CanadaHelps ×

Advocate Fundraising
Fundraising outside the box

It's Not Too Late: How to Prioritize Your Year-End Fundraising

SPEAKER:

NICHOLE YAMCHUK,

FOUNDER AND CEO, ADVOCATE FUNDRAISING



Land Acknowledgement

Our team at CanadaHelps is grateful to live, work, and collaborate across the diverse Indigenous homelands of this land we share, Canada.

We acknowledge that our headquarters are located on the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation (known today as Toronto).

We express deep respect for these territories and honour the Indigenous Peoples who have stewarded them since time immemorial. For CanadaHelps, reconciliation is an active, evolving responsibility. We are dedicated to listening, amplifying Indigenous voices, and taking measurable steps to support Indigenous self-determination and community-led solutions. We are working towards implementing calls to action that were outlined in the Final Report of the Truth and Reconciliation Commission of Canada.



Source: #BeadYourProvince, Kooteen Creations

CanadaHelps



About CanadaHelps

- CanadaHelps is a charitable organization increasing giving in Canada through technology.
- **For Canadians,** we provide a simple and convenient way to support any Canadian charity or cause. We offer the most comprehensive and flexible range of giving solutions in a single place.
- **For Canada's 85,000 charities,** we offer affordable and right-sized tools that help charities run their organizations well and secure the resources they need to be successful.
- 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.

About The Speaker



Nichole Yamchuk

Founder & CEO, Advocate Fundraising

Nichole began her fundraising career in 2007 and has since supported causes across more than 75 countries, helping raise millions of dollars for organizations of all sizes. Her experience spans grant writing, donor engagement, peer-to-peer and year-end campaigns, corporate giving, events, and comprehensive fund development planning.

Advocate Fundraising

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Advocate Fundraising is a Canadian fundraising consultancy supporting nonprofits, charities, and grassroots organizations to build practical, ethical, and sustainable fundraising strategies.

CANADAHELPS × ADVOCATE FUNDRAISING · WEBINAR

IT'S NOT TOO LATE: HOW TO PRIORITIZE YOUR YEAR-END FUNDRAISING

Nichole Yamchuk, Founder & CEO, Advocate Fundraising

November 18, 2026 · In partnership with CanadaHelps



43 DAYS LEFT. PLENTY TO WORK WITH.

November 18 to December 31 is the stretch that matters now.

ABOUT 50%

of donations made on CanadaHelps arrive in November and December.

$16M+

came in on GivingTuesday 2025 through CanadaHelps.

You can't do everything. You can do the right things.

POLL

WHERE ARE YOU STARTING FROM?



Underway

The campaign is live and moving.



Behind

The plan exists. Execution slipped.



Barely started

The Google Doc is the campaign.

No wrong answer. Everyone has a next step today.

YOUR STARTING POINT

PLAN FOR THE ORGANIZATION YOU ACTUALLY HAVE

Not the one you wish you had.

Strategic priorities

Real relationships

Realistic execution

"This Giving Season, we're asking our community to help us _____?"

PEOPLE DON'T GIVE TO ORGANIZATIONS. THEY GIVE TO WHAT THEY CARE ABOUT.

Think about the last gift you made.
What made you say yes?

- Emotional connection
- Personal values
- Trust
- Belonging
- Wanting to make a difference



WHAT GENEROSITY PSYCHOLOGY TELLS US



Values matter

Connect the need to something the donor cares about.



Connection matters

Tell an authentic human story, with consent and dignity.



Trust matters

Be clear about the need, the use of funds and what happens next.



Choice matters

Make giving easy. Leave the decision with the donor.

CREDIT: CHERIAN KOSHY'S PUBLISHED WORK ON GENEROSITY PSYCHOLOGY AND DONOR DECISION-MAKING; PRACTICAL PARAPHRASES, NOT QUOTATIONS.

MAKE THE ASK CLEAR, TRUE AND SPECIFIC

01

The ask

“Help 100 seniors stay connected this winter” beats “Support our seniors programs.”

02

The proof

One real story, told with consent and dignity.

03

The goal

A number your community can rally around.

04

Genuine urgency

A real match, a real milestone, the Dec 31 receipt deadline. No invented countdowns.

BEFORE AND AFTER: SAME CHARITY, SAME NEED

Support our programs

Our charity provides important services for seniors. We rely on generous supporters to continue our work. Please support our annual campaign.



Help 100 seniors stay connected this winter

For Mae, a weekly call means someone will ask how she's doing. Your gift helps provide regular calls and visits for seniors facing isolation.

Please donate today to help seniors like Mae stay connected.



10-MINUTE ASSESSMENT. PRIORITIZE YOUR NEXT MOVE.

AREA	ONE QUESTION
Campaign Clarity	Can we clearly explain what we're asking donors to support?
Impact Story	Do we have one authentic story that demonstrates why our work matters?
Available Capacity	What can we realistically accomplish with the people and time available?
Donor relationships	Who already knows and supports us that we can reconnect with?
Communications	Do we have a clear plan to reach our supporters?
Donation Experience	Can someone donate easily, including from their phone?

SIX WEEKS LEFT. YOU CAN'T DO EVERYTHING.

Scenario: One part-time fundraiser. Limited capacity. What stays, and what goes?

Prioritize

Protect what brings results.

Focus on existing donors, warm prospects and one clear year-end appeal.

Simplify

Good enough to launch beats perfect and late.

Reuse templates, repurpose one strong story and streamline communications.

Delegate

You don't have to carry everything.

Ask board members and volunteers to make introductions, share appeals and support donor outreach.

Eliminate/Postpone

Drop the extras. Keep the essentials.

Skip elaborate campaign launches, extensive content calendars, and new campaign branding.



TALK TO THE PEOPLE WHO ALREADY KNOW YOU

Your warmest audiences come first.

Monthly donors

Thank them, then invite a special year-end gift.

Major donors

Make it personal. Call before emailing.

Lapsed donors

“We've missed you,” with an update.

First-time donors

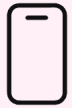
Welcome them, then offer a second gift.

Board and volunteers

Give first. Share the link.

DON'T TURN AWAY SOMEONE WHO'S ALREADY SAID YES

Make it easy for people to give in the way that works for them.



Online donations



Monthly giving



Securities



E-transfers



Cheques



Phone or in person

Offer appropriate, accessible options your charity can support, based on donor needs and your capacity.

USE THE TOOLS YOU ALREADY HAVE



Charity Profile

A ready-to-use landing page if you have no website.



Donation forms

One-time, monthly and securities options.



QR codes

Connect print materials to your donation form.



Giving Season Reports

Donor data and benchmarks to inform your next move.

Five-minute test: make a donation on your phone.

GIVINGTUESDAY, DECEMBER 1: KEEP IT SMALL AND CLEAR

1. **Choose one specific ask**
2. **Check the donation page works**
3. **Reach existing supporters first**
4. **Adapt CanadaHelps GivingTuesday email templates**
5. **Thank donors promptly**

Meaningful engagement beats communication volume.

FINISH DECEMBER WITHOUT WEARING OUT YOUR DONORS

Every message needs a reason.

Show something meaningful

New impact, a story or real progress toward the goal.

Make it relevant

A matching-gift update, if you have one. Personal notes to your biggest supporters.

Close plainly

The Dec 31 receipt reminder. Final-days outreach Dec 29 to 31 to those who haven't given.



YOUR PLAN, WEEK BY WEEK: NOV 18 TO DEC 6

NOV 18 TO 22

Pick your ask and goal. Finish the assessment and check your donate page.

NOV 23 TO 29

Start personal outreach and match conversations. Schedule GivingTuesday emails and posts.

NOV 30 TO DEC 6

GivingTuesday is Dec 1. Thank donors within 24 hours and share results.

Prepare the essentials, then put relationships to work.

YOUR PLAN, WEEK BY WEEK: DEC 7 TO JANUARY

December 7–13

Share impact. Follow up with targeted donor groups.

December 14–20

Strengthen personal outreach. Share progress and prepare final appeals.

December 21–27

Keep a capacity-conscious holiday schedule. Prepare year-end outreach.

December 28–31

Send timely final appeals. Check donation methods and acknowledge donors.

January 2027

Thank supporters, share results and plan continued stewardship.

KEEP THE FREE ADVOCATE FUNDRAISING COMPANION CHECKLIST BESIDE YOUR CALENDAR.



JANUARY: THE GIFT IS ONLY THE START OF THE RELATIONSHIP

Thank

A real thank-you, not transactional language.

Be transparent

Say what was raised and what happened.

Report back

Photos, stories, results, then a spring update.

Stay ethical

Respect, consent, no guilt.

IT ALWAYS SEEMS IMPOSSIBLE UNTIL IT'S DONE

~NELSON MANDELA~

YOUR NEXT SIX WEEKS, SIMPLIFIED.

Your free 2026 Year-End Fundraising Checklist

A practical, week-by-week guide to help you prioritize, take action and finish the year strong.



2026 Year-End Fundraising Checklist

6 Weeks | GivingTuesday + Year-End Fundraising

It's not too late! Whether your campaign is underway, behind schedule or barely started, use this checklist to prioritize what matters, connect with donors and finish Giving Season strong.

THANK You!

Q & A Time!

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Book a Time with CanadaHelps' Team
to discuss your fundraising

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