

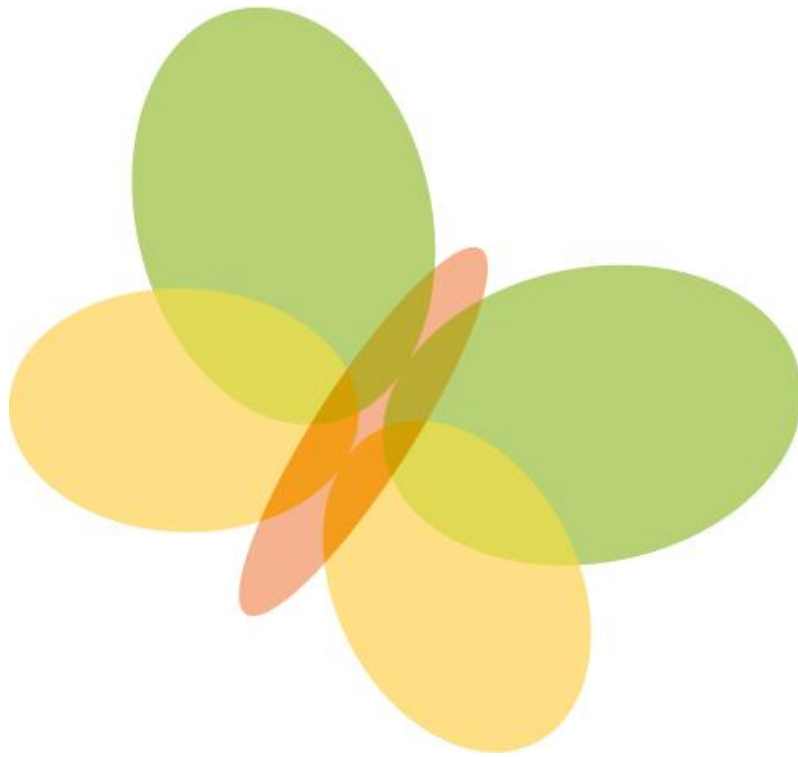


Localgiving.com

Make a difference in your community

Getting started on Localgiving.com

Guide for Local Charities and
Community Groups



Contents

Step 1

Basic details



9

Step 2

Website text



14

Step 3

Logos and photos



20

Step 4

Your projects



21

Step 5

Bank details



33

Step 6

Submit website



35



Welcome to Localgiving.com!



This guide shows you how to easily set up your Localgiving.com webpage so that soon you will be receiving online donations from supporters in your community.

You will need:

Login Details	Follow the 'click to register' link on your invitation to create a password
Information about your organisation	Name and charity number (if registered)
	What you do – your mission statement
	Who benefits from your work?
	Your logo (to upload)
	3 photos (to upload)
Projects and activities	What it is
	Who benefits
	How much funding you need
	Breakdown of funding
	3 photos (to upload)
Bank Details	Account number
	Account name
	Sort code
	An original bank statement (to send to your local Community Foundation)

The rest of the guide takes you through what you will see online. Use it as a guide and to plan what you want to write. Remember:

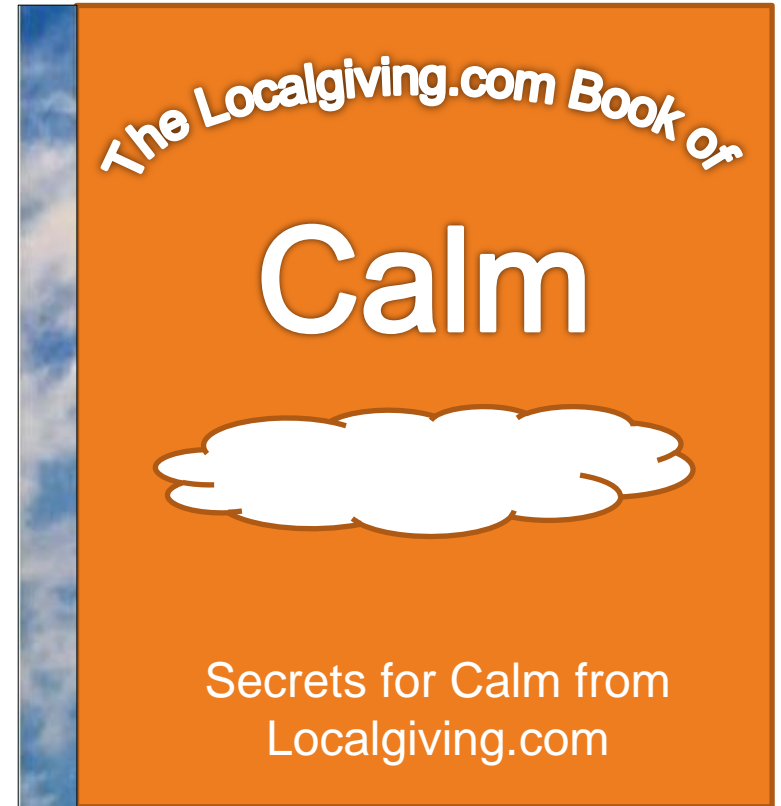
Don't panic!



Keep saving your
information but

You can work on any of the
pages at any time

Even after you send the
information in, you can
change again



You have been invited to join Localgiving.com



Dear **Your charity**

Berkshire Community Foundation is delighted to invite your organisation to be a part of [Localgiving.com](#), a new website allowing charities and community groups to receive donations online.

[Localgiving.com](#) is an initiative of the UK Community Foundations. It was started to help communities engage with supporters online, letting them know about your volunteer and funding needs as well as the great work you are doing in the face of government cuts and increased need in your community.

Questions about [Localgiving.com](#)? Give us a ring on 0118 9303021, contact the Localgiving.com Help Desk on 0300 111 2340 or email help@localgiving.com.

We look forward to seeing you on [Localgiving.com](#) soon!

Many thanks,
Andrew Middleton,
Chief Executive.

You are receiving this e-mail because you opted in to receive information from the Berkshire Community Foundation. [Localgiving.com](#) is an initiative owned in part by the [Community Foundation Network](#).

[Unsubscribe](#) from this list.

Our postal address:
Berkshire Community Foundation,
Arlington Business Park,
Theale,
RG7 4SA.

Copyright (C) Berkshire Community Foundation 2010. All rights reserved.

MailChimp

[Localgiving.com](#) will give your organisation its own webpage to raise awareness and money (including automated [Gift Aid](#)) like this [example](#).

- To view Berkshire Community Foundation's Localgiving.com webpage, click [here](#)
- To find out how Localgiving.com can help your group, click [here](#)
- To get started with your **FREE** three month trial*, click [here](#) or the button below

Click to register

*The first three months are free with [Localgiving.com](#) with no obligation to continue. After three months, a £60 annual charge applies.

You will have received an email that looks like this from your local Community Foundation.

Click to register

Click to register



Localgiving.com

Register with Localgiving.com



Home Find a local charity Local areas Charitable causes How it works About us

How it works
How it works
Your donation
Our fee
Register as a supporter
Register as a charity
Gift Aid

Register with Localgiving.com

Welcome Shout It Out Learning Project

Please enter a password of your choice below to complete your registration.

Your login email

yourname@charity.com

Password

* Required, 5 characters minimum

Confirm password

* Required

Register →

Why register with Localgiving.com?

Gain funds
from people who want to give to your group or charity

Keep a record
of all your donations

Connect
with your supporters

Vetting by Community Foundations
means it is necessary to be a registered charity

This page will appear

Your username is your email address

Make up a password and click to register



giftaid it Increases your donation at no extra cost to you

PayPal Secure online payments

Community Foundation Network Independent vetting of local community groups within Localgiving.com

Donor terms & conditions Charity terms & conditions Privacy policy Gift Aid

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First you see an overview, click on step 1 – Basic details



The screenshot shows the 'My account' page on Localgiving.com. The main content area is titled 'Your charity' and contains three sections: 'Your donations', 'Your admin status', and 'Your projects'. An orange arrow points from the 'Your projects' section to a zoomed-in view of the 'Basic details' step in the 'My account' menu.

Localgiving.com Make a difference in your community

Home Find a local charity Local areas Charitable causes How it works About us My account

My account

- 1. Basic details
- 2. Website text
- 3. Logos and photos
- 4. Your projects
- 5. Bank details
- 6. Submit website

Contact details
Login details
Help
Logout

Your charity

Your donations

Date	Donation

Your admin status

1. Basic details	Complete
2. Website text	Complete
3. Logo and photos	Complete
4. Your projects	Complete
5. Bank details	Not provided
6. Submit website	Submitted

→ How to add a project:
Remember, you can add new projects/activities that need funding

Your projects

Date posted: 2010-01-22
Last posted: 2010-10-18
Example →

Date posted: 2010-09-24
Last posted: 2010-10-18
Test →

Date posted: 2010-09-24
Last posted: 2010-09-24
Testing →

Date posted: 2010-09-24
Last posted: 2010-10-12
Treestone Park Exhibition →

[Add a new project →](#)

Localgiving.com

 Make a difference in your community

Home Find a local charity Local areas Charitable causes How it works About

My account

My account

- 1. Basic details
- 2. Website text

Your charity

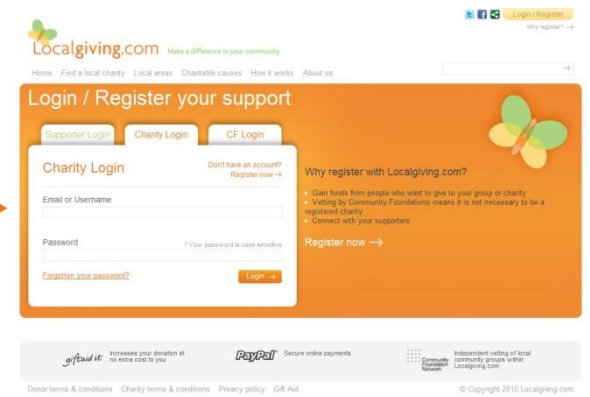
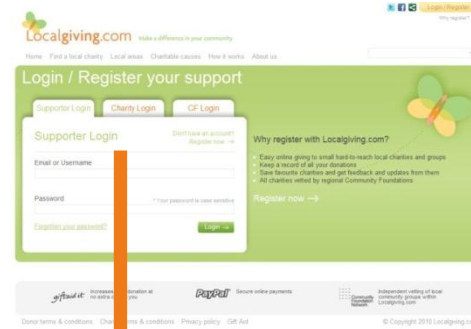
giftaid it Increases your donation at no extra cost to you

PayPal Secure online payments

Community Foundation Network Independent setting of local community groups within Localgiving.com

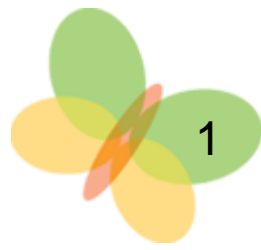
Donor terms & conditions Charity terms & conditions Privacy policy Gift Aid © Copyright 2010 Localgiving.com

You can log off and log back in to continue working at any time



Use your username (email) and chosen password to log in

Step 1 overview: Basic Details



← Organisation details

← Categorising the charity

← Staff and volunteers

← Volunteers required

This section lets you put in the simplest information about your charity and how you would define it



Basic Details

Your direct address:

This is your unique localgiving.com web address for supporters to access your page. It will always be www.localgiving.com/ the name of your charity. You decide on the exact name – perhaps an abbreviation if your charity name is long e.g.

- <http://localgiving.com/yourcharity>
- <http://localgiving.com/yc>

Website address:

Your own website address. Only complete if you have an existing website. You can leave this blank if you do not have one.

3 year average income:

Please enter here the average yearly income of your charity, looking at the last 3 years if possible

Basic details about your organisation

Name of the charity * Required

Your direct web address
http://localgiving.com/

Address Line 1 * Required

Address Line 2

Address Line 3

Town / City * Required

County

Postcode * Required

Telephone number * Required

Click here if you do not want to show your telephone number

Website address

Year the charity was established

3 year average annual income

Registered charity number (if reg. charity)

Categorising the charity

This information lets supporters find local charities that work with their chosen beneficiary and issue.



Categorising the charity

Primary cause Primary benefit

Secondary cause Secondary benefit

Tertiary cause Tertiary benefit

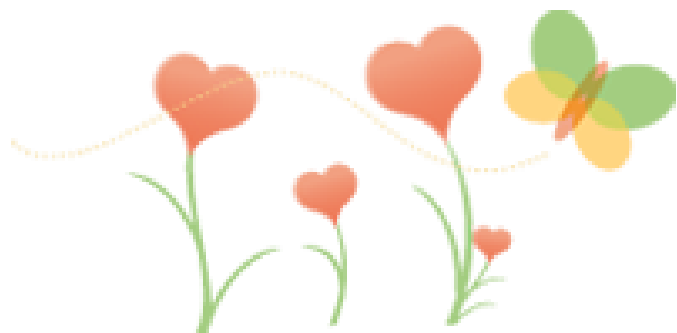
[Save →](#)

Cause – choose the closest match under the headings:

- Arts
- Culture and Heritage
- Disability
- Education and Training
- Environment
- Health
- Human Rights
- Social
- Sports and Recreation
- Other

Benefit – choose the closest match under the headings:

- Age
- Gender
- Ethnic Group
- Marital Status
- Other



Your staff and volunteers

Please provide details on the number of full-time and part-time staff your organisation has. Only values up to 999 can be entered.



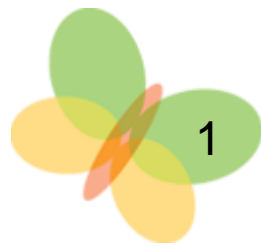
Your staff and volunteers

Number of full-time staff

Number of part-time staff

Number of management committee

Number of unpaid volunteers



Volunteers required

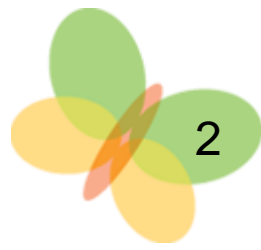
If you are looking for volunteers, please give short details of the work that needs doing and the skills, experience or qualifications required.

Plan your text here:

Volunteers required 500 characters left

[Save →](#)

Step 2 overview: Website Text



Headline

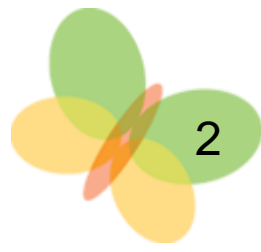
Purpose of the charity

Your benefit to the community

Result and outcomes

What a donation will let you do

This section is well worth taking time to think about. You can really consider what you do, and how to tell people about that.



Headline

This should sum up the unique work your charity does. Make it short, to the point and punchy. This headline will also appear in the supporters' search results on the main Localgiving.com website.

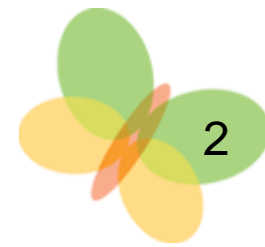
Plan your text here:

Headline 100 characters left

Save →

For example: “Providing day services and support to adults with physical and sensory disabilities and their carers”

Plan your text here:



Purpose of the charity

This should be an explanation of why your charity exists - it could be your mission statement.

Purpose of the charity 353 characters left

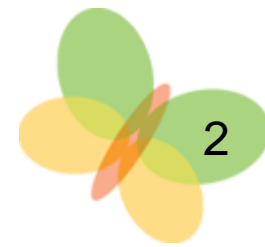
Save →

This must be at least 100 characters to be able to save your work. If you enter less than 100 characters your won't be able to save and what you write will have to be re-entered.

Plan your text here:

Large empty rounded rectangular box for planning text.

For example: “To provide high quality and affordable day services, activities and support to adults with physical and/or sensory disabilities and their carers living in Countyshire”



Your benefit to the community

This should explain the specific needs of your community, the people who benefit and what your charity does to make a difference.

Your benefit to the community 388 characters left

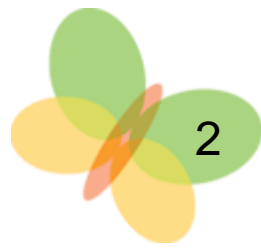
Save →

This must be at least 100 characters to be able to save your work. If you enter less than 100 characters your won't be able to save and what you write will have to be re-entered.

Plan your text here:

Large empty rounded rectangular box for planning text.

For example: “YC provides an essential service to over 90 disabled children and a regular break to over 100 unpaid carers. YC is a unique group and is the only day service of this type in Townsford and the surrounding areas.”



Result & outcomes

This should show the specific, positive outcomes of the work undertaken by your charity so far. E.g. what impact it had on those taking part.

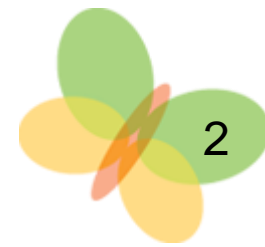
Result & outcomes 9 characters left

Save →

This must be at least 100 characters to be able to save your work. If you enter less than 100 characters your won't be able to save and what you write will have to be re-entered.

Plan your text here:

For example: “YC is a user-led group. The majority of our management committee, volunteers and staff are either disabled or have personal caring experience which ensures that our services effectively meet the needs of our service users and the local community.”



What a donation made will let you do

Enter figures that would be realistic for a small online supporter - from about £5. You can choose up to five amounts. Remember, the maximum amount a supporter can donate is £1000.

For example:

£5 - pays for a meal in the shelter

£10 - pays for a worker for 2 hours

Plan your text here:

What a donation made on Localgiving.com will let you do

Fundraising target

Amount 1 What this amount would provide

Amount 2 What this amount would provide

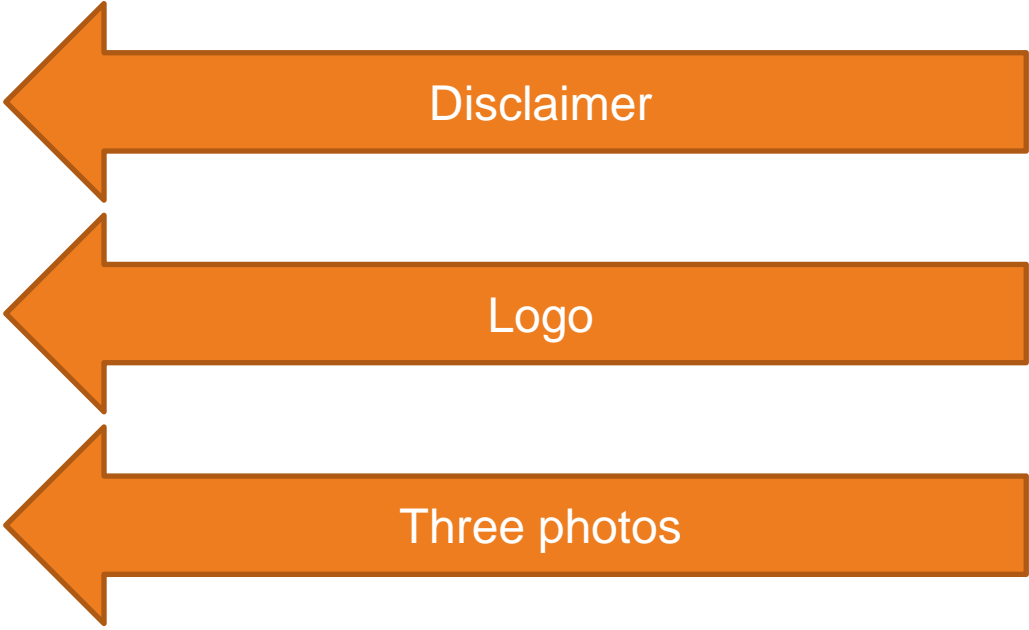
Amount 3 What this amount would provide

Amount 4 What this amount would provide

Amount 5 What this amount would provide

[Save →](#)

Step 3 overview: Logo and Photos



This is where you illustrate your work with some representative and exciting, bright or moving photographs.



Important

It is your responsibility to ensure that:

- You own the copyright to all photos you load onto the site
- You have permission of everyone who appears in your photos for their image to be used.
- You have complied with all child protection legislation. For guidance see NSPCC advice on child protection and NSPCC advice on parental consent.

Please click this box to confirm that consent and child protection forms have been completed

Please click the box to confirm that you are legally able to use the photos that you want to upload



Logo of your charity

You need to have digital pictures saved on your computer.

You can add a file of up to 4 MB.


Click on the 'Browse' button, your computer files will open.

Select one photo at a time from your computer files or memory stick.


Then click 'Load.'

Logo of your charity

If you want to change your logo, just browse, select and load the new one.



Upload logo

 Browse & upload image




Photo of your charity

Similarly, you can add a .jpg, .jpeg, .gif or .png file of up to 4 MB.

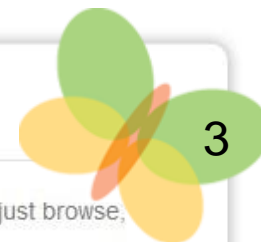
Click on the 'Browse' button, select one photo at a time from your computer files or memory stick.

Add a short caption describing the picture and what you do.

Then click 'Load.'



Photos of your charity



Load one photo at a time. To change the photo, just browse, select and load the new one.



Upload image 1 (main image)

Browse & upload image

Caption for image 1



Upload image 2

Browse & upload image

Caption for image 2



Upload image 3

Browse & upload image

Caption for image 3

Save →

Step 4 summary page: Your Projects and Activities



Localgiving.com Make a difference in your community

Home Find a local charity Local areas Charitable causes How it works About us **My account**

My account > 4. Your projects

My account

- 1. Basic details
- 2. Website text
- 3. Logos and photos
- 4. Your projects**
- 5. Bank details
- 6. Submit website

Contact details
Login details
Help
Logout

4. Your projects

[Add a new project](#)

Your projects

Your admin status

1. Basic details	Complete
2. Website text	Complete
3. Logo and photos	Complete
4. Your projects	Complete
5. Bank details	Not provided
6. Submit website	Submitted

giftaid it Increases your donation at no extra cost to you

PayPal Secure online payments

Community Foundation Network Independent vetting of local community groups within Localgiving.com

[Donor terms & conditions](#) [Charity terms & conditions](#) [Privacy policy](#) [Gift Aid](#)

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Choose some specific projects and put in their details one by one.



My account

- 1. Basic details
- 2. Website text
- 3. Logos and photos
- 4. Your projects
- 5. Bank details
- 6. Submit website

Your charity

Your donations

Overview

Date	Donation
------	----------

Your projects

Date posted: 2010-10-20
Last posted: 2010-10-20
New Project →

Date posted: 2010-10-20
Last posted: 2010-10-20
New Project →

[Add a new project →](#)



[Add a new project →](#)

Click here, at any time, on either your charity web page or in step 4

Localgiving.com Make a difference in your community

Home Find a local charity Local areas Charitable causes How it works About us **My account**

My account > 4. Your projects

4. Your projects & activities

[Add a new project →](#)

New Project

Project or activity name * Required

Location * Required

Do not publish this project

Project start date

Project end date

Funding status
[Fund raising now](#)

[Save →](#)

Your admin status

1. Basic details	Complete
2. Website text	Complete
3. Logo and photos	Complete
4. Your projects	Complete
5. Bank details	Not provided
6. Submit website	Submitted

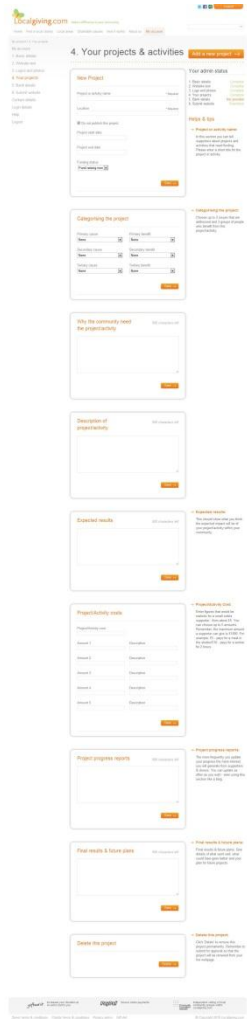
Helps & tips

→ **Project or activity name:**

In this section you can tell supporters about projects and activities that need funding. Please enter a short title for the project or activity.



Add a new project overview



This section lets you describe specific projects that you are working on and looking to fund. Here you can really add colour and detail.

Project or activity name

In this section you can tell supporters about projects and activities that need funding. Please enter a short title for the project or activity. You can also describe projects you worked on in the past.



New Project

Project or activity name * Required

Location * Required

Do not publish this project

Project start date

Project end date

Funding status

Fund raising now ▼

[Save →](#)

Categorising the project

Choose up to 3 issues that are addressed and 3 groups of people who benefit from this project/activity.



Categorising the project

Primary cause	Primary benefit
<input type="text" value="None"/>	<input type="text" value="None"/>
Secondary cause	Secondary benefit
<input type="text" value="None"/>	<input type="text" value="None"/>
Tertiary cause	Tertiary benefit
<input type="text" value="None"/>	<input type="text" value="None"/>



Why the community need the project

What problems are your local community facing that this project or activity will address?

Why the community need the project/activity 500 characters left

Save →

This must be at least 100 characters to be able to save your work. If you enter less than 100 characters your won't be able to save and what you write will have to be re-entered.

Plan your text here:

Description of project

Some practical details but make it exciting too!



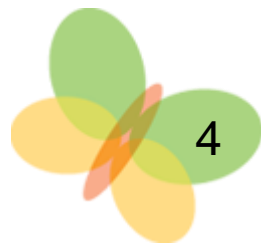
Plan your text here:

Description of project/activity 500 characters left

Save →

This must be at least 100 characters to be able to save your work. If you enter less than 100 characters your won't be able to save and what you write will have to be re-entered.

Plan your text here:



Expected results

This should show what you think the expected impact of your project/activity within your community will be .

Plan your text here:

Expected results 500 characters left

Save →

This must be at least 100 characters to be able to save your work. If you enter less than 100 characters you won't be able to save and what you write will have to be re-entered.

Large empty rounded rectangular box for planning text.



Project/Activity Cost

Enter figures that would be realistic for a small online supporter - from about £5. You can choose up to 5 amounts. Remember, the maximum amount a supporter can give is £1000.

For example:

£5 - pays for a meal in the shelter

£10 - pays for a worker for 2 hours

Project/Activity costs

Project/Activity cost

Amount 1 <input type="text"/>	Description <input type="text"/>
Amount 2 <input type="text"/>	Description <input type="text"/>
Amount 3 <input type="text"/>	Description <input type="text"/>
Amount 4 <input type="text"/>	Description <input type="text"/>
Amount 5 <input type="text"/>	Description <input type="text"/>



Project progress reports

The more frequently you update your progress the more interest you will generate from supporters & donors. You can update as often as you wish - even using this section like a blog. Remember to put dates on your reports.

Plan your text here:

Project progress reports 500 characters left

Save →

You don't need to complete this section when setting up your webpage.



Final results & future plans

When a project is complete, give details of what went well, what could have gone better and your plan for future projects.

Plan your text here:

Final results & future plans 500 characters left

Save →

You don't need to complete this section when setting up your webpage.



Delete this project

If you need to, click 'Delete' to remove this project permanently. Remember to submit this change for approval in step 6 so that the project will be removed from your live webpage.

Delete this project

Delete →

Step 5 overview: Your Bank Details



5. Bank details

Enter your bank details

To register your organisation's bank account details with your local Community Foundation, enter the details below. You must first send an original bank statement to your Community Foundation. They will confirm the bank account details before transferring any donations from Localgiving.com into your bank account.

PLEASE NOTE: We are NOT able to accept Building Society Accounts currently. We are working with our banks so that we can support these accounts in the near future. We apologise for any inconvenience.

Bank details

For security reasons we do not show the details you enter on this form.

Sort code *required

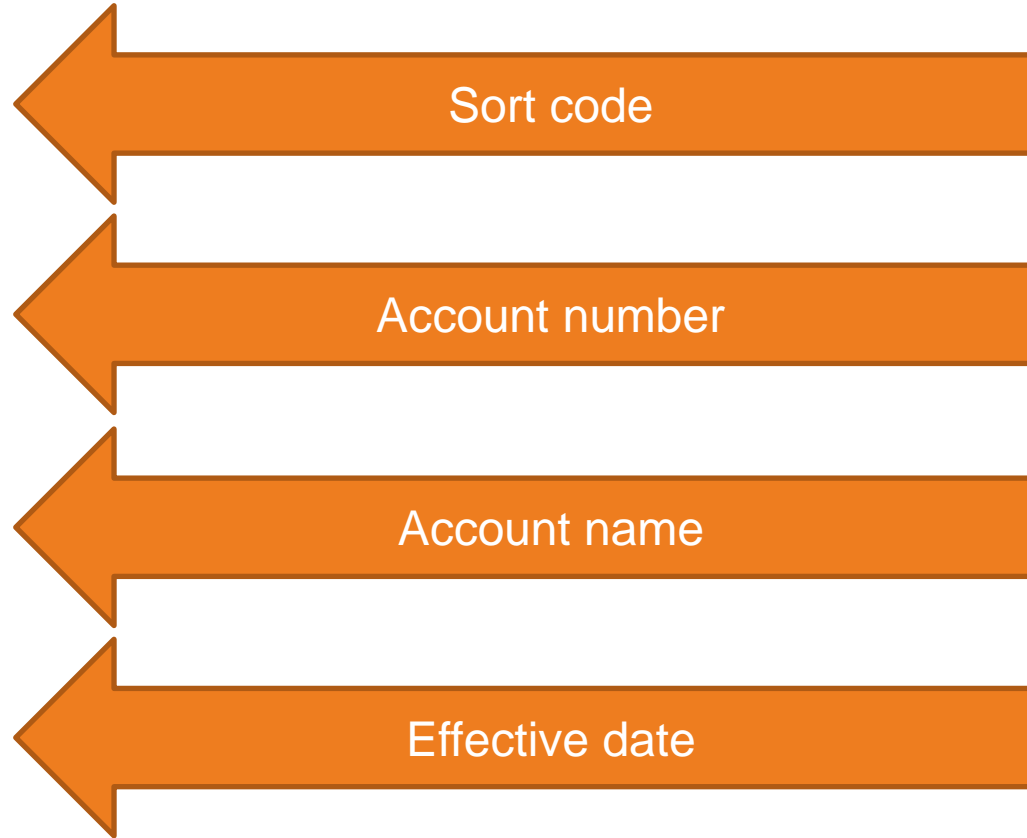
Account number *required

Account name *required

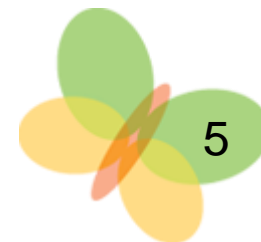
Effective date *required

Help & tips

- Sort code:** Enter the six numbers, without hyphens or spaces.
- Account number:** There should be eight digits.
- Account name:** Enter the name of the bank account, as it appears on the bank statement.
- Effective date:** Please enter the date from which the account should be able to accept donations through Localgiving.com.



This is where you put in your bank details so that you can receive donations.

**Sort code:**

Enter the six numbers, without hyphens or spaces.

Account number:

There should be eight digits.

Account name:

Enter the name of the bank account, as it appears on the bank statement (up to 18 characters – don't worry if you can't enter the whole name!)

Effective date:

Please enter the date from which the account should be able to accept donations through Localgiving.com

You can just enter today's date.

Bank details

For security reasons we do not show the details you enter on this form.

Sort code * Required

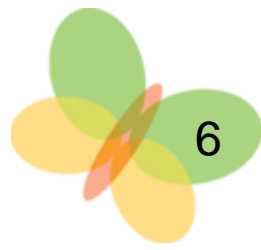
Account number * Required

Account name * Required

Effective date * Required

[Save →](#)

Step 6: Submit!

A screenshot of the Localgiving.com website showing the '6. Submit website' step. The page has a navigation bar with 'Home', 'Find a local charity', 'Local areas', 'Charitable causes', 'How it works', 'About us', and 'My account'. The 'My account' menu is open, showing '6. Submit website' as the active step. The main content area is titled '6. Submit website' and contains a 'Submit website' section with instructions: 'Once you submit your webpage for approval, the text is checked by Localgiving.com. We may get back to you with minor edits if required. The webpage is then passed to your local Community Foundation for approval. This approval process generally takes between 3 and 7 working days.' Below this is a 'Get Approved!' button. To the right is a 'Your admin status' table:

Your admin status	
1. Basic details	Complete
2. Website text	Complete
3. Logo and photos	Complete
4. Your projects	Complete
5. Bank details	Not provided
6. Submit website	Submitted



Click here to submit once you have completed steps 1 to 5. Your webpage information will be sent to your local Community Foundation to check before they put it up on Localgiving.com for everyone to see – and donate!

Please remember to also send in an original bank statement to your local Community Foundation.

Keeping up to date and extra help

It is important that you keep your page updated with news, activities and new projects.

You will need to:

1. Log back in
2. Update
3. Click save
4. Press submit at Step 6

For more information and advice contact the Localgiving.com helpdesk:

- **0300 111 2340**
- **help@localgiving.com**

