APPENDIX A -ONLINE CAMPAIGN CHECKLIST

This checklist is designed to ensure that every campaign complies with organizational requirements, financial controls, and stewardship expectations.

1. PRE-APPROVAL REQUIREMENTS

A. Confirm Eligibility

✓ Campaign supports official charitable purposes of the Navy League of Canada

✓ Campaign aligns with organizational values and policies

✓ Funds will be used only for the approved purpose

B. Prepare Campaign Proposal

Include the following elements (required before submitting for approval):

□ Campaign purpose and description
□ Selected crowdfunding or fundraising platform
□ Budget and expected fees
□ Campaign timeline
□ Communications and promotion plan
□ Official Navy League bank account details
□ Identification of Campaign Owner
□ Donor acknowledgement plan (e.g., simple email thank-you)

C. Obtain Formal Approval

Approval must come from the correct level of authority:

□ National Executive for national campaigns
□ Division Executive for Division-level campaigns
□ Branch Executive for Branch-level campaigns
□ Treasurer (or authorized financial authority) is aware and confirms capacity to manage funds
□ Only an authorized financial authority may issue charitable receipts (if applicable)

No campaign may launch until written approval is received.

2. FINANCIAL COMPLIANCE SETUP

A. Banking & Money Handling

✓ All donations must be deposited directly into an official Navy League bank account

✓ Platform must support transparent reporting and secure data handling

✓ All donations must be traceable from donor → platform → bank deposit → expenditure

B. Internal Controls

□ Treasurer confirms reconciliation procedures
□ Monthly reporting of bank account reconciliation to Branch/Division Treasurer
□ Receipts and documentation processes are established
□ Privacy and data security procedures are in place

3. CAMPAIGN MANAGEMENT

A. Launch Preparation

□ Page reviewed for accuracy, clarity, and compliance
□ Communications are lawful and respectful of privacy laws
□ Images and materials respect copyright and organizational standards
□ Donor acknowledgement workflow prepared (e.g., automated email, manual thank you, etc.)

B. During the Campaign

□ Track daily/weekly donations and platform reports
□ Monitor for issues, errors, or comments requiring response
□ Keep communications consistent with approved messaging
□ Maintain donor confidentiality at all times

4. FINANCIAL PROCEDURES DURING & AFTER CAMPAIGN

A. Ongoing Financial Tracking

□ Match platform donation logs to bank deposits
□ Document all fees, expenses, and receipts
□ Ensure all spending aligns with the approved purpose
□ All financial documents retained at Division for at least seven years

B. Close-Out Reconciliation

□ Final reconciliation with Treasurer completed and signed off

5. REPORTING & DOCUMENTATION

A. Final Report (Due within 30 days of campaign completion)

Include:

□ Total funds raised
□ All fees deducted
□ Net revenue
□ All expenditures and receipts
□ Outcomes and impact summary
□ Issues encountered or lessons learned
□ Donor data handled in accordance with NLOC privacy policies

6. PRIVACY, SECURITY & LEGAL REQUIREMENTS

□ Donor information kept confidential and accessed only by authorized individuals
□ Personal data stored securely
□ Communications are accurate and lawful
□ Compliance with copyright and privacy law ensured