



Your Toolkit for Rallying Your Supporters This June



What You'll Get in this Toolkit

**The Story Behind
The Great Canadian Giving
Challenge**

**Why Your Charity Should
Participate and How to Join**

**Templates & Examples to
Rally Your Supporters**

**Logos, Buttons & Graphics to
Promote Your Campaign**

Rules You Need to Know



The Story Behind The Great Canadian Giving Challenge

Historically, June has been a slow time of year for fundraising. We wanted to change that. In 2015, we launched the first Great Canadian Giving Challenge to help charities engage their supporters and raise more money. Charities across Canada have the opportunity to win a massive prize donation and create campaigns that rally their supporters to boost summer donations.

This year, your charity has the chance to **WIN \$20,000!**



Why Your Charity Should Participate and How to Join



Why You Should Participate

- A chance to win \$20,000.
- A reason to rally your supporters around your charity.
- A springboard for boosting summer donations.



How to Join

- As a registered Canadian charity, you're already eligible!
- All you have to do to enter is fundraise through CanadaHelps.org, CanadaHelps donation forms, and other fundraising tools*.
- Every \$1 donation you receive in June via CanadaHelps.org and CanadaHelps fundraising tools automatically enters you for a chance to win*.
- On July 1st, one randomly selected ballot WINS the \$20,000 prize!



Templates & Examples to Rally Your Supporters

Stuck on what to say to your supporters?

Leverage the following pre-written templates to get started. Feel free to make any adjustments as you need. Plus, get inspired by some example donation forms and campaign pages!



Social Media



Help us win \$20,000! Every dollar you donate in June enters us for a chance to win #GivingChallengeCA. Learn more: [\[your campaign page shortlink\]](#)

Every \$1 you give in June enters us for a chance to win \$20,000 [\[optional: , letting us do x\]](#)! Donate now: [\[your campaign page shortlink\]](#)
#GivingChallengeCA

Every \$1 you give enters us to win \$20,000 from CanadaHelps. With your support, we'll be able to [\[impact statement\]](#). Donate today: [\[your campaign page shortlink\]](#)





The Great Canadian Giving Challenge is here! This June, every \$1 you donate enters us to win \$20,000!

The more you give, the more chances for us to win!

Give today: [\[your campaign page shortlink\]](#)

This #GivingChallengeCA, every \$1 donation enters us to win a \$20,000 donation. If we won \$20,000, we'd be able to [\[impact\]](#). Help us get there: [\[your campaign page shortlink\]](#)


Time is almost up! There are only [\[days/hours\]](#) left in our #GivingChallengeCA campaign. Every dollar we raise enters us to win \$20,000! Help us by donating now: [\[your campaign page shortlink\]](#)






Social Media Examples




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Help OrKidstra win \$10,000 with the Great Canadian Giving Challenge!

The Great Canadian Giving Challenge is back! Every \$1 donated* ONLINE to OrKidstra in the month of JUNE earns us a chance to win the \$10,000 grand prize from CanadaHelps and GIV3. Your donation will give the gift of music AND every dollar is an entry for OrKidstra to win \$10,000! *Minimum \$3 donation required



Help OrKidstra win \$10,000 with the Great Canadian Giving Challenge!

Great Canadian GIVING


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GREAT CANADIAN **Giving** CHALLENGE

Help Wellness Avenue win \$20,000 with the Great Canadian Giving Challenge!

The Great Canadian Giving Challenge is back! Every \$1 donated ONLINE to Wellness Avenue in the month of June earns us a chance to win the \$20,000 grand prize from CanadaHelps and GIV3. Your donation will give the gift of better mental wellness to our most vulnerable and every dollar is an entry for us to win \$20,000!



Make a donation

FUNDS RAISED \$750.00

DONATION DETAILS

ONE-TIME DONATION

\$25 ☒ \$50 \$150 \$250

\$ Other Amount

You can also make a [monthly donation](#)

MESSAGE FOR CANADAHELPS (OPTIONAL)

DEDICATE YOUR DONATION

In memory of In honour of ☒ No dedication

Next

Campaign Page & Donation Form Examples



Logos, Buttons & Graphics to Promote Your Campaign

Make your campaign stand out with our premade images and graphics.

[Download Logos](#)



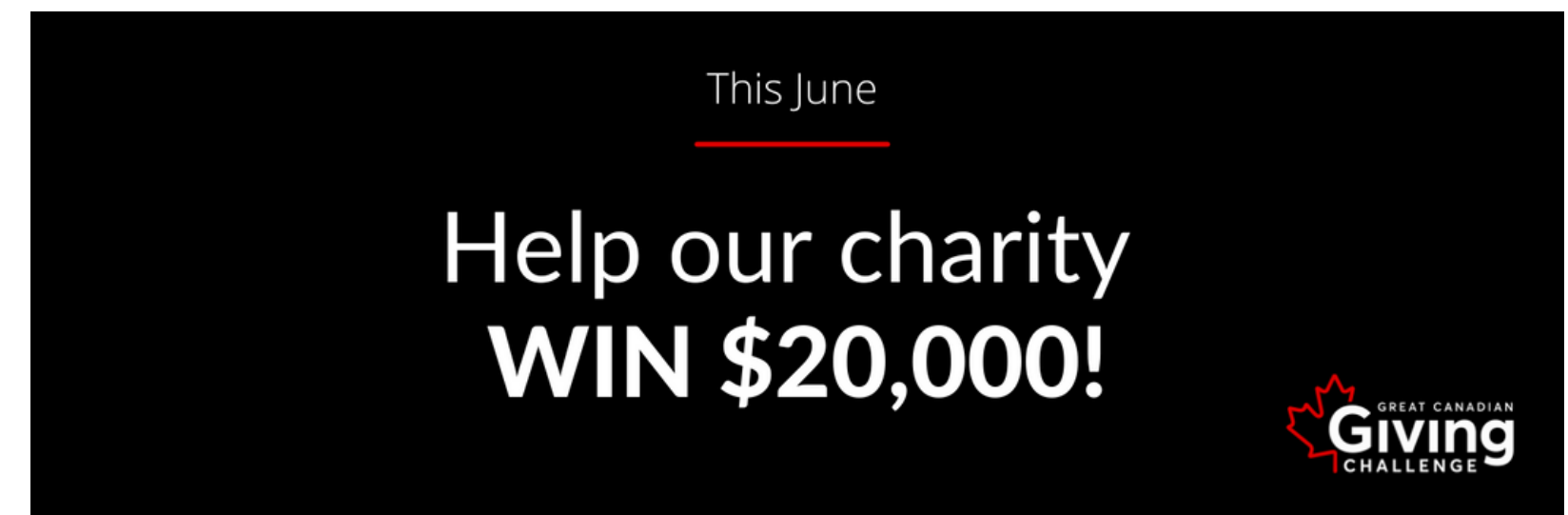
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Rules You Need to Know

Here are some important rules to keep in mind. Don't forget to share these with your supporters and add them to your campaign materials.

*Donations must be made via canadahelps.org. Minimum \$3 donation required. Contest runs from June 1, 2021 at midnight Newfoundland Daylight Time (NDT) to June 30, 2021 at 11:59:59 p.m. Pacific Daylight Time (PDT).

See full rules at: <https://www.canadahelps.org/en/givingchallenge-rules>.



Get More Resources

We've put together more free resources available at your fingertips:

Tips to Make the Most of Your Great Canadian Giving Challenge

Learn best practices on crafting your message, optimizing your website and landing pages, and keeping your supporters engaged through the month of June.

Your Great Canadian Giving Challenge Checklist

Plan, organize, execute, and monitor all the moving parts in your campaign with a step-by-step checklist that will help you stay on track at every stage.

Download them now from our Great Canadian Giving Challenge Resource Centre:

<https://www.canadahelps.org/en/givingchallenge-for-charities/>

