.ca CANADA'S DOMAIN

DOMAIN NAMES & NONPROFITS

BUILDING AND PROTECTING YOUR BRAND ONLINE

JASON FABER

CANADIAN INTERNET REGISTRATION AUTHORITY

.ca CANADA'S DOMAIN

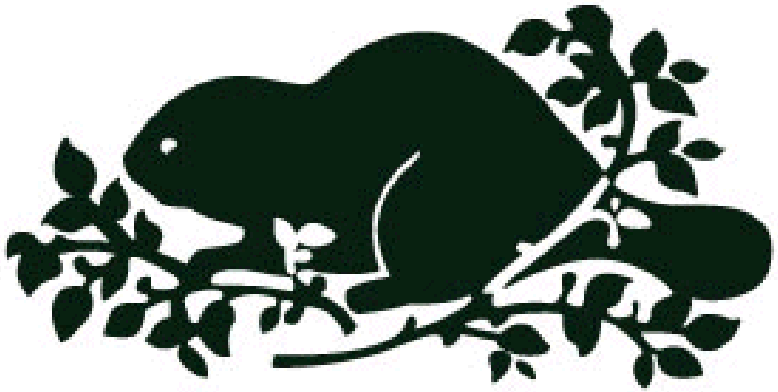
cira

BUILDING A BETTER
ONLINE CANADA

Canadian Internet Registration Authority (CIRA)

WHO
ARE YOU?

.ca CANADA'S DOMAIN



TRUST =

CREDIBILITY + RELIABILITY + INTIMACY

SELF-ORIENTATION

WHAT ARE **DOMAIN NAMES** AND WHY DO THEY MATTER FOR **NONPROFITS?**

WHAT IS A DOMAIN NAME?

TOP LEVEL DOMAIN

WWW.TECHSOUPCANADA.CA

SECOND LEVEL DOMAIN

A GOOD DOMAIN NAME GIVES YOU CREDIBILITY

.ca CANADA'S DOMAIN

Multiple scams arise after Fort McMurray wildfires - Edmonton - CBC ...
www.cbc.ca/news/canada/edmonton/**scams-fort-mcmurray**-wildfire-1.3590705
May 20, 2016 - Crowds stretch through the Butterdome as **Fort McMurray** evacuees wait ... or fake **websites** made to mimic disaster relief programs, he added.

RCMP lay new fraud charges in Fort McMurray evacuee investigation ...
www.cbc.ca/news/canada/calgary/**fort-mcmurray**-evacuee-**fraud**-claresholm-1.3601602
May 26, 2016 - Police have now charged the girlfriend of a man who told residents of Claresholm, Alta., that they had lost everything in the **Fort McMurray** fire.

The Fort McMurray Fire And A Horrible Scam That Comes With It ...
scam-detector.com/...**scams**/the-**fort-mcmurray**-fire-and-a-horrible-**scam**-that-comes-...
Needless to say, following the **Fort McMurray** disaster fake Red Cross accounts and campaigns started to pop up on **websites** like Twitter, GoFundMe, ...

HTTPS://WWW.REDCROSS.CA/DONATE

OR

WWW.FORT-MACMURRY-FIRE.ORG/HR65SHEPBN/RED-CROSS

ADDITIONAL CREDIBILITY

PROTECT YOUR DOMAIN

- SSL CERTIFICATES
  - PROTECT YOURSELF AND YOUR CUSTOMERS
  - BETTER GOOGLE RANKINGS
- REGISTRY LOCK
  - HELPS PROTECT YOU FROM DOMAIN HIJACKING

CUSTOM EMAIL

✗ FORTMACFIREDONATIONS@HOTMAIL.COM

✓ DONATIONS@REDCROSS.CA

TAKING CONTROL

AND PROTECTING YOUR BRAND

CONNECT WITH YOUR AUDIENCE ONLINE

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HOW TO CHOOSE A **GREAT DOMAIN NAME** FOR YOUR NONPROFIT

THE BEST DOMAIN NAME IS YOUR **BRAND NAME**

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Great news, **MyAwesomeCharity.CA** is **available**! Register it today!

THINK ABOUT KEYWORDS

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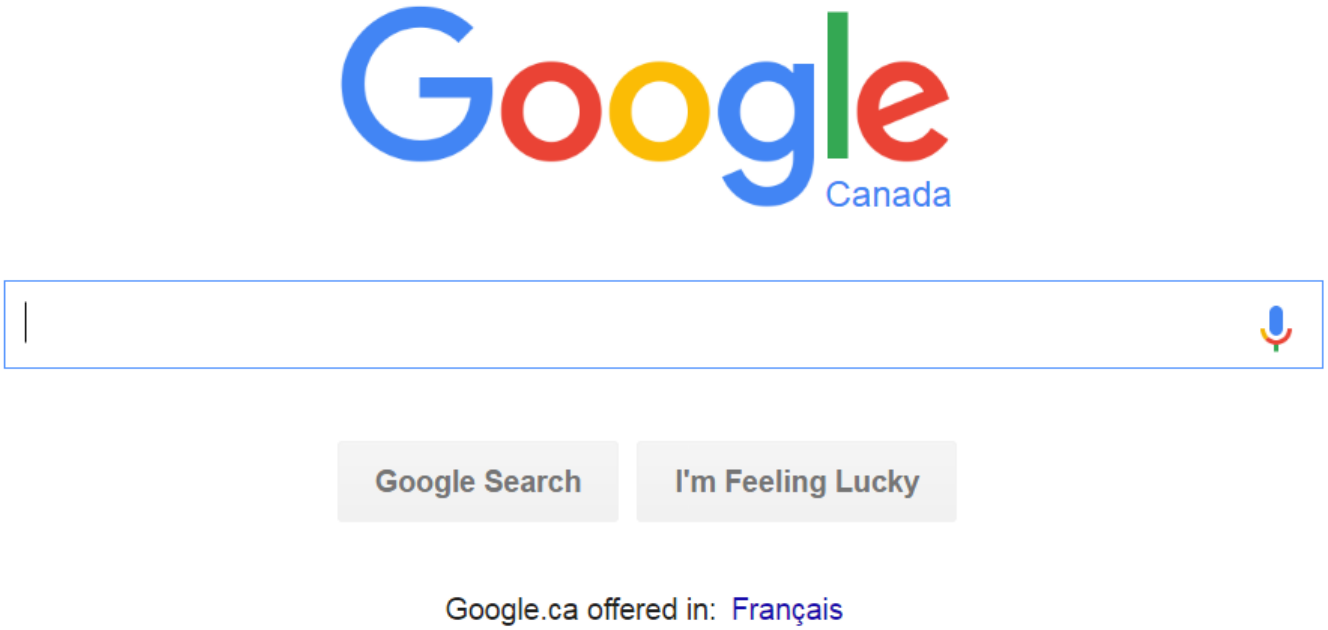

LOCATIONS: TECHSOUPCANADA.CA

PRODUCT OR SERVICE: SMOKERSHELPLINE.CA

TAGLINE OR CAMPAIGN: SOBEROCTOBER.CA

DON`T OVERCOMPLICATE IT.

CONSIDER TYPOS & COMMON MISSPELLINGS

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CENTRE OR CENTER

BUILD A DOMAIN PORTFOLIO

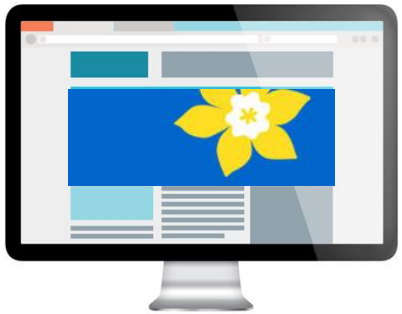
CanadianCancerSociety.ca

RelayForLife.ca

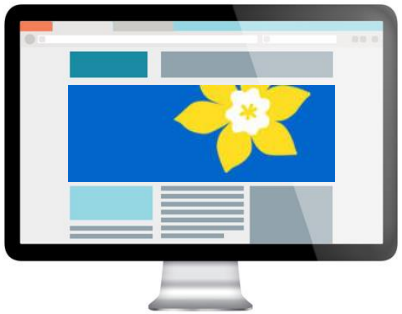
CopsForCancer.ca

SmokersHelpline.ca

CancerConnection.ca



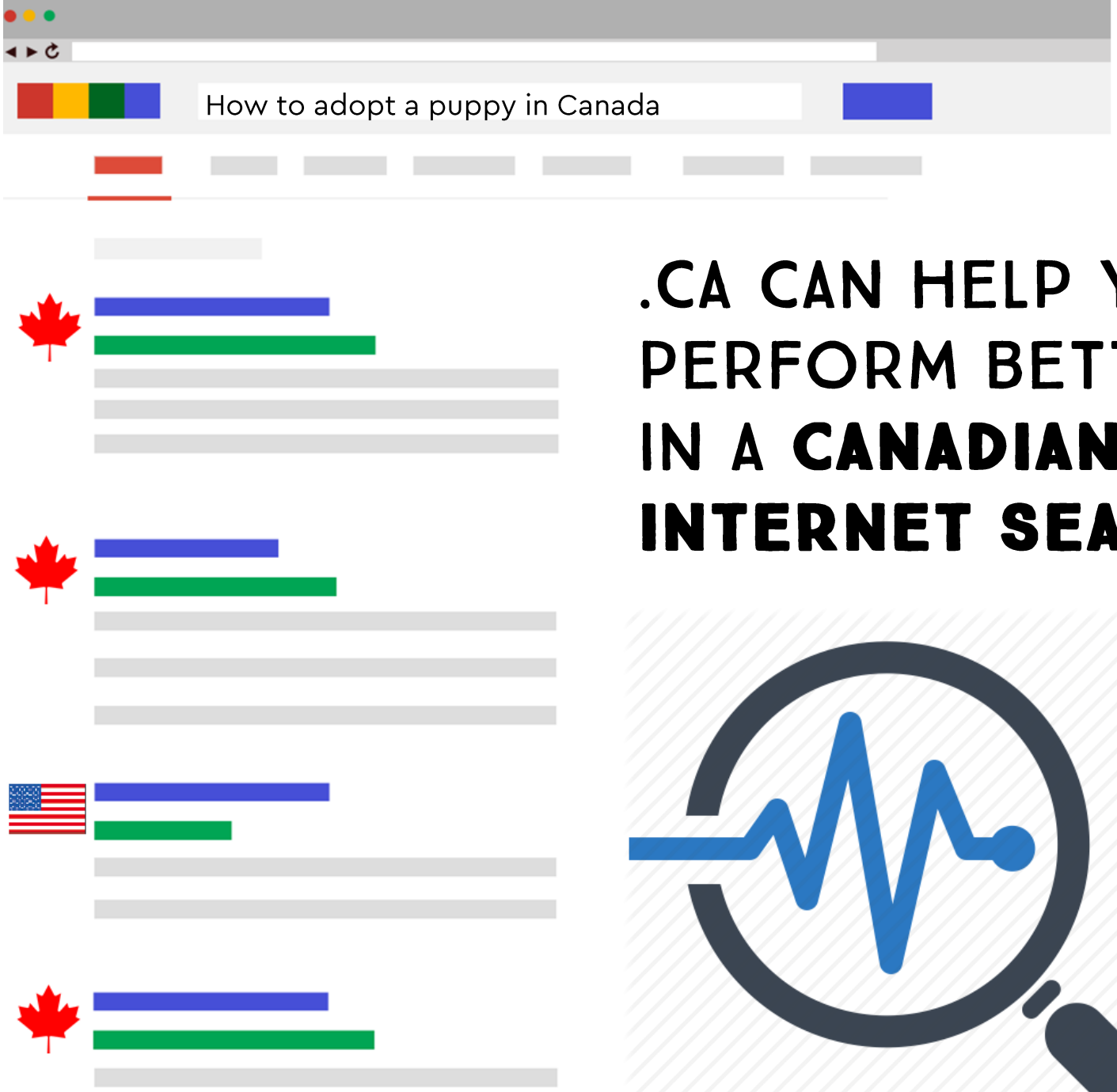
SoberOctober.ca



WHY CHOOSE .CA FOR YOUR DOMAIN NAME?

.CA BRANDS YOUR WEBSITE AS
100% CANADIAN

.CA IS SAFE, SECURE & TRUSTED



.CA CAN HELP YOU PERFORM BETTER IN A **CANADIAN INTERNET SEARCH**

PSST! WE'VE GOT LOTS OF .CA'S UP HERE!

Sorry, WE'RE FULL

.CA IS MORE LIKELY TO BE AVAILABLE.

.CA GIVES BACK.

OVER HALF OF CANADIAN NONPROFITS

CHOOSE .CA

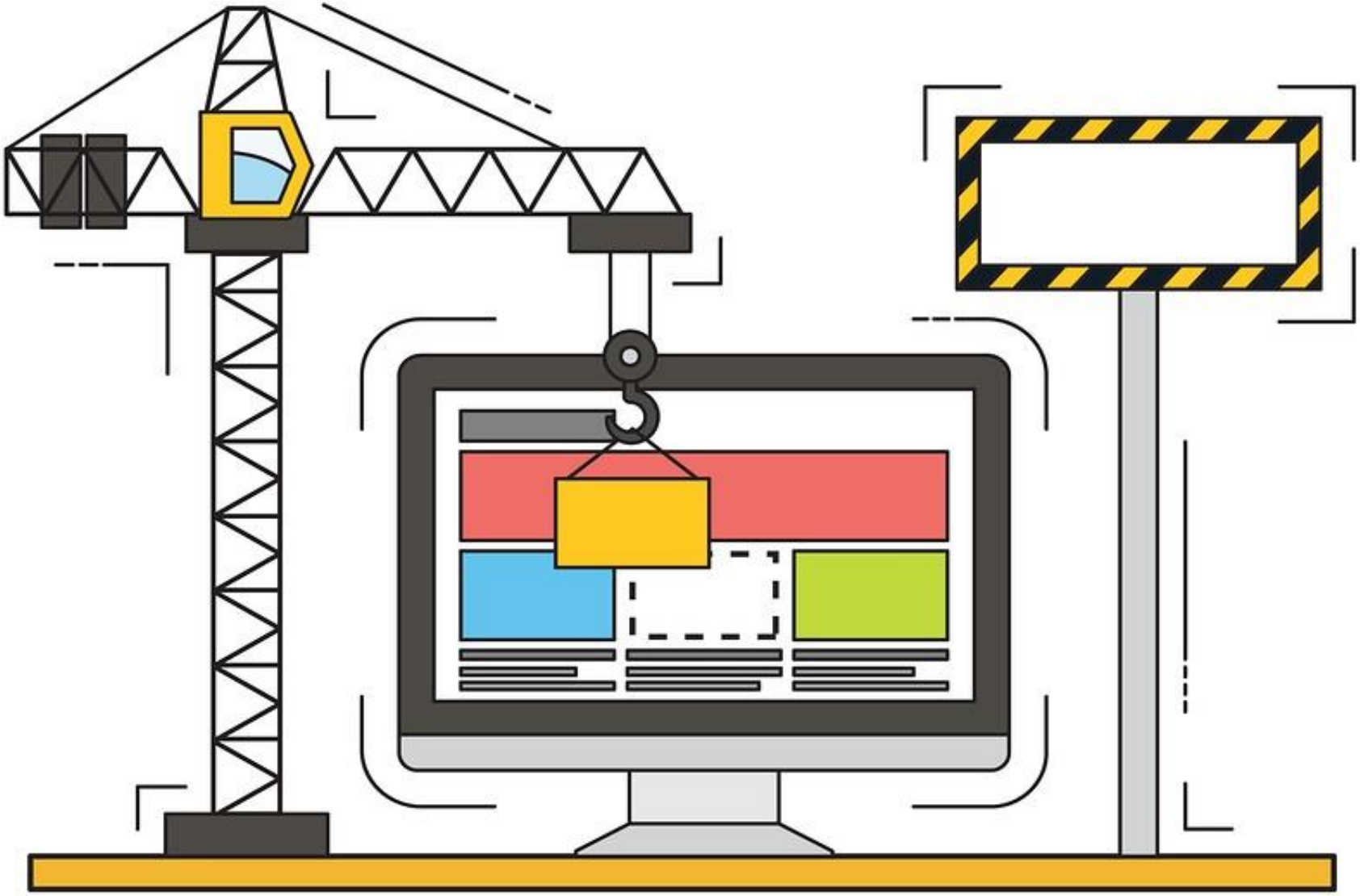
HOW DO I REGISTER A DOMAIN NAME?

IT'S AS EASY AS 1-2-3!

1. SEARCH FOR A DOMAIN
2. CHOOSE A REGISTRAR
3. REGISTER THE DOMAIN

what's
next
?

BUILD A WEBSITE



weebly

SQUARESPACE

wix

shopify

WordPress

PageCloud.

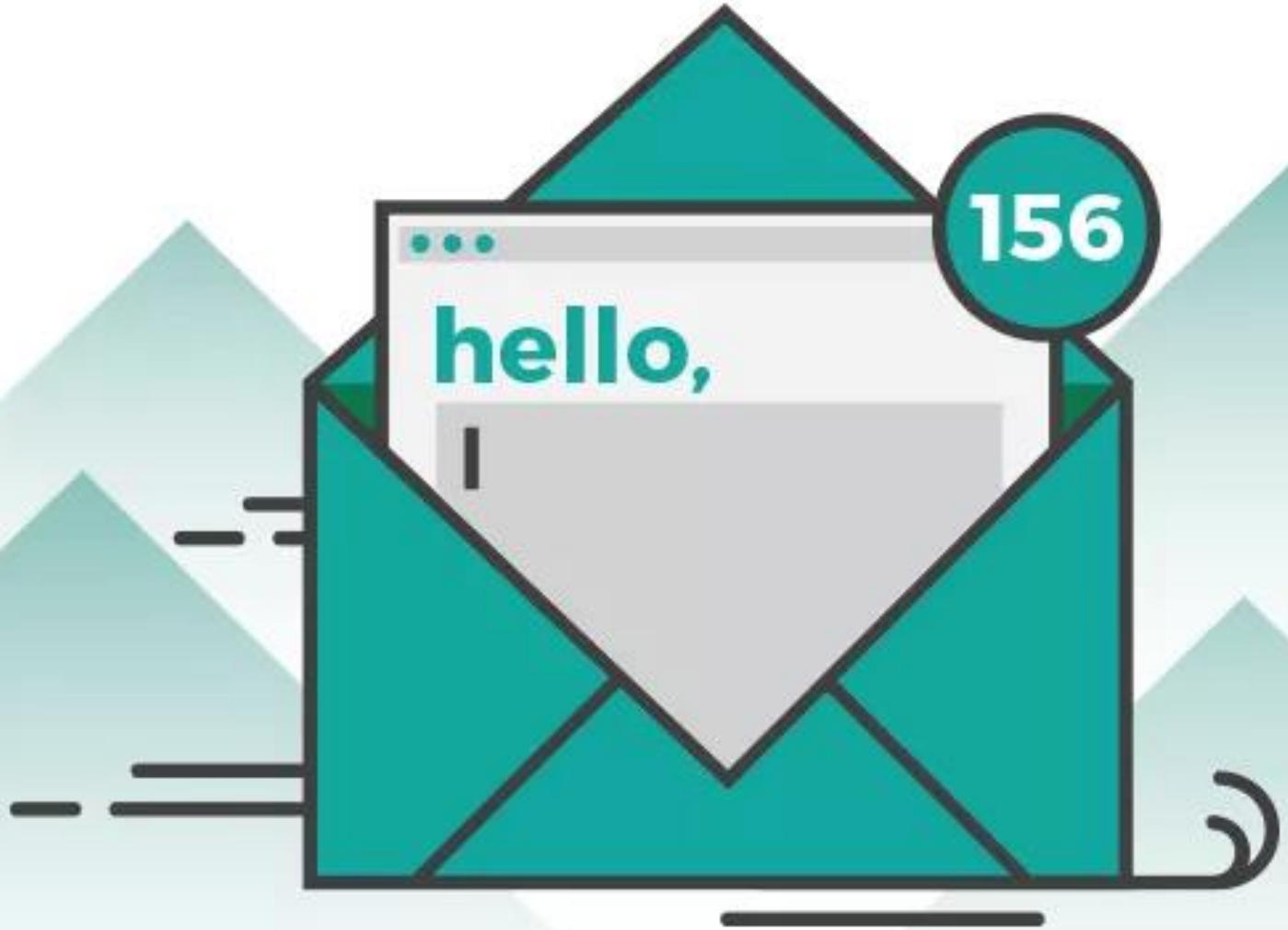
JIMDO

KEY CONSIDERATIONS

1. COST (CURRENT & FUTURE)
2. EASY TO USE
3. MOBILE FRIENDLY
4. HOSTING
5. FLEXIBLE & SCALABLE
6. CUSTOMER SUPPORT
7. INTEGRATION OPTIONS

ONLINE DONATIONS

CUSTOM EMAIL ADDRESS



DONATE@YOURCHARITY.CA

DOMAIN NAMES & NONPROFITS

- GIVE YOURSELF CREDIBILITY
- TAKE CONTROL OF YOUR BRAND
- CONNECT WITH CANADIANS

CHOOSE YOUR .CA DOMAIN

VISIT CIRA.CA TO GET STARTED

QUESTIONS?

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@JASON_FABER
@DOTCAVOICE