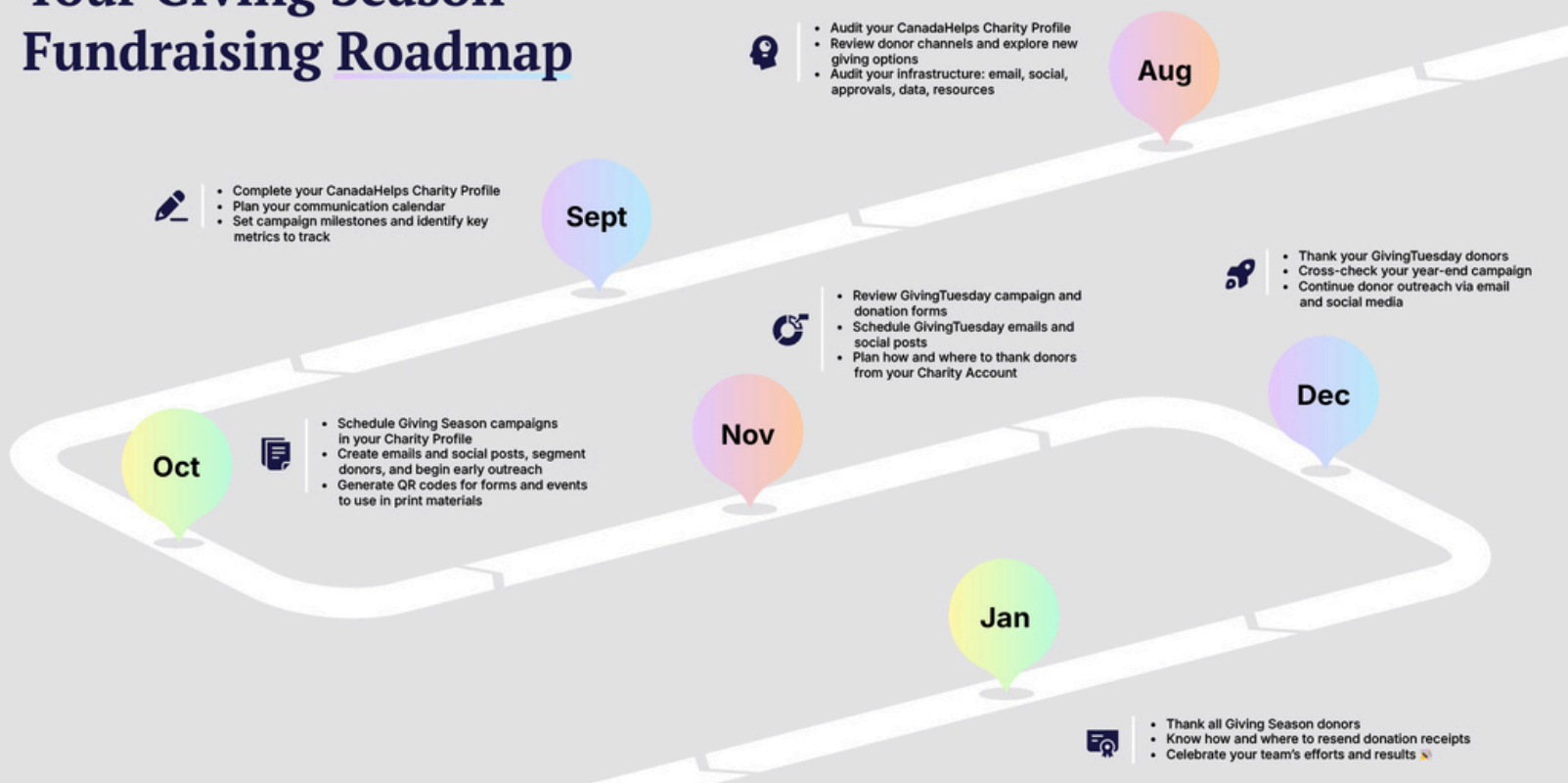


Your Giving Season Fundraising Roadmap



August

- ❑ Audit your CanadaHelps Charity Profile
- ❑ Review donor channels and explore new giving options
- ❑ Audit your infrastructure: email, social, approvals, data, resources

September

- ❑ Complete your CanadaHelps Charity Profile
- ❑ Plan your communication calendar
- ❑ Set campaign milestones and identify key metrics to track

October

- ❑ Schedule Giving Season campaigns in your Charity Profile
- ❑ Create emails and social posts, segment donors, and begin early outreach
- ❑ Generate QR codes for forms and events to use in print materials

November

- ❑ Review GivingTuesday campaign and donation forms
- ❑ Schedule GivingTuesday emails and social posts
- ❑ Plan how and where to thank donors from your Charity Account

December

- ❑ Thank your GivingTuesday donors
- ❑ Cross-check your year-end campaign
- ❑ Continue donor outreach via email and social media

January

- ❑ Thank all Giving Season donors
- ❑ Know how and where to resend donation receipts
- ❑ Celebrate your team's efforts and results 🎉