

CanadaHelps Campaigns vs. Offline Campaigns

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Donor Management System

You can use the **Campaigns tab in your DMS** to track and centralize all donations pertaining to the same fundraising appeal. Donations can come from a **CanadaHelps Campaign** (created through CanadaHelps.org) or through **Offline Campaigns** (those that are not happening on CanadaHelps.org).

This article will review the differences between a CanadaHelps Campaign and an Offline Campaign in the DMS.

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CanadaHelps Campaign

CanadaHelps Campaigns are (online) fundraising appeals that are set up through your CanadaHelps.org account via one of your CanadaHelps fundraising tools, including:

- **Donation Form** – forms embedded in your website or for a specific appeal where donors can make donations to your organization
- **Ticketed Event** – forms embedded in your website where donors can purchase Event Tickets for Events hosted by your organization.
- **Peer-to-Peer Campaign (P2P)** – allow your supporters to fundraise on your behalf by creating their own fundraising teams or joining as individual participants
- **Charity Profile** – public profile page on CanadaHelps.org where donors can make donations to your organization
- **Profile page Campaign** – a fundraising page hosted right on your Charity Profile in CanadaHelps.org

When you create a CanadaHelps Campaign using one of the fundraising tools above, the DMS will automatically create a **corresponding DMS Campaign** with the same name.

And, when a donation is made to any of your CanadaHelps Campaigns, that Contribution will automatically be tracked as part of that respective Campaign in your DMS. In other words, all CanadaHelps Campaign donations will sync to the corresponding DMS Campaign. CanadaHelps Campaigns will sync automatically with the DMS daily at 6:00 AM EST.

Name	Type	URL	Campaign Group	Start Date	End Date	Goal	Selected Period	All-time
2022 Giving Tuesday Campaign	Donation Form	☑	GivingTuesday	November 29th, 2022	November 30th, 2022	\$15,000.00	\$3,475.00	\$3,475.00
A Taste of Spring 2023	Event			February 2nd, 2023		\$15,000.00	\$600.00	\$600.00
All In Run-a-thon	Peer-to-Peer	☑		July 14th, 2022	July 15th, 2022		\$223.00	\$223.00

CanadaHelps Campaigns

Consideration:

The sync is only one way: from CanadaHelps to the DMS. In other words, **any changes to your CanadaHelps Campaigns** will have to be made **from your charity account at CanadaHelps.org**.

Tip: If you receive any *offline donations* to your campaign (i.e., donations not directly through the fundraising tool, such as cash/cheques), you can still **record these offline Contributions** against the DMS Campaign so that you can **get a complete, accurate picture of campaign totals**, including both online and offline donations.

Offline Campaign

Offline Campaigns are fundraising appeals happening entirely outside of CanadaHelps.org (i.e., not processed online) for which you'd like to track all of the Contributions coming from those Campaigns.

An example of an Offline Campaign could be a Garage Sale you're hosting, a Bottle Drive that you're running, a Direct Mail appeal you've sent out and more.

In this case, you can create an **Offline Campaign** in your DMS to track all of the Contributions coming from your offline appeal.

Wellness Avenue

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Search by campaign name

Period to All Campaigns

Name	Type	URL	Campaign Group	Start Date	End Date	Goal	Selected Period	All-time
2022 Giving Tuesday Campaign	Donation Form	🔗	Giving Tuesday	November 29th, 2022	November 30th, 2022	\$15,000.00	\$3,425.00	\$3,425.00
A Taste of Spring 2023	Event			February 2nd, 2023		\$15,000.00		
Andy Test Form	Donation Form	🔗					\$3,057.00	\$3,057.00
Bottle Drive	Direct Mail Appeal		Holiday Campaign Group 2022	November 25th, 2021	February 11th, 2022	\$10,000.00	\$27,431.85	\$27,431.85
Building Expansion Campaign	Email Appeals			December 19th, 2022	April 30th, 2024		\$4,030.00	\$4,030.00

Offline Campaigns

Note: CanadaHelps Contributions cannot be assigned to Offline Campaigns. Contributions from a CanadaHelps Campaign will automatically be assigned to its corresponding DMS campaign (i.e., the true source of the donation).

What's Next?

Now that you understand the difference between a CanadaHelps (online) campaign and a DMS (offline) campaign, learn how to [create and manage these Campaigns](#) from within your DMS.