

LIVE WEBINAR



Sustaining Revenue and Navigating Tariff Impacts in Canada - A Practical Guide for Nonprofits

PRESENTER:



THURSDAY, JULY 24, 2025 | 1:00 PM EST

REGISTER NOW

Welcome / Introductions

- Acknowledgement
- [CharityVillage](#)
- [ConnectionPoint](#)

- Daryl Hatton – Founder & CEO
- Shannon Belliveau – VP Client Success

- Goals
- Nothing to sell you – it is free!



Posthaste: Price hikes and bad data sound the alarm that tariffs are chewing into Canada's economy

Loblaw and Walmart warn of imminent price increases as more key economic measures start to tank

Trade War Fallout: How Tariffs Reshape Consumer Spending

Busines NewsWire
21st February 2025, 06:25 GMT+11

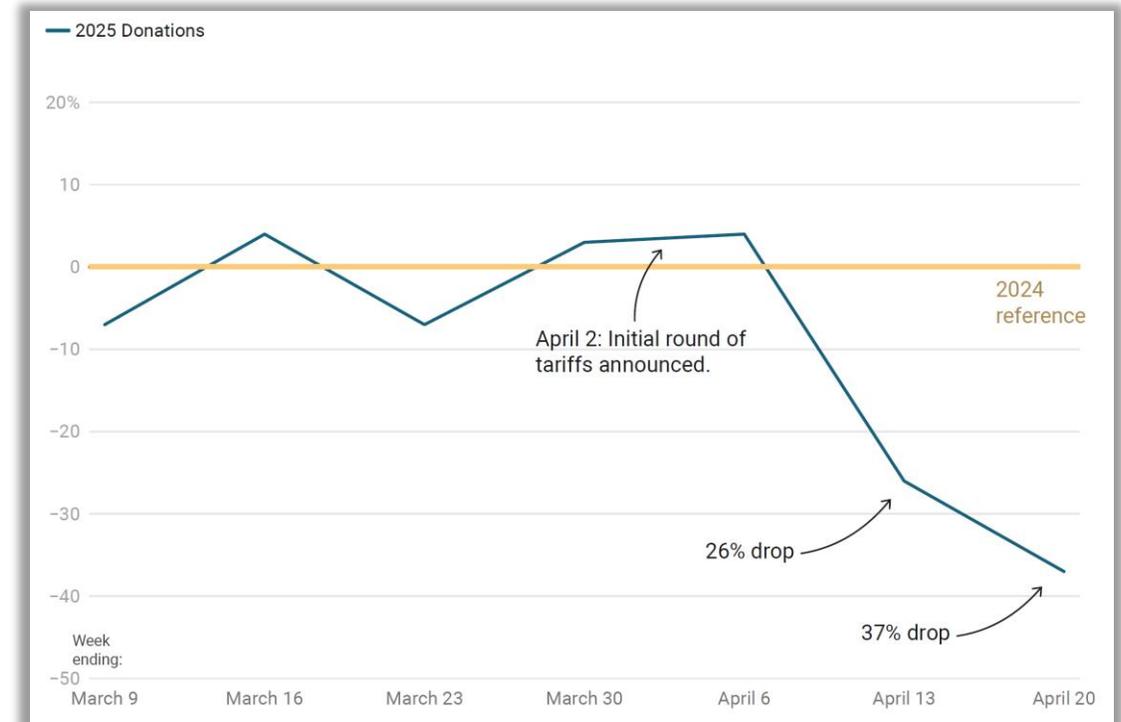
Agenda

- State of the market
- Donor acquisition / retention
- Short term vs. long term strategy
- Crowdfunding flywheel
- ***Seven steps*** of impact storytelling
- Retention MUST DO
- Case studies
- Questions



State of the market

- Impact of tariffs predicted to have big impact on Canadian economy
- Employment uncertainty
- Higher costs / inflation
- Lower discretionary income
- Predicted result: Reduction in frequency & size of donations
- Some resilience...



Online Giving Is Sliding Amid Turmoil

Chronicle of Philanthropy May 1st, 2025

Donor Acquisition & Retention Strategy

Keys to acquisition

- Don't be boring
- Keep it simple
- Keep it affordable
- Minimize, not maximize
- Build trust / transparency
- Use testimonials
- Ask for social media referrals

Keys to retention

- Communicate impact
- Impact communications
 - Individualize
 - Personalize
 - Visualize
- Follow-up! Short, sweet updates
- Snackable content
- Over communicate!

Short term vs. Long term

Short term strategy & tactics

Acquire supporters

- Leverage curiosity
- Minimize gift size
- Maximize conversion
- Start a relationship
- Ask supporters to share
- [Example Summer projects](#)

Long term strategy & tactics

Cultivate advocates

- Strengthen the relationship
- Share **personalized** results
- Inclusive language
- Shared mission
- Increase engagement
- Use the *Flywheel*

Crowdfunding Flywheel



Seven Steps of Impact Storytelling

7 Steps	How to do it
1.The Nod	Say something everyone agrees with - this helps “warm them up.”
2.The Problem	Explain the problem (reason for the campaign).
3.The Solution	Describe how the solution will resolve the problem.
4.The Gap	Illustrate the ‘Gap’; for example, explain what is required to implement the solution.
5.The Hero	Make the backer/donor the hero— show how they are a catalyst that helps the project bridge the gap.
6.The Promise	Describe the Quid Pro Quo you will undertake.
7.The Invitation	Invite them to join you in the movement.



Retention MUST DO

Honor the promise!



Case Studies

- [Spring into Action 2025](#)
- [#SayOuiToParis](#)
- [Supporting Women in Recovery](#)
- [Mission: Ecuador 2025](#)
- [Hike For Hospice](#)
- [Halifax 57](#)

Spring into Action 2025

The screenshot shows a fundraising campaign page for Camelot Centre. The header includes the Camelot Centre logo, navigation links for 'About Us' and 'Contact', and a 'Sign in' link. The main heading reads 'Spring into Action 2025: Your donations make summer fun possible at Camelot'. Below this is a video player showing a group of people in summer-themed costumes. To the right of the video, a progress bar indicates that \$7,775 has been raised, which is 111% of the \$7,000 goal. It also shows 40 contributions and 100 days running. A 'Contribute' button is visible. At the bottom of the page, there is a call to action: 'Help Camelot Centre Make Summer Unforgettable!'.

- Great summer-themed campaign
- Modest goal – great results!
- Used a **Seven Step** story
- Campaign ran 14 days
- Effective fee: 1.8%
(PayPal charitable rate)

#SayOuiToParis

#SayOuiToParis – Fuel the Journey Subscribe



ROWING CANADA AVIRON

#SAYOUITOPARIS

\$117,202 raised

117% of \$100,000 goal

311 contributions

2 years running

Contribute

Gallery (8)

Report

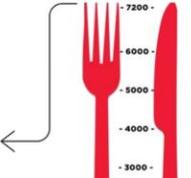
Story Highlights Updates 0 Activity 311 Fundraisers 5

Breakfasts Sponsored!

Help us fuel the athletes

\$15 a day/athlete

OVER 7200 BREAKFASTS SPONSORED!



- Easily understandable impact!
- Combined individual and monthly giving
- Built a “crowd” over three years with small campaigns
- At the right time, drive over 200% more donations in a special purpose campaign

Supporting Women in Recovery

The screenshot shows a website page with the Charity Village logo in the top left corner, including links for 'Subscribe', 'Get Started', and 'Contact Us', and a 'Sign in' link in the top right. The main heading is '2024 Holiday Gifts & Stocking Stuffers Supporting Women in Recovery'. Below the heading is a large image of a woman being embraced by another woman, with a quote overlaid: 'Every time I provide a donation to McDougall House, I know that I am making an impact on our community. Each gift I give goes directly to providing assistance to a woman recovering from addiction so that she is able to become her best self and a helpful contributor to our community.' The quote is attributed to 'Cerrine Nelson, Donor'. Below the image is a 'Gallery (6)' link and a row of social media sharing icons (Facebook, X, LinkedIn, Messenger, Email, Print, Code, and Share). At the bottom, there is a logo for 'McDOUGALL HOUSE RECOVER YOUR LIFE FOR WOMEN' and text: 'By The McDougall House Association' and 'Organization campaign: Edmonton, AB, CA Report'.

- Great use of **Slideshow** visuals to generate emotional engagement
- Fantastic use of **Wishes** feature to help donors visualize their impact
- Makes the connection between the clients and the donor's impact.

Mission: Ecuador 2025

Support Us On Mission: Ecuador 2025!

[Subscribe](#)

\$49,461 raised

101% of \$48,800 goal

251 contributions

44 weeks running

No longer accepting registrations

[Support](#)

[Facebook](#) [Twitter](#) [LinkedIn](#) [WhatsApp](#) [Email](#) [Link](#) [Code](#) [Share](#)

By Grace Community Church of Guelph

Verified organization · Keep it all · Guelph, ON, CA · [Report](#)

[Story](#) [Leaderboards](#) [Highlights](#) [About](#) [Updates 1](#) [Activity 251](#)

WE NEED YOUR HELP TO GO ON MISSION!

This coming July 2025, Grace Community Church of Guelph will send a team of 15 youth along with a few chaperones, to Quito, Ecuador for 12 days of cross-cultural experience and friendship building!

- Innovative usage of **Microprojects** features
- Created accountability for participants in the mission trip
- Individuals personalized their stories to better connect with supporters

Hike For Hospice

The screenshot shows a fundraising page on the Charity Village platform. At the top, there are navigation links for 'Subscribe', 'Get Started', 'Contact Us', and 'Sign in'. The main heading is 'Hike for Hospice 2025' with a 'Subscribe' button. Below this is a large graphic for 'HIKE for HOSPICE ORILLIA' featuring a heart and a pulse line. The event details are: 'SUNDAY, MAY 4, 2025 | 10:30 AM' at 'BARNFIELD POINT RECREATION CENTRE, TUDHOPE PARK' in support of 'mariposa house HOSPICE' and 'Hospice Orillia'. A progress bar shows '\$84,443 raised' which is '141% of \$60,000 goal'. Other stats include '644 contributions' and '0 days left'. The event ends on 'Jun 3, 2025'. Logos for 'mariposa house HOSPICE' and 'Hospice Orillia' are shown. A 'Gallery (19)' link is present. Social sharing icons for Facebook, X, LinkedIn, WhatsApp, Email, Print, Code, and Share are at the bottom. The page is organized by 'North Simcoe Muskoka Hospice Palliative Care Network', a verified organization. Navigation tabs at the bottom include 'Story', 'Leaderboards', 'Highlights', 'Resources', 'Updates 4', and 'Activity 650'.

- Traditional peer-to-peer event
- Great example of “growing” an event over time:
260% increase over five years
- Very effective use of *Updates* feature to keep fundraisers and donors informed

Halifax 57

Support the Recovery and Restoration of a RCAF Halifax Bomber

Subscribe

HALIFAX
WE LEAVE NO HALIFAX BEHIND

Gallery (585)

\$206,193 raised

78% of \$265,000 goal

794 contributions

9 years running

Contribute

By Halifax 57 Rescue (Canada)

Verified organization · Keep it all · Ottawa, ON, CA · Report

Story Highlights Rescue Show Updates 245 Activity 805

Updates

Newest Oldest Search Perks

- Use **Media Gallery** feature to help donors visualize progress
- Uses **Rewards** to incentivize donors
- Uses **Updates** to build a community, communicate donor impact, and encourage advocacy

Summary

- **Short term strategy:**
Acquire new small value donors
- **Long term strategy:**
Retain them as long term advocates & repeat supporters
- Use **Seven Steps** to craft your campaign stories
- Use **Crowdfunding Flywheel** to grow a supportive community
- Act now! Take advantage of **summer slowdown** to experiment with social fundraising techniques!
- Ask for crowdfunding strategy help and **receive expert guidance** tailored to your cause
- Buy Canadian – Elbows Up!

Questions



Need help immediately?

Type **SOS** into the chat and we'll connect you with a FREE crowdfunding strategist ASAP.

Next Steps:

Email us at support@charityvillage.com

Check out our [Fundraising Hub](#)

Start here: [CharityVillage Crowdfunding](#)