

Online Giving Process: August 2016

For the purposes of this project we are concentrating on financial donors and not food donors.

Most people who chose to make an online donation to Second Harvest, start by either clicking through one of the donate buttons on our homepage (which I've highlighted below), or by clicking on a request for donations via one of our e-communications.

Homepage: <http://www.secondharvest.ca/>

The screenshot shows the Second Harvest Food Rescue homepage. At the top is a navigation bar with links: ABOUT, BLOG, PROGRAMS, EVENTS, OUR IMPACT, GET INVOLVED, and DONATE (highlighted in yellow). Below the navigation bar is a large blue banner with the text "WHAT SECOND HARVEST CAN DO WITH \$10,000:" and two columns of text: "Prevent 20,000 lbs of good food from going to waste" and "Provide 20,000 healthy meals to hungry people". To the left of the banner is a "Help us win 10K in the CIT Foodortunity contest. VOTE TODAY" button. To the right of the banner are three buttons: "DONATE FUNDS >", "DONATE FOOD >", and "VOLUNTEER >". Below the banner is a "FOOD RESCUE METER" showing a count of 110658297. At the bottom of the page are three sections: "DONOR LOVE" featuring "Bob's your uncle", "WHAT'S FRESH" featuring "Delisle: A Haven for Teens", and "GET OUR ENEWSLETTER" with a "SIGN UP" button. There are also social media icons for Twitter, Facebook, YouTube, and Flickr, and a "Tweets" section.

Clicking on the donate button re-directs you to a landing page here, <http://www.secondharvest.ca/donate>, where you choose the type of donation you are making. For the most part, individuals are making a one-time gift, making a tribute gift, or signing up to become a monthly donor.

The image shows the Second Harvest Food Rescue logo and a navigation bar with links: ABOUT, BLOG, PROGRAMS, EVENTS, OUR IMPACT, GET INVOLVED, and DONATE (highlighted in yellow).

Donate to Second Harvest



Monthly Support

Become a *Partner Against Hunger* and join a group of cherished donors keeping our trucks on the road.



Make a Single Gift

Help us provide fresh food for 22,000 meals a day to those who are hungry in Toronto.



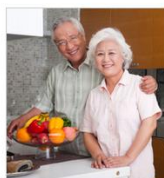
Corporate Engagement

Become a leader in community investment or discover ways to engage your staff in giving back.



Leadership Gifts

A gift of \$2,000 or more will make a tremendous difference in the lives of so many people in our city.



Leave a Legacy

Support hungry people in Toronto for years to come by remembering Second Harvest in your will.



Honour Someone

Honour a loved one by making a gift to Second Harvest in their name.

Once a visitor has selected the type of donation they would like to make, they land on the donation page below. Here they enter their personal & credit card payment information (which are processed through a third party payment gateway) and hopefully indicate what prompted them to make their gift to second harvest (direct mailing, e-communication, social media, etc). Donors then are re-directed to a page which asks them to confirm the details of their donation and once their payment is submitted, they automatically receive a tax receipt via email.

<https://secure.e2rm.com/registrant/donate.aspx?eventid=150647&langpref=en-CA&Referrer=http%3a%2f%2fwww.secondharvest.ca%2fdonate>



Your Impact
\$1=2 meals

For every \$1 donated, Second Harvest rescues enough food to provide 2 healthy meals.

100,000 nourished each month

22,000 meals per day

8.2 million lbs per year

Thank you for your support

Your gift today will help us provide fresh, healthy food to the many people in need across Toronto.

Making a donation on behalf of more than one person? This donation form is for single donations only.

To make a group donation and make tax receipt arrangements, please call Second Harvest at 416.408.2594. Thank you!

* Donates required information.

- ☒ Make a personal donation:
☐ Make a corporate donation:

Title: Please Select ▾

* First Name:

* Last Name:

Contact Information

☒ Home ☐ Work

* Address:

* City/Town:

* Country: CANADA ▾

* Province/State: Ontario ▾

* Postal/Zip Code:

Phone Number: () Ext.

Cell Phone Number: ()

* Email Address:

☒ I give Second Harvest permission to contact me by email.

☒ I give Second Harvest permission to contact me by mail (post).

Additional Information

I would like my donation to remain anonymous.

☐ Yes

What prompted you to donate to Second Harvest?

Please select one ▾


Do you have any feedback for us?

Payment Information

* Donation Amount: ☐ \$25.00 – 50 Meals
☐ \$75.00 – 150 Meals
☐ \$100.00 – 200 Meals
☐ Other

* Credit Card Type: Visa ▾

* Credit Card Number:

* Card Security Number:  [Where is my Card Security Number?](#)

* Cardholder's Name:

* Credit Card Expiration: Please Select One ▾ Please Select One ▾

[Continue >](#)