

## CANADA

# How raisin supports Canadian nonprofits with consent and supporter communications

raisin helps Canadian charities and nonprofits capture supporter consent, manage campaign-related communications, and maintain records of supporter preferences.

Canada's Anti-Spam Legislation (CASL) establishes requirements for certain commercial electronic messages. However, not all communications sent by nonprofits are subject to the same requirements. Registered charities may qualify for exemptions when communicating primarily to raise funds.

raisin provides configurable tools to support consent management and communications. **Each organization remains responsible for determining which requirements apply to its messages and managing supporter preferences across its systems.**

## CASL in brief

- **Commercial electronic messages (CEMs):** CASL generally requires organizations sending CEMs to obtain consent, identify the sender, and provide an unsubscribe mechanism, unless an applicable exception or exemption applies. Not every email is a CEM ([CRTC FAQ](#)).
- **Registered charities:** messages sent by or on behalf of a charity registered under the *Income Tax Act* are exempt when their primary purpose is raising funds for the charity. Promoting a fundraising event whose ticket proceeds go to the charity can qualify. A message that encourages recipients to do business with a sponsor may not ([CRTC FAQ](#)).
- **Other nonprofits:** CASL applies to nonprofit organizations too, and the fundraising exemption is limited to registered charities ([CRTC FAQ](#)). Nonprofits rely on implied or express consent, including implied consent from membership.
- **Non-fundraising messages:** messages from registered charities that are not primarily for fundraising, such as merchandise promotions, follow the standard consent, identification and unsubscribe rules.
- **Administrative and campaign communications:** donation receipts, registration confirmations, campaign updates, and other automated communications are not automatically classified the same way. Their treatment under CASL depends on their content, purpose, and any applicable exceptions.
- **Donor trust and privacy:** even where CASL consent is not legally required, organizations may choose to honour supporter communication preferences to maintain trust and respect privacy. Other applicable privacy obligations should also be considered.

## Consent at a glance

When CASL consent is required, organizations may rely on express or implied consent where the legal conditions are met.

|                             | Implied consent                                                                                                                                                                                                                                                  | Express consent                                                                                                              |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <b>How it arises</b>        | For registered charities: the person donated or gave a gift, volunteered, or attended a meeting the charity organized. For clubs, associations and voluntary organizations: the person is a member ( <a href="#">CRTC implied consent guidance</a> ).            | The person clearly agrees, orally or in writing, through an opt-in action ( <a href="#">CRTC implied consent guidance</a> ). |
| <b>How long it lasts</b>    | Generally two years from a qualifying donation, volunteering activity or meeting. For clubs, associations and voluntary organizations, implied consent can apply while the person remains a qualifying member ( <a href="#">CRTC implied consent guidance</a> ). | No expiry; the supporter can withdraw at any time ( <a href="#">CRTC FAQ</a> ).                                              |
| <b>What to keep on file</b> | The relationship and its date.                                                                                                                                                                                                                                   | A record of the opt-in, including date, time, purpose and manner ( <a href="#">CRTC 2012-548</a> ).                          |

A consent request must state its purpose, identify who is asking (with mailing address and contact details), and say that consent can be withdrawn. It cannot be bundled into general terms and conditions ([CRTC 2012-548](#)). Pre-checked boxes and silence never count as consent ([CRTC FAQ](#)).

## How raisin helps

| Need                                             | What raisin provides                                                                                                                                                                                                |
|--------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Capture express consent</b>                   | Opt-in fields on profile forms: a Future Communication Checkbox, or an optional selection of communication types. Pre-checked boxes are not allowed, so every opt-in is a positive action by the supporter.         |
| <b>Consent for channels beyond raisin</b>        | The same fields can be configured to capture future communication preferences for other channels, depending on the wording used and applicable requirements.                                                        |
| <b>Communications tied to supporter activity</b> | Automatic messages after a supporter acts: donation thank-yous, registration confirmations, tax receipts, failed recurring-donation notices and donation notifications.                                             |
| <b>Campaign communications</b>                   | Triggered or scheduled emails within a campaign, for example to all participants or to participants who have not yet reached a goal.                                                                                |
| <b>Sender identification</b>                     | Your organization's name, mailing address and contact details can be included in emails sent from the platform.                                                                                                     |
| <b>Proof of consent</b>                          | Consent selections are reportable and exportable. Contact records include creation and last-update timestamps, and consent-related fields help organizations maintain records of supporter preferences and opt-ins. |
| <b>Your CRM and email tools</b>                  | Supporter and consent data flows from raisin to your CRM through your field mapping and chosen integration, and raisin integrates with MailChimp.                                                                   |

## Your organization's checklist

These practices keep your communications aligned with CRTC guidance, whichever tools you send from.

- ☐ Consider adding a Future Communication opt-in to your raisin forms, even where a CASL exemption applies, to support donor trust and respect communication preferences.
- ☐ Configure sender name, mailing address and contact details in your email templates; the address must stay valid for 60 days after sending ([CRTC 2012-548](#)).
- ☐ Include a simple unsubscribe in every non-exempt message, keep it working for 60 days, and honour requests within 10 business days across all your systems ([CRTC FAQ](#)).
- ☐ Track the two-year implied consent window for qualifying donors, volunteers and attendees of charity-organized meetings, and invite them to provide express consent before it expires.
- ☐ Export and retain consent records for as long as you rely on them; CASL sets no fixed retention period ([CRTC FAQ](#)).
- ☐ Ask your legal counsel which of your messages qualify for the registered-charity fundraising exemption.

## Sources

1. [Frequently Asked Questions about Canada's Anti-Spam Legislation](#) — CRTC, modified Feb 26, 2026
2. [CASL Guidance on Implied Consent](#) — CRTC
3. [Compliance and Enforcement Information Bulletin CRTC 2012-548](#) — Oct 10, 2012

*This document provides general product information and is not legal advice. Organizations should obtain legal advice on their specific CASL obligations.*

## About raisin

raisin is the digital fundraising partner to growing nonprofits. Since 1997, we've helped causes solve the world's biggest problems through innovative fundraising technology and award-winning web design. Trusted by 300+ causes for over two decades.

**Creating change is a **together** thing.**