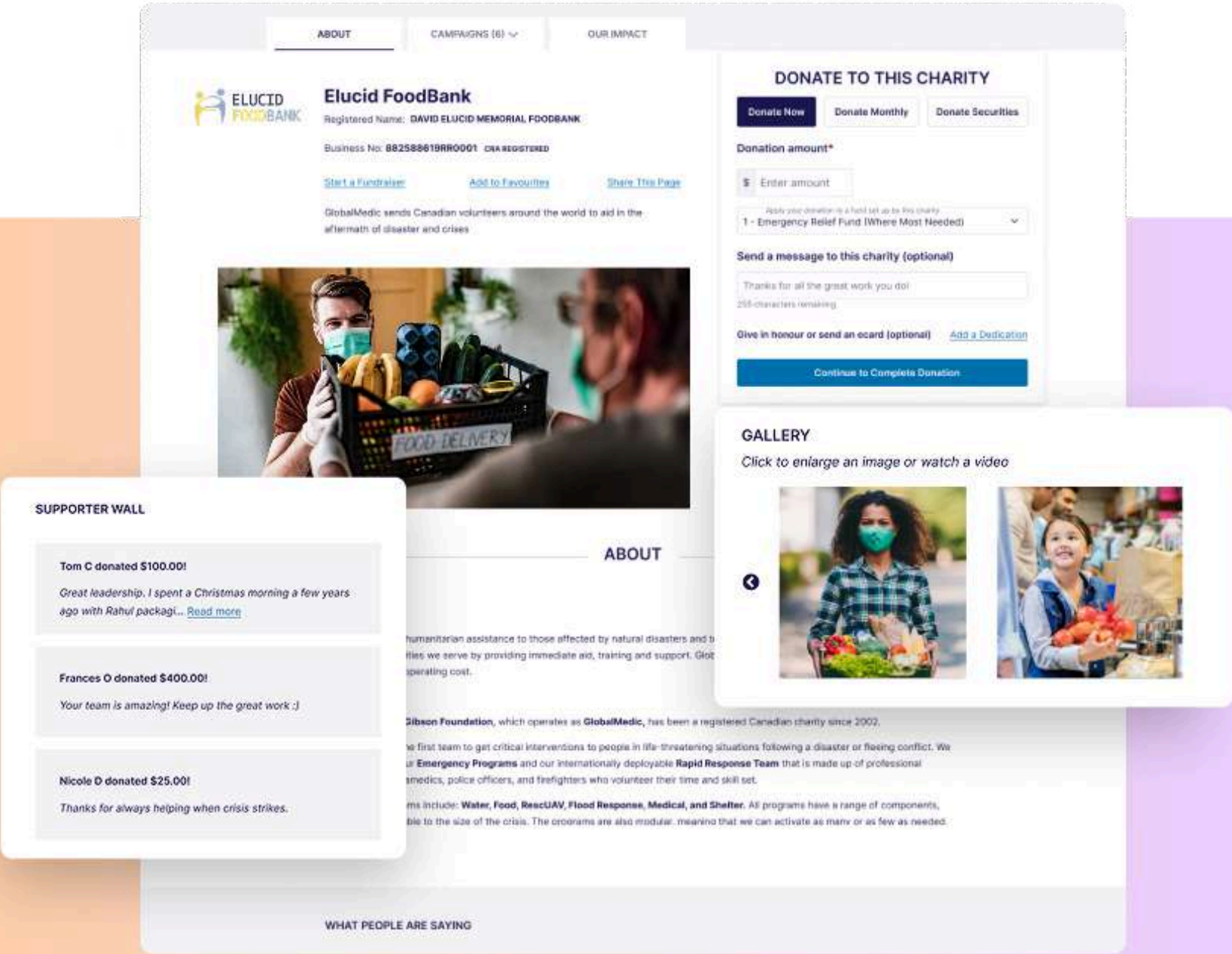
This donation supports BN 896568417RR0001.

Powered by CanadaHelps, a registered charity BN 896568417RR0001.

By completing this donation you agree to the [Terms of Service](#) and [Privacy Policy](#).

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

AUDITING AND COMPLETING YOUR CHARITY PROFILE



Your Charity Profile



Visibility for your charity: Make it easy for the millions of Canadians that visit CanadaHelps to find, get to know, and support your charity on CanadaHelps.

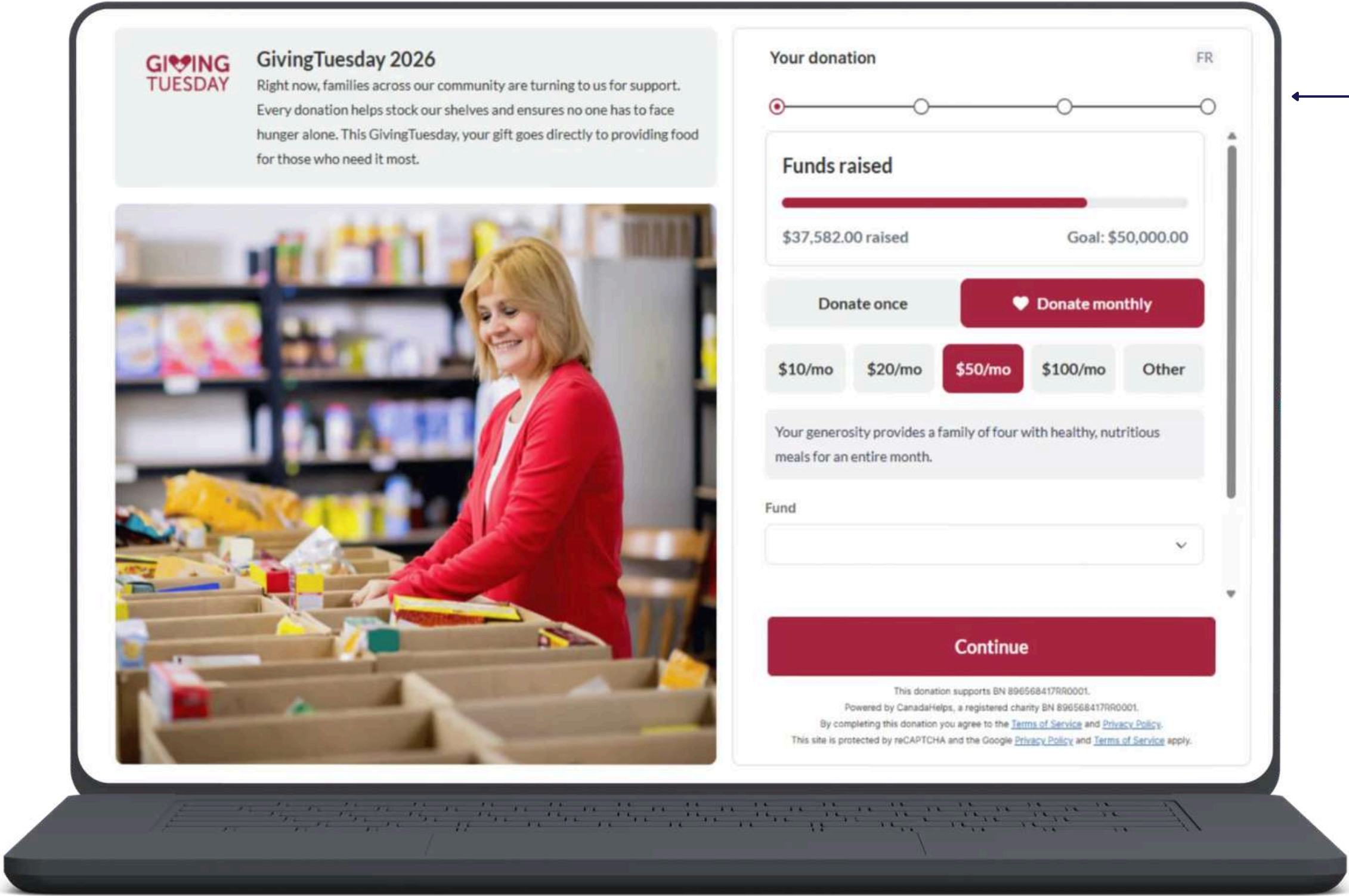


Share your mission and provide a place for supporters to donate: Ready-made page with secure donation form so you can platform your charity and receive donations.



Fast and secure disbursement: Register your banking details with us and opt in for electronic funds transfer (EFT) to receive donations weekly.

SETTING UP A GIVINGTUESDAY/GIVING SEASON DONATION FORM



Campaign-specific donation form



A focused ask adds relevance: A specific request helps donors quickly understand why their support matters now.



Build urgency and show impact: gives supporters a reason to act now and helps them see what their gift will make possible.



It reduces friction: A dedicated donation page, prominent call-to-action and streamlined giving process make it easier for supporters to move from interest to completed gift.

Getting Your Website Giving Season Ready

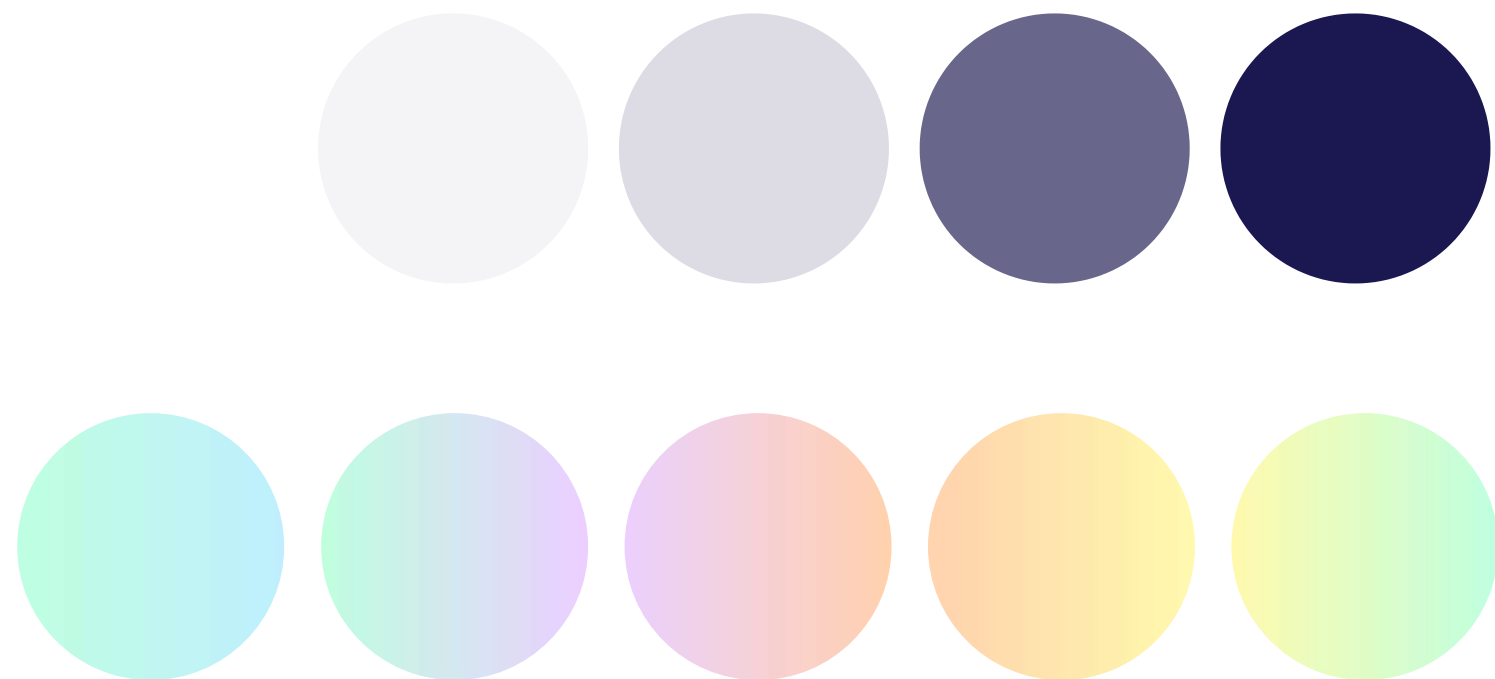
TURN WEBSITE TRAFFIC INTO DONORS



The Donor Journey: From Visit to Gift

EFFECTIVE CHARITY WEBSITE DESIGN 'SIMPLIFIES GIVING' FOR DONORS.

- **User Interface or 'UI' is the aesthetics of the website**
 - colour scheme, buttons, icons,
- **User Experience or 'UX' is the structure and format of your website**
 - Creating a website that is easy, simple, and friendly for visitors to use



Your 5-minute website check

It's often a supporter's first impression of your charity.

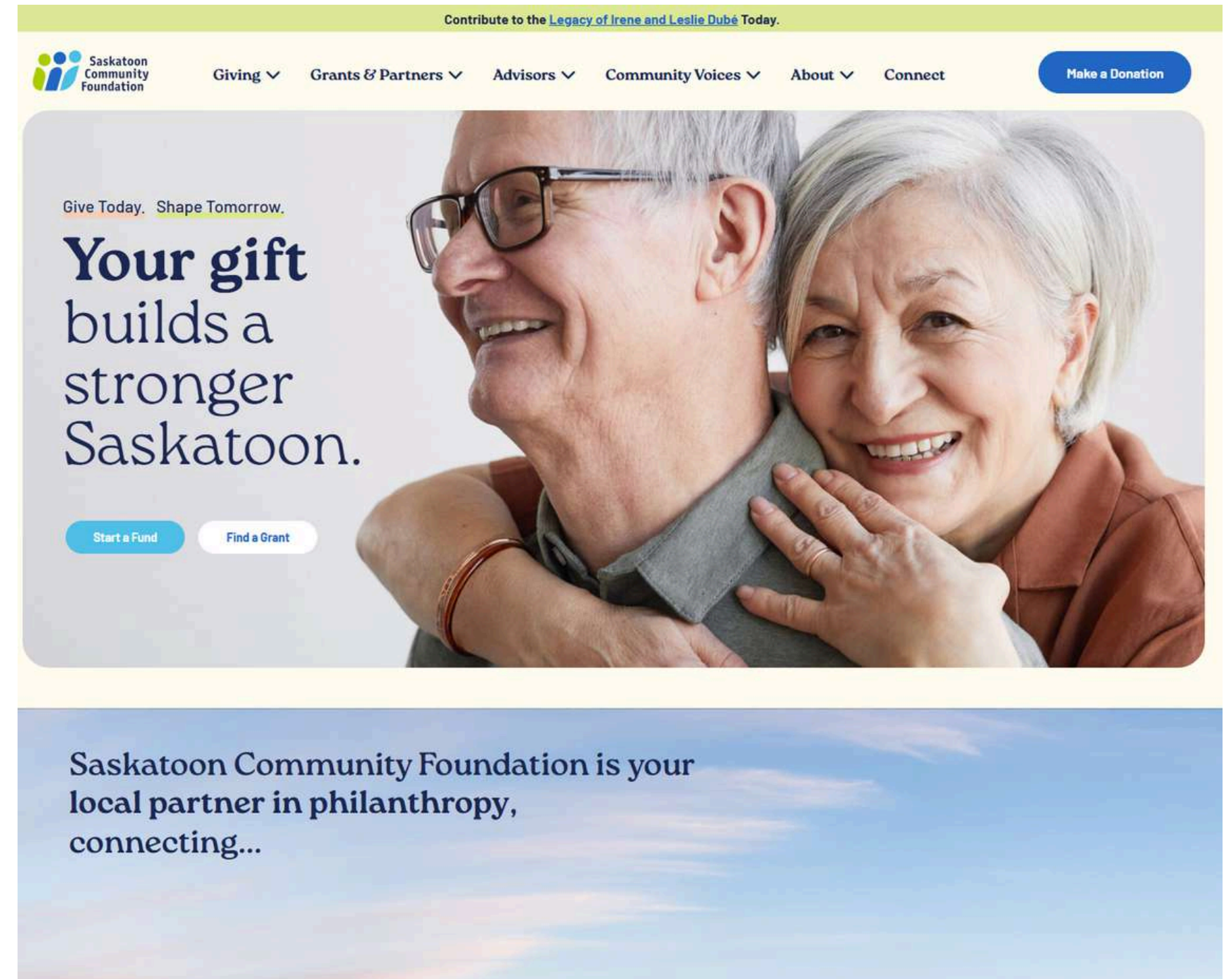
- Can someone tell what we do within five seconds?
- Is it clear who we serve and why the work matters?
- Is the Donate Now button easy to find?
- Is there one clear priority action **during Giving Season?**



- Topline navigation bar
- Snapshot of your charity
- Actions you want visitors to take

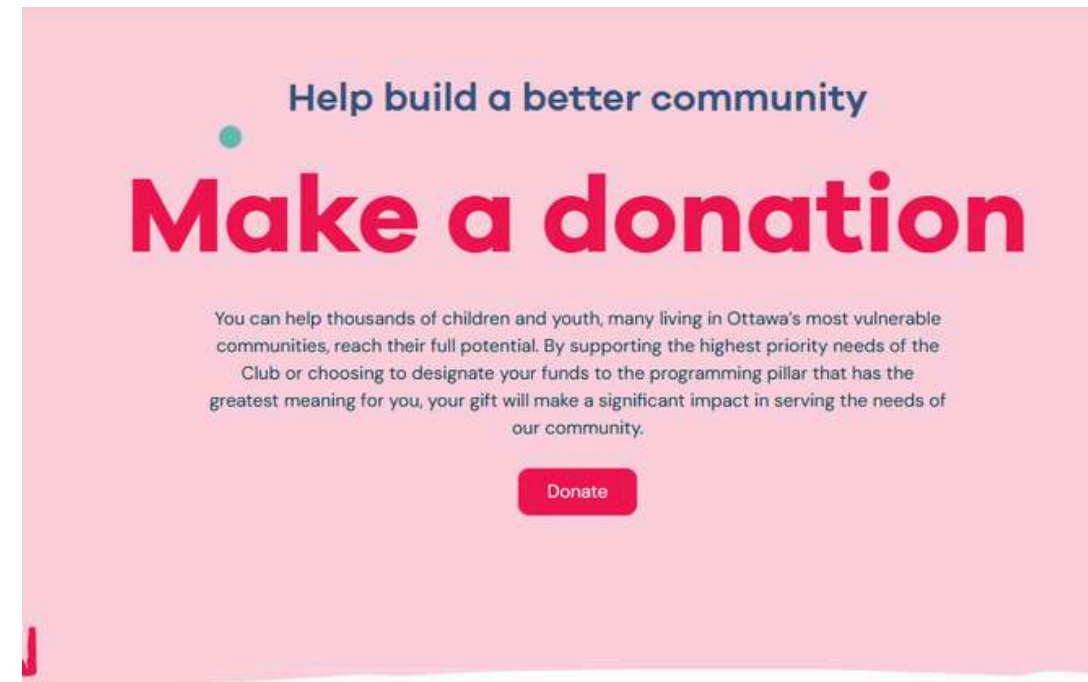


- Long blocks of text
- Too many options
- Heavy elements that slow down speeds



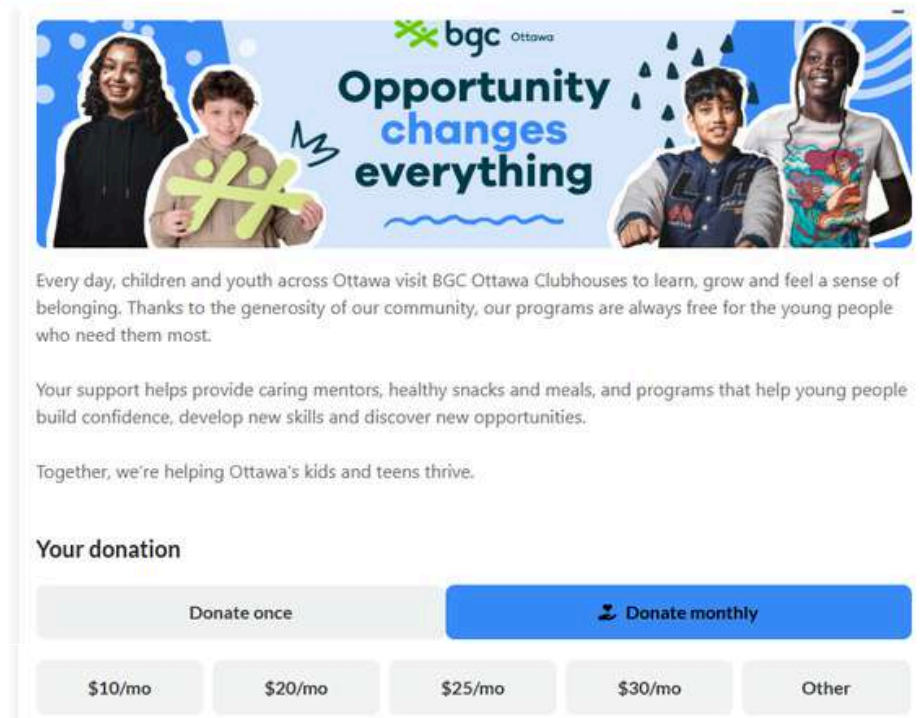
Engaging Donors On Your Website

EACH ADDITIONAL STEP IS A “FRICTION POINT” WHERE A DONOR COULD LEAVE



A general donation page should have:

- Clear headline and purpose
- Short impact statement
- Embedded donation form
 - one-time and monthly giving
 - suggested donation amounts
 - minimal form fields
 - trust and reassurance
 - mobile-friendly design



A campaign-specific landing page should quickly answer:

- What is the need?
- Why does it matter now?
- What will donations make possible?
- Why should someone give to this organization?
- What is the next step?

No Website? Use CanadaHelps Charity Profile

Charity Profile is a **ready-to-use, out-of-the-box landing page**. It meets the needs of a website, without the effort and financial commitment associated with building, maintaining, and hosting a website.

1. Secure donation processing portal
2. 'One-stop-shop' embedded giving process
3. Showcasing your mission and purpose
4. Illustrating your impact
5. SEO-friendly landing page so new traffic can find your organization
6. Fixed and uniform web design
7. Opportunity to maximize discoverability and be seen by 5 million+ donors already giving through CanadaHelps' charity database



World Animal Protection

Registered Name: **World Animal Protection Canada / Protection Mondiale des Animaux Canada**

Business No: **129719076RR0001** CRA REGISTERED CANADAHELPS REGISTERED

[Start a Fundraiser](#)

[Add to Favourites](#)

[Share This Page](#)

We are World Animal Protection. We move the world to protect animals.

[Read more about World Animal Protection](#)



ABOUT

World Animal Protection is one of the largest global animal welfare organizations working toward a future where animals live free from cruelty and suffering. Our work focuses on the issues that have the biggest impact on reducing the scale, duration and intensity of animal suffering and make the greatest difference – directly or indirectly – for the largest number of animals worldwide. By collaborating with governments, businesses and local partners, World Animal Protection develops long-term sustainable solutions, lobbies for better laws and regulations to protect animals and produces leading research on animal welfare. Last year, we gave more than 3 billion animals better lives through our campaigns which include protecting farm animals like pigs and chickens, helping animals caught in disasters, giving stray and free-roaming dogs rabies vaccinations and ending the suffering of captive animals like elephants, dolphins and bears.

Donate to this charity

[Donate Now](#)

[Donate Monthly](#)

[Donate Securities](#)

Donation amount*

\$25

\$50

\$100

\$250

\$ Other

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](#)



Book a Time with CanadaHelps' Team
to discuss your fundraising



charitylife@canadahelps.org