



Digital and Online Giving

What every Presbyterian Church needs to know about Canada Helps¹ - canadahelps.org

1. You are already listed on the Canada Helps site.

ALL Canadian registered charities can be found on a search on the Canada Helps site: www.canadahelps.org/en

Anyone can make a donation to your church. However, for your church to receive the donation immediately the account needs to be activated. (Otherwise you won't know about the donation until year end when Canada Helps does its distribution to non-activated accounts.)

2. There are two account types. Both are free.

HOWEVER the FULL Fundraising Account is more cost effective than the basic Profile Account!

Processing fees for the Full Account are 3.5%; fees for the Profile account are 4.0% (unless they are monthly donors).

Fees include any credit card, bank and brokerage costs.

Services and Associated Fees

Including Credit Card, Bank and Brokerage Costs¹:

	Free Profile account	Free Full fundraising account
Customizable Donation Forms One-time and Monthly Donations		3.75%
Your Charity Profile on CanadaHelps.org One Time Donation	4.0%	4.0%
Your Charity Profile on CanadaHelps.org Monthly Donation	3.5%	3.5%
Donations to your Charity Peer-to-Peer Social Fundraising Campaign		5.5%
Ticketed Events		5.0%
Securities Donations	2.0 – 3.0% ²	2.0 – 3.0% ²

That's it!

There are no hidden fees and CanadaHelps does not charge charities to open or maintain a CanadaHelps account.

For more detail on the features of the two account types: www.canadahelps.org/en/for-charities/compare-solutions

¹ Canada Helps is itself a registered charity and as such has received accreditation from Imagine Canada. This is a peer-reviewed Standards Program to ensure the organization demonstrates excellence in five key areas of operations: Board Governance; Financial Accountability and Transparency; Fundraising; Staff Management; and Volunteer Involvement.

² *The regular transaction charge of 4.9% will apply until CanadaHelps receives and validates your void cheque and banking form. Please allow 5 business days for this process to be completed. ** 3% fee applies to donations less than \$10,000; 2.5% fee applies to donations between \$10,000-\$49,999; 2.25% fee applies to donations between \$50,000-\$99,999; 2% fee applies to donations \$100,000+.

3. Get a donate button on your website – NOW!

You must set up your banking information with CanadaHelps to get the funds.
(Account Number, Transit and Inst. Code)

Then, set up your page:

www.canadahelps.org/en/charity-life/fundraising-2/new-embed-your-donation-form-in-your-website/

And finally, embed the code on your website.

You now have a donation page. It's that easy!

4. Activate your page

Personalize your page. This is a simple task that lets donors know they have arrived in the right location. Make the page yours with custom background colours, images or a logo.

You can customize your donation form to suit the needs of your organization and your donors. Set custom donation amounts, add funds – like *Presbyterians Sharing* – and explain how donations make a difference and contribute to God's mission.

The donation form is fully optimized for mobile use, which will allow donors to complete a secure donation through their smartphone or tablet.

Once a donation is complete, you can direct the donor to any page - your homepage, an information page, or a custom landing page you've created with a thank you message once the donation is complete.

And, you can track donation statistics using your Google Analytics account.

5. Other Significant Services (fees noted in chart)

Fundraise Now Buttons

Add a Fundraise Now button to your website. Clicking Fundraise Now will prompt members of your congregation (and friends they share the link with) to support the specific fund that you have associated with your Fundraise Now button. In minutes, they'll be ready to invite their family and friends to support your congregation.

Crowd source funding

It is the fastest growing source of charitable donations.

CanadaHelps reports that the Peer-to-Peer Social Fundraiser tool has been used effectively by many churches to raise funds for refugee sponsorship and other programs.

Learn more here: <https://www.canadahelps.org/en/for-charities/peer-to-peer-fundraising/>

Event Management

This service can be very helpful whether or not it is for a fundraising event. It includes the following:

- Free and Paid Ticketed Events
- High Impact Event Pages
- Integrated Social Sharing
- Fully Mobile Ready
- Extensive Branding Options
- Automated Charitable Receipting ... and much more.