### **Fetching Opportunities**

Transforming Reactive Fundraising Opportunities to Critical Funding



Nicole Danesi Senior Manager, Strategic Communications and Brand CanadaHelps



Sarah Lyon, CFRE
Chief Communications &
Marketing Officer
Nova Scotia SPCA



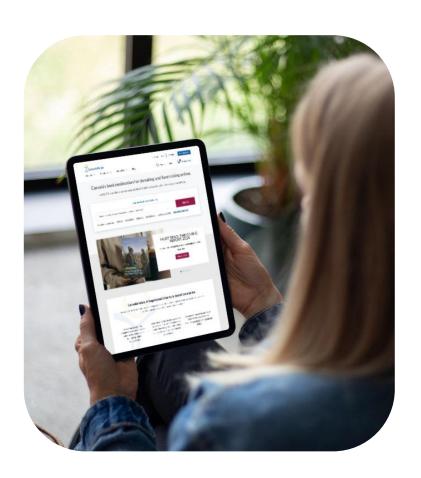


### You want me to do more?



### Today's Agenda:

- 1. **Giving Landscape is changing** *I got 99 problems and fundraising is one of them*
- 2. Why should you participate? Is it FOMO? Or is it reality?
- 3. **Tools to help** *Toolbox not included*
- 4. **Keeping your donors** *Stronger together!*
- 5. **GivingTuesday**Hi, can we talk to you about glitter?



### **About CanadaHelps**

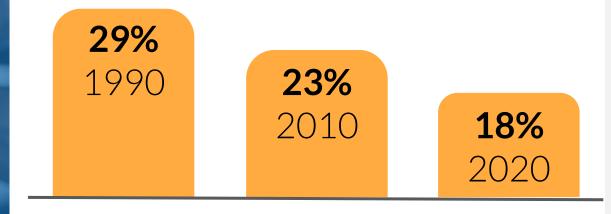
- CanadaHelps is the country's largest online donation and fundraising platform, raising close to half a billion a year.
- **27,000 charities** rely on CanadaHelps.
- **4.9 million Canadians** use CanadaHelps.



Giving trends point to a need to shift donor strategy

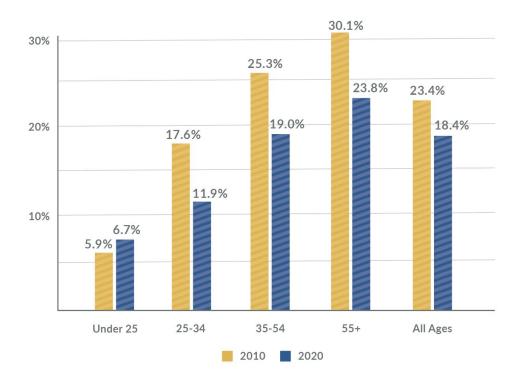
# Overall Giving Participation Rates on the Decline \

### Percent of Canadian Tax Filers that claimed donations



# Giving is dropping for all age groups except under 25

#### **Giving Participation Across Age Groups**







# THE GIVING REPORT 2024



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## Giving Landscape is Changing Global Giving Ecosystem: 2022 Trends

- Globally, the vast majority of people gave to others 84% of people worldwide donated time, money, items, or voice. 56% gave in at least 3 of those ways. We all have the capacity to give.
- Younger generations were more generous than older They gave more often and in more ways in 2022. Older generations still donate more dollars in some countries, but in Brazil and Mexico, the most active donors of money are Gen-Z.
- Globally donors (of money) and dollars were down Highlights the need for nonprofits to diversify their donor base and engage with underrepresented demographics.





## What the Nova Scotia SPCA did Reacting to climate crisis

#### Be Prepared: Storms are coming

- Set up internal response group
- What will be needed to react on the ground, to media, to donors
- Who and how do pet owners/government/organizations contact us

#### • Storytelling: Balance humans & animals

- Climate crisis affects humans and animals
- Our staff are directly on the frontline

#### Quick budget: How can the community help?

- What do you need that will help in the moment?
- Who can help?











# Crisis Preparation is Needed

- Press release, media pitch, draft social posts.
- Media training for spokespeople.
- Media lists ready.
- Canva templates with graphics.





# **Communicate Impact Clearly**

- 20 percent of former donors to environmental charities stopped giving because of doubts about the effectiveness of their gifts. That is one in five donors.
- Use stories, data, and visuals to make the impact tangible and meaningful to your supporters.



### What the Nova Urgent Animal





Skin and bones. That's all Greenie and his dog friends are. They desperately need your help. Our SPCA team rushed the dogs in for urgent care. All five were starving and dehydrated. They had rocks in their bellies and zero energy. When pets are this emaciated their organs begin to shut down.... See more



Comment

Share

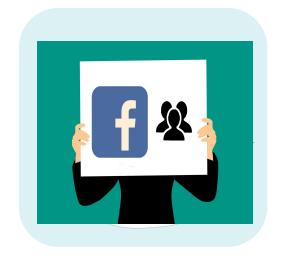
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# What the Nova Scotia SPCA did Urgent Animal Appeals







Story & Visuals

Timeliness & Knowing Time

Respond



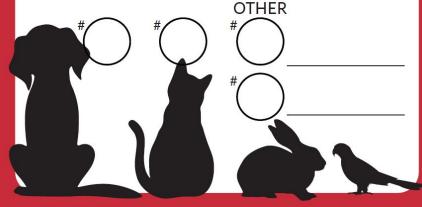
#### What the News Coatio CDCA did

Stewardir

### **IN CASE OF EMERGENCY**

### **Thanking**





**CONTACT** 



uie first arrived, even some of our most experienced staff rork, we're happy to share that all five dogs are medically

nks to your support, they've gained confidence, strength,

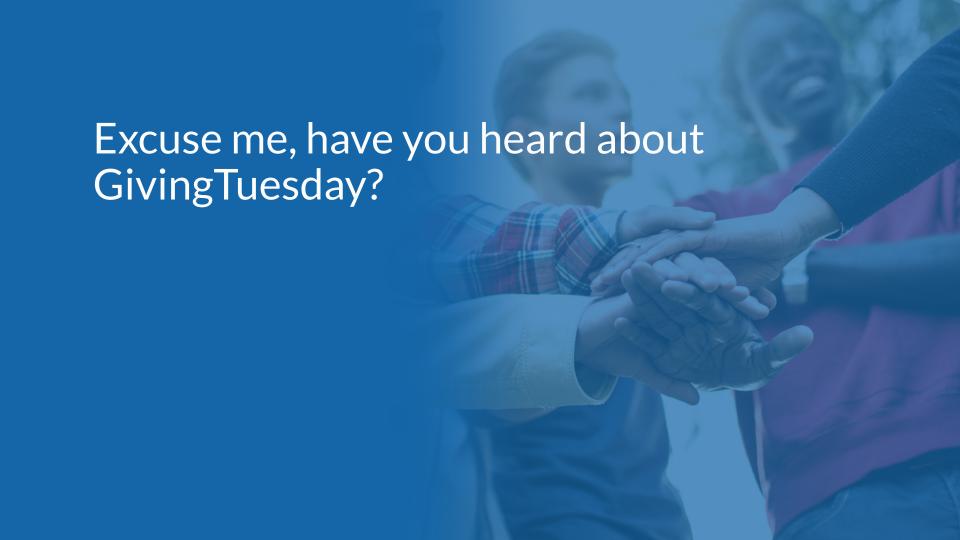
community come together. You donated to their care,

love made possible.

s. Because of your help, we will always be there for vill settle into their new lives.

nt futures. Thank you – for everything.

k the link below. Sign up for FREE to receive the Paw very month. <a href="https://bit.ly/spcapawprint">https://bit.ly/spcapawprint</a>







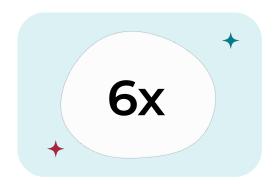
### **GIVING TUESDAY SPANS THE GLOBE IN CLOSE TO 100 COUNTRIES**

Canada was the second to start a GivingTuesday movement in 2013



# Participate in GivingTuesday for more EFFECTIVE FUNDRAISING

**GivingTuesday helps** small charities become more effective fundraisers. Small charities that participate in GivingTuesday:

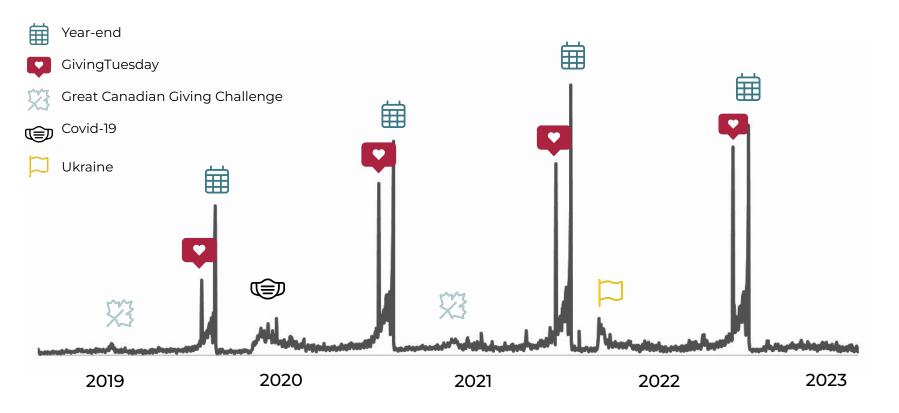


more revenue from the day after GivingTuesday through to December 31



more from January 1 until GivingTuesday and each year, participating charities become better fundraisers

### GivingTuesday LIFTS THE WHOLE GIVING SEASON



### What the Nova Scotia SPCA did **Giving Tuesday**

#### **SMART Goals:**

- Specific
- Measurable
- Attainable
- Realistic
- Timely

#### **STAND OUT:**

- Matching donor
- Cats vs. dogs
- Week long campaign

#### **TACTICS:**

- Segmented emails
- At cash
- Multi channel







#### Cats VS Dogs



We love all pets. In fact, on average, 400 homeless animals are brought to safety at Scotia SPCA every month. But we get asked all the time... Which pet is best? Dogs

So, for this Giving Tuesday, we're asking YOU to help settle this BFF Battle

Make a donation below to your fave and watch their thermometer go up. If you can and love both equally, select 'both' and make your kind gift there.

Your donation will be DOUBLED thanks to a devoted donor - up to \$100,000!

Your generous support will not only help us solve a worldwide debate BUT it will h unwanted and unloved pets who desperately need help. Thank you!







TEAM CATS

TEAM BOTH

TEAM DOGS



### **GIVING**TUESDAY

Save the Date! December 2, 2025





# You can reach out to us directly!

Sarah Lyon, CFRE <a href="mailto:slyon@spcans.ca">slyon@spcans.ca</a>

Nicole Danesi nicoled@canadahelps.org