**Donation Forms**

Client: Name

Client Convio Short Name:

**Donation Form – One Time Gift**

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| **One Time Gift - Donation Form** |  |  |
| **Campaign Name:** | General Donation Campaign |  |
| **Form Name**: | General Donation Form |  |
| **Donation Form Pitch Text** |  |  |
| **This text will go ON the campaign banner on the donation form** |  |  |
| **Pitch Text:** | {PLEASE KEEP COPY SIMILAR TO THE LAYOUT YOU SEE IN WIREFRAME FOR BANNER TEXT) Your contribution will help support much-needed programs that fund important projects and programs. To make a tax-deductible donation now, fill out and submit the form below. | Your gift changes animal’s lives.  Your compassion and generosity to the animals makes it possible for the Ontario SPCA to continue providing urgently needed care and shelter for thousands of animals suffering from injury, abuse or neglect each year in Ontario. |
| **Basic Information** |  |  |
| **Please indicate the basic information fields you wish to collect and whether they will be required. Note that anything indicated with a Y is required by the Convio tool and cannot be edited.** |  |  |
| **Information** | **Requested Y/N** | **Required Y/N** |
| **Title** |  |  |
| **First Name** |  | **Y** |
| **Last Name** |  | **Y** |
| **Email** |  | **Y** |
| **Address 1** |  | **Y** |
| **Address 2** |  | **Y** |
| **City** |  | **Y** |
| **State/Province** |  | **Y** |
| **ZIP/Postal Code** |  | **Y** |
| **Country** |  | **Y** |
| **Home Phone** | **Y** |  |
| **Birth Date** |  |  |
| **Email Opt-in** \*check box or automatically opt-in | Checkbox, unticked by default per CASL | **Y** |
| **Email Interests Listed** | **Global Opt-In for Email; they can tailor interests later** |  |
| **ADDITIONAL REQUESTS** |  |  |
| Please add any additional copy elements for the body content of the form e.g. email opt in statement, privacy statement, list sharing, anonymous statement, why did you decide to give today? | Statement under email opt-in: “You can manage your email preferences and opt-ins at any time. We want the information you receive from us to remain of interest to you! |  |
|  | Gift Designation with all of type “One-time gifts - Animal Centres” |  |

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| **One Time Gift Donation Levels** |  |  |
| **You can provide text to be displayed next to each amount to explain how each gift is used, but it is not required. You can display giving levels in any order.** |  |  |
| **Donation Level Name** | **Amount** | **Donation Text** |
| *(Example) $20* | *$20* | *Provides 5 meals for hungry people in your community.* |
| [Donation Level 1: ] | $25 | Nourish animals in our care with special dietary needs. |
| [Donation Level 2: ] | $50 | Shelter an animal in need. |
| [Donation Level 3: ] | $100 | Spays or Neuters an animal in our care. |
| [Donation Level 4: ] | $250 | Full medical examination for a rescued animal. |
| [Donation Level 5:] | $500 | Care and medical attention for animals rescued from irresponsible breeders or situations of neglect. |
| [Donation Level 6:] | $1000 | Support for our rescue teams as they are called to action across the province. |
| **On-Screen Thank You Message** |  |  |
| **This screen displays immediately following donation.** |  |  |
| *Thank you for your donation to [Your Organization Name].*  *You will receive an email confirmation with your tax receipt shortly.*  *Once again, thank you for your support.*  *[Insert social media share buttons] or [Tell a Friend link]* |  | Thank you for your donation to the Ontario SPCA.  Your donation will be put to work providing urgently needed care and shelter for thousands of animals suffering from injury, abuse or neglect each year in Ontario.  Once again, thank you for your support.  [If opted in for email]: We look forward to keeping the conversation going with you about how you are making a difference for animals in need.  To learn more about the Ontario SPCA, [visit us on YouTube now.](http://www.youtube.com/user/OntarioSPCA?feature=results_main) |

**Email Autoresponder – One Time Gift**

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| **Thank You For Your Donation Autoresponder Email** |  |
| **Replace default copy below with your own.** |  |
| **Delivery Time:** | This email will be sent immediately when a user completes his or her donation. |
| **Sender Name** | [Enter sender’s name here] **Ontario SPCA** |
| **Sender Email** | [Enter sender’s email here] **donate@ospca.on.ca** |
| **Subject Line** | [Enter subject line here] Thank You for your gift – it will change an animal’s life. |
| *Dear [First Name],*  *We are deeply grateful for your generosity and support of our efforts. Your gift makes a difference — it enables us to continue our work. We count on the ongoing support of donors like you to ensure that we can fulfill our mission.*  *A PDF of your tax receipt is attached to this email.*  *The receipt is an Adobe Acrobat PDF file that you can open with Adobe Acrobat Reader. If you do not have Adobe Reader, you can download it here:* [*http://www.adobe.com/products/acrobat/readstep2.html*](http://www.adobe.com/products/acrobat/readstep2.html)  *Once again, thank you for your support.*  *Sincerely,*  *[Organization name or Signature of CEO, ED, etc.]* | Dear [FNAME],  Thank You for your special gift of [AMOUNT] to the Ontario SPCA.  Your compassion and generosity to the animals makes it possible for the Ontario SPCA to continue providing urgently needed care and shelter for thousands of animals suffering from injury, abuse or neglect each year in Ontario.  We are grateful that we can count on you to help the animals within your community and advocate for their welfare.  On behalf of those who cannot speak for themselves, thank you for your kind support.  Yours sincerely,  [PHOTO OF MARC]  Marc Ralsky  Director, Community & Donor Development  P.S. A PDF of your tax receipt is attached to this email. The receipt is an Adobe Acrobat PDF file that you can open with Adobe Acrobat Reader. If you do not have Adobe Reader, you can download it here: <http://www.adobe.com/products/acrobat/readstep2.html>.  P.P.S. You can manage your personal information and email interests through your service centre using the following information.  Username: caitlinnicholls  Password:(administrator password masked out for security reasons)  **Please print or save this message for your personal records.** |

**Donation Form – Monthly Giving**

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| **Monthly Giving – Donation Form** |  |  |
| **Campaign Name:** | Monthly Giving Campaign |  |
| **Form Name**: | Monthly Donation Form |  |
| **Donation Form Pitch Text** |  |  |
| **This text will go underneath the campaign banner on the donation form** |  |  |
| **Pitch Text:** | *SAME AS ABOVE* | Your monthly gift changes animal’s lives.  Your compassion and generosity to the animals through monthly gifts to ***Operation Pet Rescue*** make it possible for the Ontario SPCA to continue providing urgently needed care and shelter for thousands of animals suffering from injury, abuse or neglect each year in Ontario. |
|  |  |  |
| **Basic Information** |  |  |
| **Please indicate the basic information fields you wish to collect and whether they will be required** |  | **Same As Above** |
| **Registration Info** | **Requested Y/N** | **Required Y/N** |
| **Title** |  |  |
| **First Name** |  |  |
| **Last Name** |  |  |
| **Email** |  |  |
| **Address 1** |  |  |
| **Address 2** |  |  |
| **City** |  |  |
| **State/Province** |  |  |
| **ZIP/Postal Code** |  |  |
| **Country** |  |  |
| **Home Phone** |  |  |
| **Birth Date** |  |  |
| **Email Opt-in** | Checkbox, unticked by default per CASL | \*check box or automatically opt-in |
| **Email Interests** | **Global Opt-In for Email; they can tailor interests later**  **Also add Interest ID 1151 “Support through monthly gift” (Hidden)** | \*visible or hidden interest |
| **ADDITIONAL REQUESTS** |  |  |
| Please add any additional copy elements for the body content of the form e.g. email opt in statement, privacy statement, list sharing, anonymous statement, why did you decide to give today? | Statement under email opt-in: “You can manage your email preferences and opt-ins at any time. We want the information you receive from us to remain of interest to you!  Gift Designation with all of type “Monthly gifts - Animal Centres” |  |
| Do you want to allow monthly donors to access the Service Center? Y/N | Yes |  |

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| **Monthly Giving – Donation Levels** |  |  |
| **You can provide text to be displayed next to each amount to explain how each gift is used, but it is not required. You can display giving levels in any order.** |  |  |
| **Donation Level Name** | **Amount** | **Donation Text** |
| *(Example) $15/month* | *$15/month* | *Provides 5 meals for hungry people in your community.* |
| [Donation Level 1: ] | $15/month | Contribute to the vaccinations of animals from disease. |
| [Donation Level 2: ] | $25/month | Nourish animals in our care with special dietary needs. |
| [Donation Level 3: ] | $35/month | Provide soft bedding and enrichment for a shelter animal. |
| [Donation Level 4: ] | $50/month | Shelter an animal in need. |
| [Donation Level 5:] | $65/month | Spay or Neuter an animal in our care. |
| [Donation Level 6:] | Enter an amount |  |
| **On-Screen Thank You Message** |  |  |
| **This screen displays immediately following donation.** |  |  |
| *Thank you for your donation to [Your Organization Name].*  *You will receive an email confirmation with your tax receipt shortly.*  *Once again, thank you for your support.*  *[Insert social media share buttons] or [Tell a Friend link]* |  | Thank you for joining ***Operation Pet Rescue*** with your monthly gifts to the Ontario SPCA.  Your monthly gift is already at work providing urgently needed care and shelter for thousands of animals suffering from injury, abuse or neglect each year in Ontario.  Once again, thank you for your support.  [If opted in for email]: We look forward to keeping the conversation going with you about how you are making a difference for animals in need.  To learn more about the Ontario SPCA, [visit us on YouTube now](http://www.youtube.com/user/OntarioSPCA?feature=results_main).  You will receive an email confirmation of your monthly giving shortly. |

**Email Autoresponders – Monthly Giving**

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| **Sender Name** | [Enter sender’s name here] **Ontario SPCA** |
| **Sender Email** | [Enter sender’s email here] **donate@ospca.on.ca** |

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| **Initial Monthly Donation Thank You Email Autoresponder** |  |
| **Replace default copy below with your own.** |  |
| **Delivery Time:** | This email will be sent immediately when a user completes his or her initial monthly donation. |
| **Subject Line** | [Enter subject line here] **Your monthly gift is already at work** |
| *Dear [First Name],*  *We are deeply grateful for your generosity and support of our efforts. Your gift makes a difference — it enables us to continue our work. We count on the ongoing support of donors like you to ensure that we can fulfill our mission.*  *You can manage your gifts, personal information and email interests through your service center.*  *Username: Password:*  *[Link to Service Centre]*  *If you have questions about your gift please contact: xxxx*  *A PDF of your tax receipt is attached to this email. The receipt is an Adobe Acrobat PDF file that you can open with Adobe Acrobat Reader. If you do not have Adobe Reader, you can download it here:* [*http://www.adobe.com/products/acrobat/readstep2.html*](http://www.adobe.com/products/acrobat/readstep2.html)  *Once again, thank you for your support.*  *Sincerely, [Organization name or Signature of CEO, ED, etc.]* | Dear [FNAME],  Thank You for joining our Operation Pet Rescue monthly giving program with your monthly gift of [AMOUNT] to the Ontario SPCA.  Your compassion and generosity to the animals makes it possible for the Ontario SPCA to continue providing urgently needed care and shelter for thousands of animals suffering from injury, abuse or neglect each year in Ontario.  We are grateful that we can count on you to help the animals within your community and advocate for their welfare. Your monthly gifts will provide sustainable support to the animals, ensuring we can be there when the next call comes.  On behalf of those who cannot speak for themselves, thank you for your kind support.  Yours sincerely,  [PHOTO OF MARC]  Marc Ralsky  Director, Community & Donor Development  P.P.S. You can manage your monthly giving, personal information and email interests through your gift service centre using the following information.  Username: caitlinnicholls  Password:(administrator password masked out for security reasons)  **Please print or save this message for your personal records.** |

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| **Final Monthly Donation Email Autoresponder (Cancelled)** | **Disabled/N/A – donors need to contact us in person to cancel their monthly gifts.** |
| **Replace default copy below with your own.** |  |
| **Delivery Time:** | This email will be sent when the user when an admin cancels his or her monthly giving. |
| **Subject Line** | [Enter subject line here] |
| *Dear First Name,*  *We have processed your request to cancel your ongoing gift of [Gift Amount] to [Campaign Name].*  *Please check our web site for other opportunities to support us. We count on you and people like you to ensure we can provide vital services to the community we serve.*  *Sincerely,*  *[Organization name or Signature of CEO, ED, etc.]* |  |

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| **Failed Monthly Donation Email Autoresponder** | N/A – we are using the sitewide AutoResponder for “Failed Sustaining Payment Notification” and it was updated recently. |
| **Replace default copy below with your own.** |  |
| **Delivery Time:** | This email will be sent when the system cannot process the monthly transaction ex. credit card declines |
| **Subject Line** | [Enter subject line here] |
| *Dear [First Name],*  *We were unable to process your Montlhy gift to [Our Organization]. Please visit the Gift Service Center to review your information or call us at XXX-XXX-XXXX at your earliest convenience.*  *Username:*  *Password:*  *Once again, thank you for your support.*  *Sincerely, [Organization name or Signature of CEO, ED, etc.]* |  |

**Donation Form – Tribute Gift**

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| **Tribute Gift - Donation Form** |  |  |
| **Campaign Name:** | General Donation Campaign |  |
| **Form Name**: | General Donation Form |  |
| **Donation Form Pitch Text** |  |  |
| **This text will go ON the campaign banner on the donation form** |  |  |
| **Pitch Text:** |  | Your tribute gift changes animal’s lives.  Your compassion and generosity to the animals through tribute giving makes it possible for the Ontario SPCA to continue providing urgently needed care and shelter for thousands of animals suffering from injury, abuse or neglect each year in Ontario. |
| **Basic Information** |  |  |
| **Please indicate the basic information fields you wish to collect and whether they will be required. Note that anything indicated with a Y is required by the Convio tool and cannot be edited.** | Same as above |  |
| **Information** | **Requested Y/N** | **Required Y/N** |
| **Title** |  |  |
| **First Name** |  | **Y** |
| **Last Name** |  | **Y** |
| **Email** |  | **Y** |
| **Address 1** |  | **Y** |
| **Address 2** |  | **Y** |
| **City** |  | **Y** |
| **State/Province** |  | **Y** |
| **ZIP/Postal Code** |  | **Y** |
| **Country** |  | **Y** |
| **Home Phone** |  |  |
| **Birth Date** |  |  |
| **Email Opt-in** \*check box or automatically opt-in | Checkbox, unticked by default per CASL | **Y** |
| **Email Interests Listed** | **Global Opt-In for Email; they can tailor interests later**  **Also add Interest ID 1143 “Support by gift in honour/on behalf/in memory” (Hidden)** |  |
| **ADDITIONAL REQUESTS** |  |  |
| Please add any additional copy elements for the body content of the form e.g. email opt in statement, privacy statement, list sharing, anonymous statement, why did you decide to give today? | Statement under email opt-in: “You can manage your email preferences and opt-ins at any time. We want the information you receive from us to remain of interest to you!  Gift Designation with all of type “Tribute - Animal Centres” |  |
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| **Tribute Gift Donation Levels** |  |  |
| **You can provide text to be displayed next to each amount to explain how each gift is used, but it is not required. You can display giving levels in any order.** |  |  |
| **Donation Level Name** | **Amount** | **Donation Text** |
| *(Example) $20* | *$20* | *Provides 5 meals for hungry people in your community.* |
| [Donation Level 1: ] | $25 | Nourish animals in our care with special dietary needs. |
| [Donation Level 2: ] | $50 | Shelter an animal in need. |
| [Donation Level 3: ] | $100 | Spays or Neuters an animal in our care. |
| [Donation Level 4: ] | $250 | Full medical examination for a rescued animal. |
| [Donation Level 5:] | $500 | Care and medical attention for animals rescued from irresponsible breeders or situations of neglect. |
| [Donation Level 6:] | $1000 | Support for our rescue teams as they are called to action across the province. |
| **On-Screen Thank You Message** |  |  |
| **This screen displays immediately following donation.** |  |  |
| *Thank you for your donation to [Your Organization Name].*  *You will receive an email confirmation with your tax receipt shortly.*  *Once again, thank you for your support.*  *[Insert social media share buttons] or [Tell a Friend link]* |  | Thank you for your donation to the Ontario SPCA [in honour/in memory] of [tribute name].  To learn more about the Ontario SPCA, [visit us on YouTube now.](http://www.youtube.com/user/OntarioSPCA?feature=results_main)  **Send an eCard**  Click here to send an ecard to notify someone of your donation.  **Print a Card**  Click on an image below to download a PDF Card that you can print yourself at home!  File will open in a new tab or window.  [Table of PDF card options] |

**Email Autoresponder – Tribute Gift**

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| **Thank You For Your Donation Autoresponder Email** |  |
| **Replace default copy below with your own.** |  |
| **Delivery Time:** | This email will be sent immediately when a user completes his or her donation. |
| **Sender Name** | [Enter sender’s name here] **Ontario SPCA** |
| **Sender Email** | [Enter sender’s email here] **donate@ospca.on.ca** |
| **Subject Line** | [Enter subject line here] **Thank you for your tribute gift** |
| *Dear [First Name],*  *We are deeply grateful for your generosity and support of our efforts. Your gift makes a difference — it enables us to continue our work. We count on the ongoing support of donors like you to ensure that we can fulfill our mission.*  *A PDF of your tax receipt is attached to this email.*  *The receipt is an Adobe Acrobat PDF file that you can open with Adobe Acrobat Reader. If you do not have Adobe Reader, you can download it here:* [*http://www.adobe.com/products/acrobat/readstep2.html*](http://www.adobe.com/products/acrobat/readstep2.html)  *Once again, thank you for your support.*  *Sincerely,*  *[Organization name or Signature of CEO, ED, etc.]* | Dear [FNAME],  Thank You for your special gift of [AMOUNT] to the Ontario SPCA [in honour/in memory] of [tributee name].  Your compassion and generosity to the animals makes it possible for the Ontario SPCA to continue providing urgently needed care and shelter for thousands of animals suffering from injury, abuse or neglect each year in Ontario.  We are grateful that we can count on you to help the animals within your community and advocate for their welfare.  On behalf of those who cannot speak for themselves, thank you for your kind support.  Yours sincerely,  [PHOTO OF MARC]  Marc Ralsky  Director, Community & Donor Development  P.S. A PDF of your tax receipt is attached to this email. The receipt is an Adobe Acrobat PDF file that you can open with Adobe Acrobat Reader. If you do not have Adobe Reader, you can download it here: <http://www.adobe.com/products/acrobat/readstep2.html>.  P.P.S. Forget to send an eCard notifying someone of your gift? Click here to do so now.  **Please print or save this message for your personal records.** |