

A blue-tinted photograph of four young women sitting around a table, looking at a laptop screen and smiling. The image serves as a background for the text.

Low-Risk, Low-Cost Digital Fundraising for your Small Shop

Wen-Chih O'Connell
Executive Director
PayPal Giving Fund Canada

Brock Warner, CFRE
Partner, Broccoli
teambroccoli.org

Land Acknowledgement

From coast to coast to coast, we acknowledge the ancestral and unceded territory of all the Inuit, Métis, and First Nations people that call this land home.

We do this to reaffirm our commitment and responsibility in improving relationships between nations and to improving our own understanding of local Indigenous peoples and their cultures.

Please join me in a moment of reflection to acknowledge the harms and mistakes of the past and to consider how we can each, in our own way, try to move forward in a spirit of reconciliation and collaboration.

Brock Warner, CFRE (He/Him)

- Partner at [Broccoli](#), a specialized consultancy for fundraisers and nonprofits, and professor at Humber College Business School.
- Author of the bestselling book [From the Ground Up: Digital Fundraising for Nonprofits](#).
- Has raised millions of dollars and developed many successful campaigns, partnerships and sector innovations.
- Father of two, living in Prince Edward County, and is a weekend woodworker.



Wen-Chih O'Connell (She/Her)

- Executive Director of PayPal Giving Fund Canada.
- Worked in the charitable space for about 20 years.
- Career ranges from implementing grassroots community projects in the Peace Corps to consulting on fundraising, partnership and community investment strategies for non-profits, multinational corporations and large grantmaking foundations.
- Mom of two, living in Toronto, and is a Canadian immigrant.



Who are we speaking to with this webinar?

Every charity is located somewhere on the digital fundraising continuum:



Graduating from one stage to the next requires investments in tools, staff, and training.

A photograph of three people (two women and one man) sitting around a wooden table, smiling and looking at laptops. The image is overlaid with a semi-transparent blue filter. The woman on the left is seen from the back, typing on a laptop. The woman in the middle is looking at a laptop screen. The man on the right is also looking at a laptop. There are notebooks and glasses on the table.

Audience Poll:

What will you get out of this webinar?



Basic understanding



Tangible next steps



Confidence that there is something you can do with limited resources / time / ability

Agenda



Canada's Digital Fundraising Landscape



How PayPal Giving Fund Canada Works



Putting it Together: Giving Tuesday and Year-End



Q+A and Discussion



Canada's Digital Fundraising Landscape

Donor perspective

Great digital experiences and a variety of online options are the norm.

- Videoconferencing with doctors, nurses, counselors and more.
- Online grocery orders for pick-up or delivery.
- Wellness apps.
- Click and collect options for retail stores.

Canadians are now supporting their favourite businesses and brands by using a variety of channels – websites, mobile apps, social media and offline/in-person.





Cautiously optimistic that many new online donors are here to stay.

1. In 2020, **online giving increased by 86%** although total giving decreased.¹
2. Donors **55+ were most generous**, and donors aged 65 to 74 gave significantly more online than in 2018.²
3. 87% of respondents indicated they were **likely to give over the following 12 months**. 66% plan to donate about the same amount this year; 17% plan to give more.³

1. CanadaHelps *Digital Skills Survey 2021*

2. CanadaHelps *Giving Report 2021*

3. Association of Fundraising Professionals *2021 What Canadian Donors Want survey*



Before you chase trends, invest time and energy in the fundamentals: up to date website, accurate SEO, and trustworthy payment tools.

4. 47% of donors surveyed give local, and 67% say they give after **carefully researching charities** they give to. ⁴
5. Top sources for donor research are the charity's **website** (47%) and general online search (46%). ³
6. Almost all donors surveyed agree **PayPal is a trustworthy** (94%), **convenient** (93%) and **fast** (91%) way to donate. Most (86%) also agree that PayPal at checkout makes it easier for them to donate. ⁴

3. Association of Fundraising Professionals *2021 What Canadian Donors Want* survey

4. A study of donors conducted by Logica Research for PayPal, April 2021



Not all of your "competition" will still be maintaining their online presence when COVID restrictions are fully lifted.

Organizations with diverse funding sources are more resilient and sustainable.

Take advantage of the growth opportunity.

7. 58% of charities with less than \$100,000 in annual revenue (which is 50% of all charities) have **no plans to integrate digital** into everyday activities.¹



Social media still plays an important role in building community and finding new supporters.

8. Facebook is the most mentioned social media platform actively used by respondents, followed by Instagram.³
9. Most donors surveyed learned about the charities they donated to in the past year from social media (54%) and family or friends (52%).⁴

3. Association of Fundraising Professionals *2021 What Canadian Donors Want survey*

4. A study of donors conducted by Logica Research for PayPal, April 2021

Key takeaways for 2021/2022

- » 86% growth rate in online giving is not sustainable.
- » Thousands more charities have now come online, crowding the space.
- » Charities that build a community with meaningful engagements will grow.
- » The sector has an influx of new donors: each brings new possibilities for growth.
- » Effective retention strategies will be key to continued success and continued growth.



A photograph of a group of diverse, smiling children, overlaid with a semi-transparent blue filter. The children are of various ethnicities and are all looking towards the camera with joyful expressions. Some are making hand gestures like peace signs. The text is positioned on the left side of the image.

Intro to PayPal Giving Fund Canada and How We Work



PayPal Giving Fund Canada is a registered charity aiming to inspire a new wave of philanthropy via...



Partnering with technology platforms to introduce giving in relevant and engaging ways



Enabling charities to benefit from new forms of online giving

Fast Facts

PayPal Giving Fund Canada is an independent registered charity with the Canada Revenue Agency.

PayPal Giving Fund Canada leverages resources from our partners to enable online fundraising/donations at no cost to the charities or to donors.

PayPal Giving Fund Canada partners with PayPal, Facebook, GoFundMe, Humble Bundle and Deed, with other partners in the pipeline.

PayPal Giving Fund works together in Canada, the US, UK, Australia and Ireland.





PayPal Giving Fund Canada by the numbers

Check out our [Annual Report](#) for more information on the impact of our work.

\$69m

Raised
(through 2020)

14k

Charities funded
(in 2020)

845k

Donors
(in 2020)

8,000+

Charities enrolled
to date

How does it work?

1



Supporters choose to donate through Facebook, GoFundMe, PayPal, Humble Bundle and other partners.

2



PayPal Giving Fund Canada receives the donations and provides donation receipts to donors.
Saves charities the administrative burden of receipting.

3



We then grant the funds to charities with no additional fees for our services.*

Funds are granted either by mailed cheque (unenrolled) or direct to the charity's PayPal account (enrolled).

*Some ecommerce partners may charge fees on donations made through their platforms. See [FAQ](#) for details.

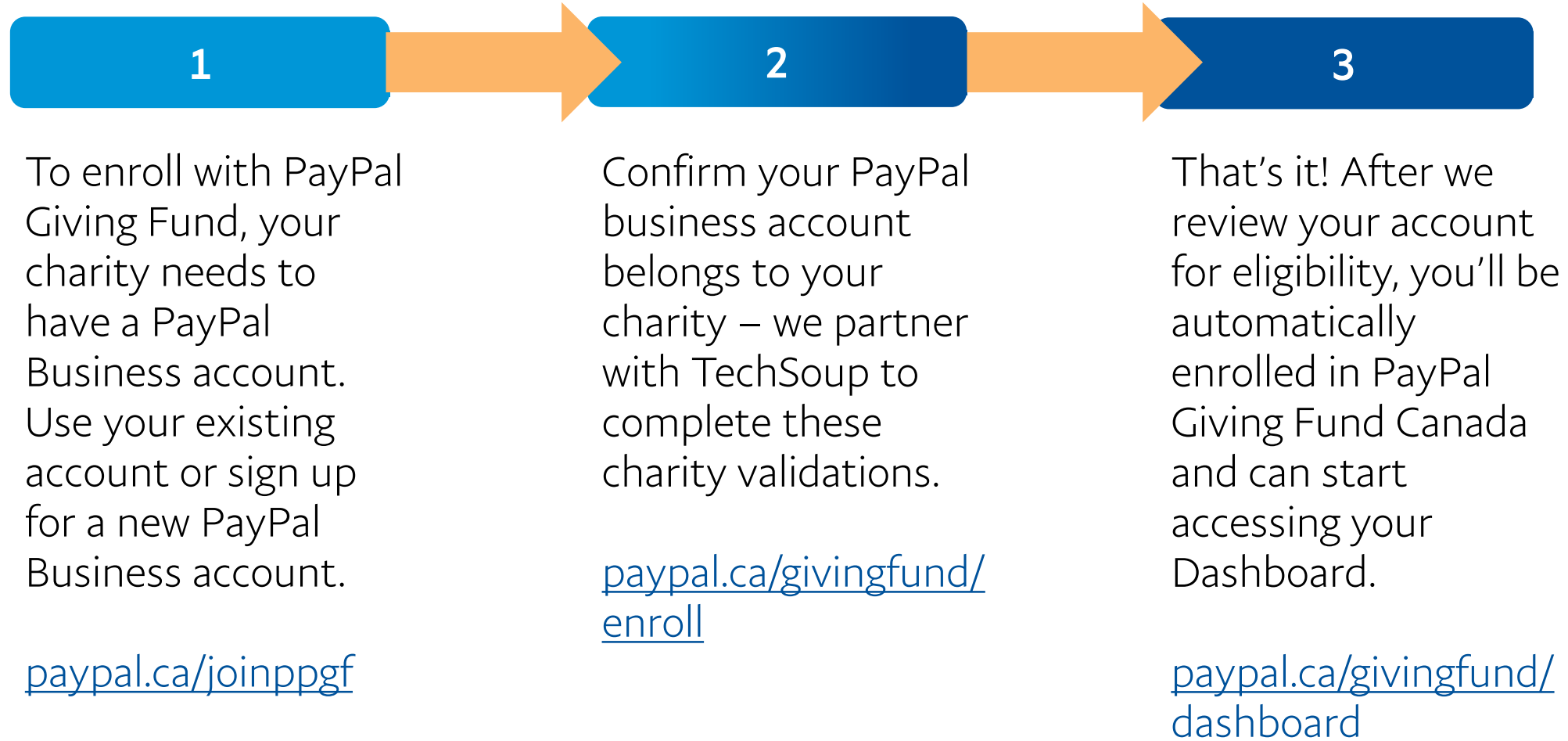
Benefits of enrolling with PayPal Giving Fund Canada:

- Donations granted quickly and securely.
- Track payments easily and download charity resources on your dashboard.
- Access donor data (where shared by donors) to reach out and thank your supporters.
- Enhance your profile page with a logo and key words to help donors find you on our platform.
- Exposure to potential new donors through programs with all our partners.



Enrollment Process

It's free to enroll with PayPal Giving Fund.



Online fundraising tools enabled by PayPal Giving Fund Canada:

PayPal

- PayPal's Fundraiser Hub site
- PayPal's mobile app
- Give at Checkout

Facebook

- Facebook fundraisers

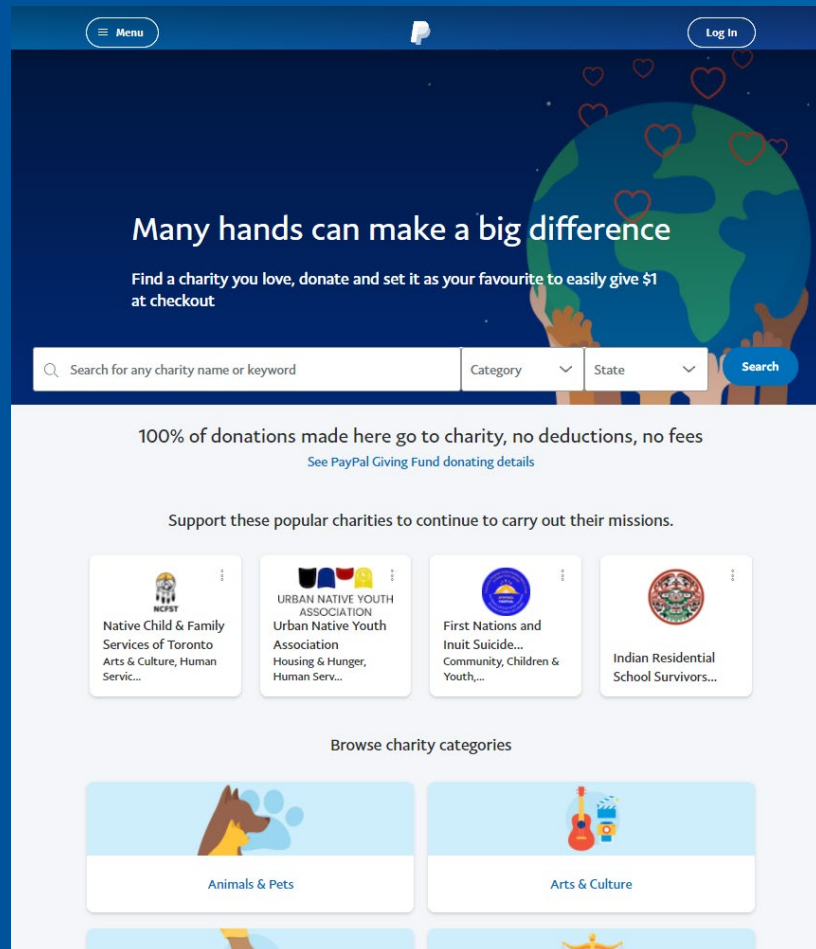
GoFundMe

- Charity campaigns

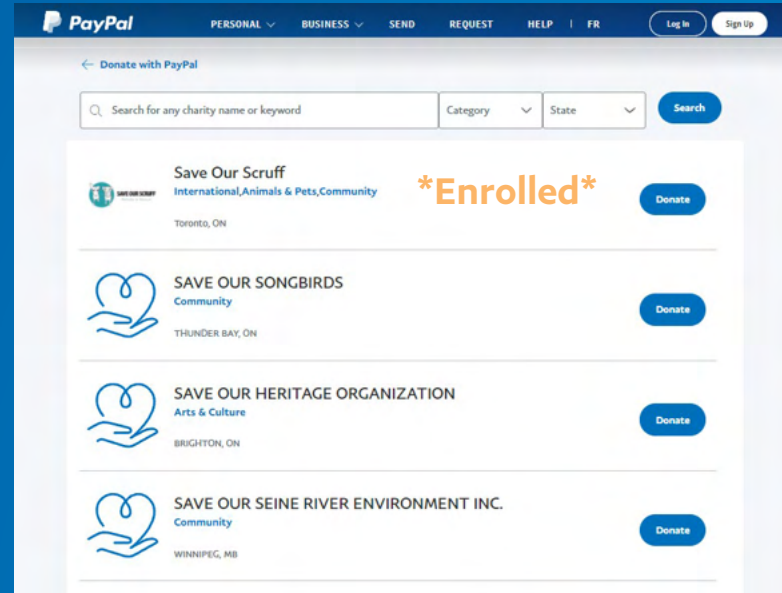


PayPal Fundraiser Hub

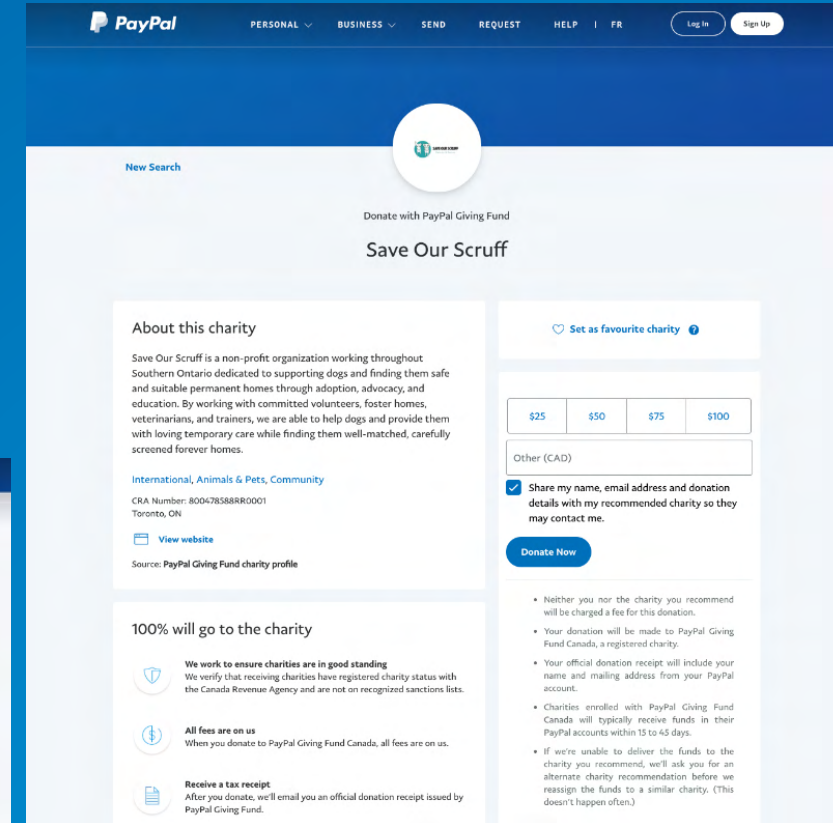
www.paypal.com/fundraiser/hub



The screenshot shows the PayPal Fundraiser Hub homepage. At the top, there's a navigation bar with a menu icon, the PayPal logo, and a 'Log In' button. Below the navigation bar, a large banner features a globe with hands holding it and the text 'Many hands can make a big difference'. Below the banner, there's a search bar with the placeholder text 'Search for any charity name or keyword' and dropdown menus for 'Category' and 'State'. A 'Search' button is to the right of the search bar. Below the search bar, a section titled '100% of donations made here go to charity, no deductions, no fees' is followed by a link to 'See PayPal Giving Fund donating details'. Below this, a section titled 'Support these popular charities to continue to carry out their missions.' displays four charity cards: 'Native Child & Family Services of Toronto', 'Urban Native Youth Association', 'First Nations and Inuit Suicide...', and 'Indian Residential School Survivors...'. Below the charity cards, a section titled 'Browse charity categories' shows two category cards: 'Animals & Pets' and 'Arts & Culture'.

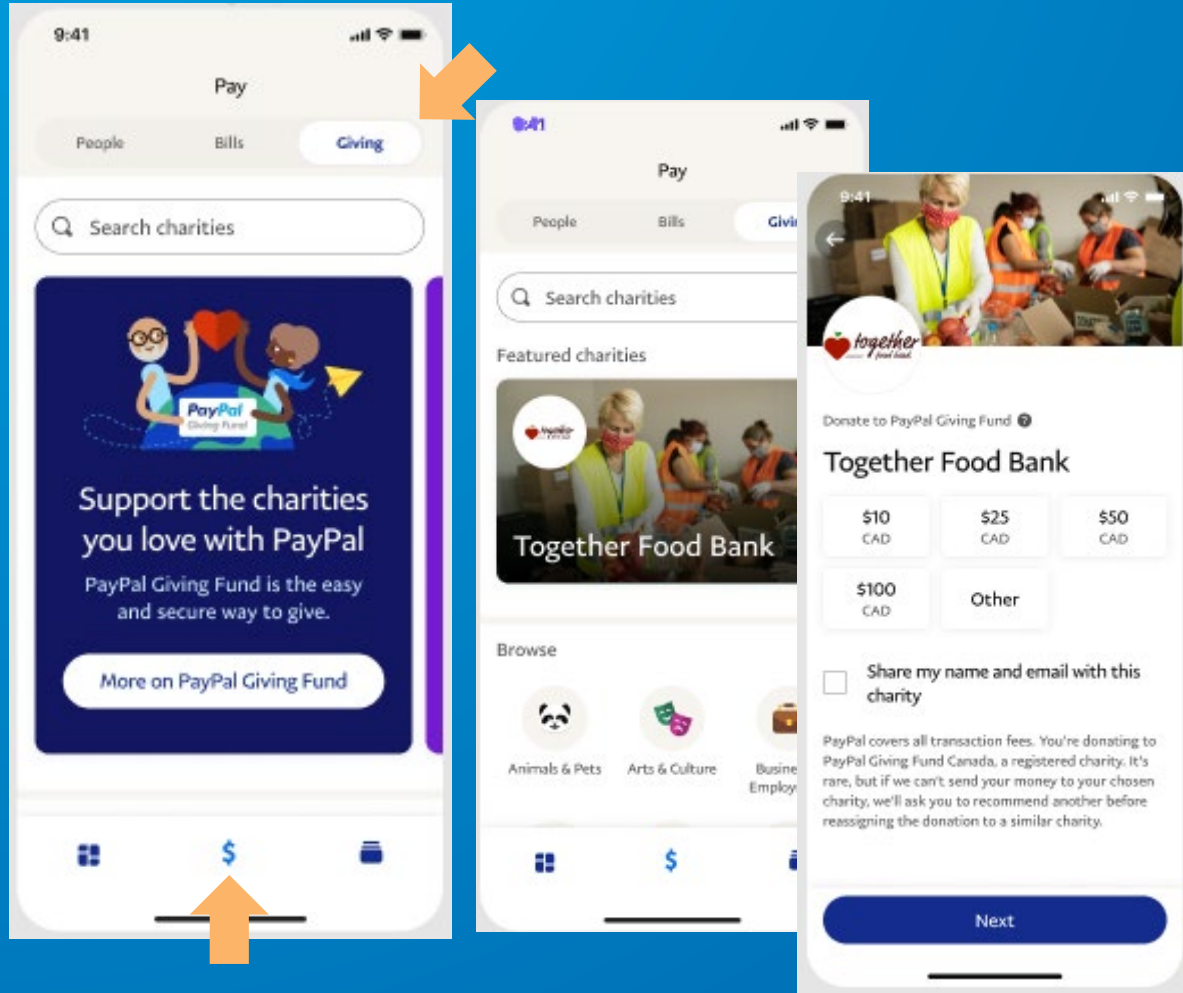


The screenshot shows the PayPal Fundraiser Hub search results page for 'Save Our Scruff'. The page has a navigation bar with the PayPal logo, 'PERSONAL', 'BUSINESS', 'SEND', 'REQUEST', 'HELP', 'FR', 'Log In', and 'Sign Up' buttons. Below the navigation bar, there's a search bar with the placeholder text 'Search for any charity name or keyword' and dropdown menus for 'Category' and 'State'. A 'Search' button is to the right of the search bar. Below the search bar, a list of search results is displayed. The first result is 'Save Our Scruff' with the subtitle 'International, Animals & Pets, Community' and the location 'TORONTO, ON'. The result is marked as '*Enrolled*' in orange text. To the right of the result is a 'Donate' button. Below the first result, there are three more results: 'SAVE OUR SONGBIRDS' (Community, THUNDER BAY, ON), 'SAVE OUR HERITAGE ORGANIZATION' (Arts & Culture, BRIGHTON, ON), and 'SAVE OUR SEINE RIVER ENVIRONMENT INC.' (Community, WINNIPEG, MB). Each result has a 'Donate' button to its right.

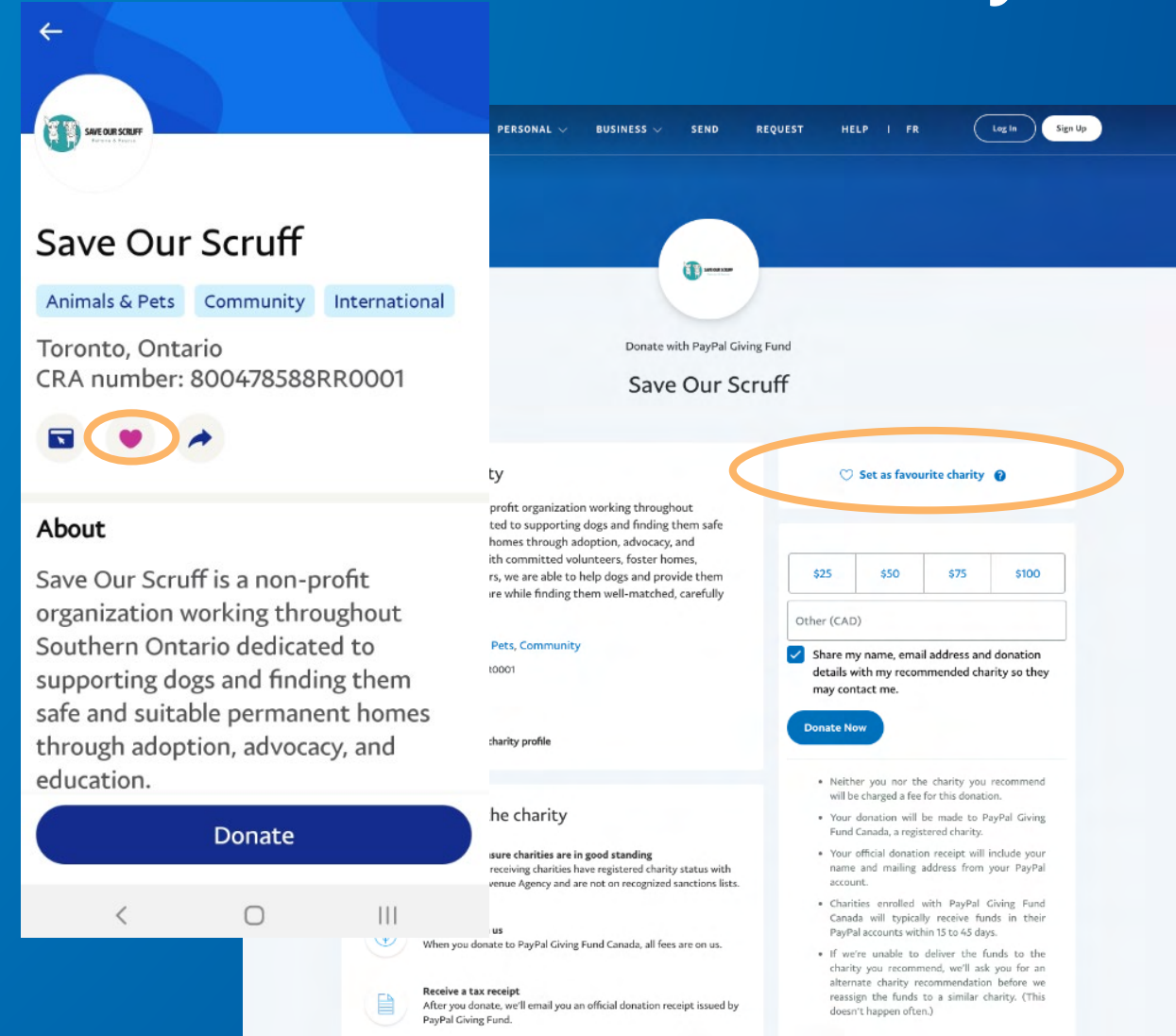


The screenshot shows the PayPal Fundraiser Hub donation page for 'Save Our Scruff'. The page has a navigation bar with the PayPal logo, 'PERSONAL', 'BUSINESS', 'SEND', 'REQUEST', 'HELP', 'FR', 'Log In', and 'Sign Up' buttons. Below the navigation bar, there's a search bar with the placeholder text 'Search for any charity name or keyword' and dropdown menus for 'Category' and 'State'. A 'Search' button is to the right of the search bar. Below the search bar, a list of search results is displayed. The first result is 'Save Our Scruff' with the subtitle 'International, Animals & Pets, Community' and the location 'TORONTO, ON'. The result is marked as '*Enrolled*' in orange text. To the right of the result is a 'Donate' button. Below the first result, there are three more results: 'SAVE OUR SONGBIRDS' (Community, THUNDER BAY, ON), 'SAVE OUR HERITAGE ORGANIZATION' (Arts & Culture, BRIGHTON, ON), and 'SAVE OUR SEINE RIVER ENVIRONMENT INC.' (Community, WINNIPEG, MB). Each result has a 'Donate' button to its right.

PayPal App



Set Your Favourite Charity



A blue-tinted photograph of four people standing on a grassy hill, looking out over a valley. They are standing in a line, with their arms around each other's shoulders, suggesting a sense of unity and teamwork. The background shows a vast landscape with rolling hills and some trees under a clear sky.

Putting it Together: Year-End Fundraising & 2022 Planning

Internal Buy-In

Great fundraising programs have the full support of a team from top to bottom.



Convince the decision-maker (if that isn't you) that this will be time and effort well-spent.

1. There's no risk in testing. PayPal Giving Fund Canada is a registered charity powered by one of the most trusted and recognized payment processors.
2. It's not resource intensive. You'll invest some time, but no money.
3. For digital fundraising, it's an easy path to go from nothing to something.
4. It will supplement your current options, not replace them.
5. Reach potential new donors with a tool they trust. PayPal is used by 8.9 million in Canada (and more than 403 million active accounts globally).

Get Started!

If your charity is not yet enrolled...

1. Enroll your charity with PayPal Giving Fund Canada (it's free).
www.paypal.ca/joinppgf
2. [Validate](#) your charitable status on Facebook to access additional tools.
3. Add [link to your charity's fundraising page](#) on your website if you're keeping costs low.



Up Next:

Update, Familiarize, Utilize

Once enrolled with PayPal Giving Fund:

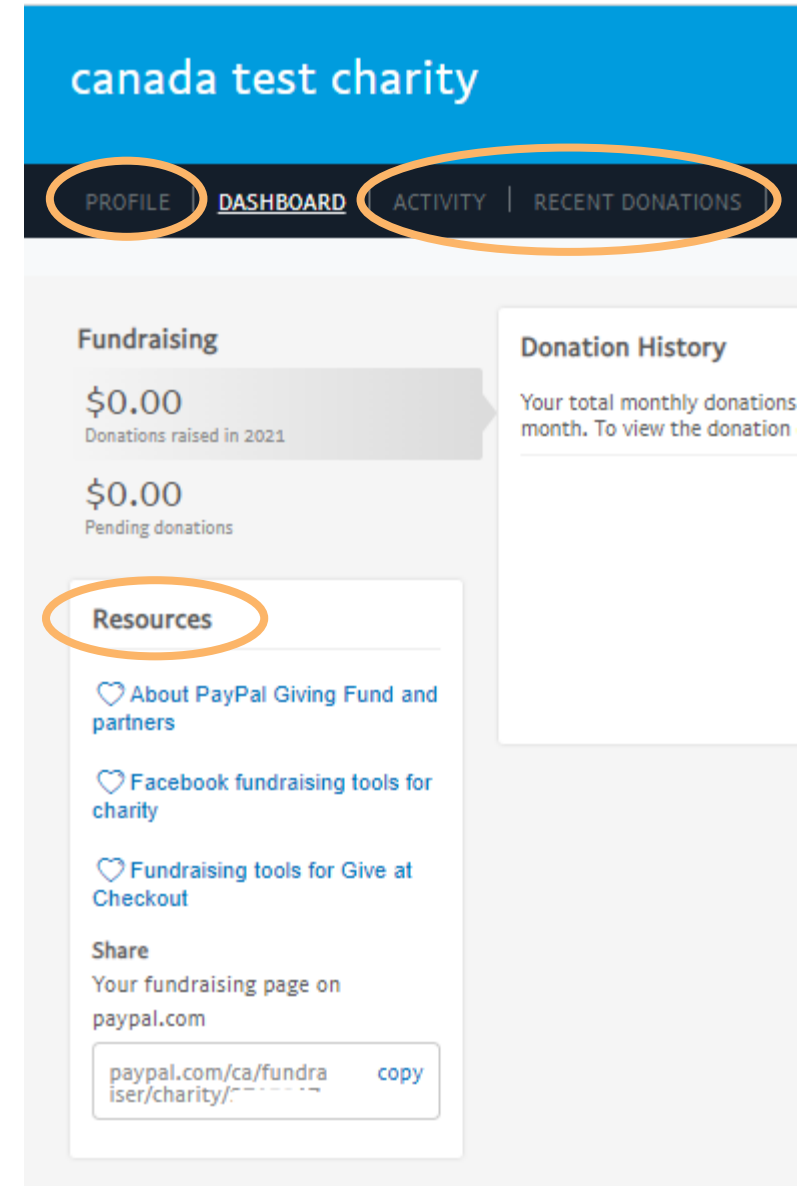
1. Update your PayPal Giving Fund profile with **your logo, mission statement, and keywords**. This improves your brand presence and helps potential donors find you.
2. Try **downloading your donation data** to add to your records, and set reminders to download them on a regular basis.

Remember:

- Thank the donors that have opted-in to comms.
- Find and thank your Facebook fundraiser creators.
- No need to issue a donation receipt! PPGF does this.

3. Take advantage of the **“Resources” section** in your dashboard

Tip: Now is a great time to promote Give at Checkout as holiday shopping kicks off.



Execute:

Strong Ask, Delivered by Email



Social media is great for building community, websites are great at providing background information, and display advertisements can build brand awareness, but...

Email is where the fundraising magic happens.

1. Is your email marketing list up to date?

Ensure you've added/uploaded all possible opted-in email records that you have on file. Donors, current and past volunteers, board/staff, website subscribers, vendors, etc.

2. Is your email marketing list organized?

If your email marketing platform has the ability to group, organize or tag records, use this to create variations of your emails. For example, a donor version, a volunteer version, etc.



Execute: strong ask, delivered by email

3. Have you made a schedule and a plan?

Sample email schedule:

1. Nov. 30: Giving Tuesday is here!
2. Dec. 15: How Donations Make Impact Possible
3. Dec. 29: 2022 holds so much potential...
4. Dec. 31: Your Last Chance to help in 2021
5. Jan. 3: We've got big plans. Are you in?

Timing

**Plan out your
“asks” depending
on the timing
of the emails.**

If you're planning a Giving Tuesday ask, keep it quick and simple.

- A one-time donation before time runs out
- If you're fully enrolled in PPGF, ask supporters to set your charity as a “favourite” in personal PayPal accounts, enabling easy checkout micro-donations

Planning a Peer-to-Peer Campaign? Start early.

- Facebook Fundraisers and GoFundMe Campaigns for holiday gifts or December birthdays should be encouraged soon after Giving Tuesday, so that supporters have 25+ days to promote to friends and family.

Year-end donation asks in the final days are time-limited.

- For donors that are motivated by receiving a charitable gift receipt for this tax year, they need to give by midnight on Dec. 31, 2021 in their local time zone.

Support on Social

Repurpose core messaging from emails to create supporting social media content.

Posts with high levels of engagement tend to travel farther, and faster within your network.

- Ask questions, respond to comments, and tag in relevant people to extend the conversation over a longer period of time. All social media platform algorithms preference high-engagement posts.

Find the timing that works best for your audience (not necessarily for you).

- In your Facebook Charity Page insights you can see the time of day your posts tend to get the most engagement. Use this data to your advantage.
- If you don't know when the best time to post is, plan out a variety of days and times over the year-end sprint, and analyze as you go.

When you need something, ask for it.

- As December 31st approaches, the time for subtlety runs out. If you want donations, say so explicitly.

In Summary:

Potential To Do's to start digital fundraising



Consider doing the ones that make most sense for you and to your charity!

- ☐ Get approval/buy-in from leadership
- ☐ Look up your charity's page on the PayPal fundraising site and add the link to your appeals/website
- ☐ Send an email to your supporters re: Giving Tuesday
- ☐ Sign up for a PayPal business account (or log into your existing one) and request charity validation
- ☐ Review your website to make sure all donation options are included
- ☐ If enrolled with PayPal Giving Fund, check out your dashboard, where you can update your profile and check out the Give at Checkout toolkit
- ☐ Draft email for end of year appeal that includes online donation options
- ☐ Look into validating your charitable status on Facebook
- ☐ Set up a Facebook fundraiser or GoFundMe campaign
- ☐ Draft a plan for activating your supporters (e.g., inform them of Give at Checkout)

A background image showing two women in a social setting. One woman, with long dark hair, is smiling and looking down at a smartphone she is holding. The other woman, with short dark hair, is looking at the phone. The entire image is covered with a semi-transparent blue overlay.

Q&A

Thank you

Wen-Chih O'Connell

Executive Director



info-ca@paypalgivingfund.org
[@wc_oconnell](#)
[LinkedIn](#)

Brock Warner

Partner



brock@teambroccoli.org
[@brockwarner](#) [@getsomebroccoli](#)
[LinkedIn](#)

PayPal Giving Fund Canada/PayPal Canada Customer Support:

Call 1-888-221-1161, select "0" for an agent and state 'charity' to be routed to the specialized team for charity inquiries

OR use our [email form](#)

Appendix

A photograph of a woman with blonde hair tied back, wearing a green ribbed sweater and dark pants, interacting with a group of children in a schoolyard. She is holding the hands of two children in front of her. To her left, a girl in a white shirt and blue pants looks on. In the foreground, the back of a child's head with curly blonde hair is visible. Another child with dark hair is partially visible on the right. The background shows a paved area, a white van, and a stone wall. The entire image is overlaid with a semi-transparent blue filter.

Sources



1. CanadaHelps *Digital Skills Survey 2021* - https://www.canadahelps.org/media/Digital_Skills_Survey_Results_2021.pdf
2. CanadaHelps *Giving Report 2021* - https://www.canadahelps.org/media/The-Giving-Report-2021_EN.pdf
3. Association of Fundraising Professionals *2021 What Canadian Donors Want survey* - <https://afpglobal.org/news/canadian-donors-giving-more-charity>
4. A study of 1,076 PayPal consumers in Canada who made a monetary donation to a charity/nonprofit, conducted by Logica Research for PayPal, April 2021

Signing up for a PayPal business account for your registered charity

- Free to sign up and request charity validation
- Securely receive your funds
- Easily transfer funds to your charity's linked bank account for free
- Discounted charity rate (once your charity is confirmed) if you want to use PayPal for other activities (e.g., donate button)



Tell us about your business

We'll confirm your information to help keep your account secure.

Business contact

Legal first name

Legal last name

Business details

Legal business name

Business phone number

Business phone number

Business address

Address line 1

Address line 2

City

Province

Postal code

☐ You have read and agree to **E-Communication Delivery Policy**, which provides that PayPal is an online service and that you will receive all account notices and information electronically via your primary email address. You have also read and agree to the **User Agreement**, **Privacy Statement**. If you provide your mobile number, you confirm that you are authorized to add this number and give us permission to contact you about your PayPal branded accounts using automated calls or texts to service your accounts, investigate fraud, or collect a debt, but not for telemarketing. If you don't want to receive automated calls or texts, you can change your preferences in your account settings at any time.

Agree and Create Account



Describe your business

Business type

Corporation

Private company

Public company

Nonprofit organization

Government entity



Describe your business

Business type
Nonprofit organization

☒ This nonprofit is a registered charity.

Product or service keywords
Charitable and Social Service Organizations

Nonprofit type
Charity registered with Canada Revenue A...

Anticipated monthly donations

Country of legal formation
Canada

CRA registration number

Enter your charity's CRA registration number as it appears on your official donation receipts. For example, 123456789RR0001

Country of primary operation
Canada

Website