

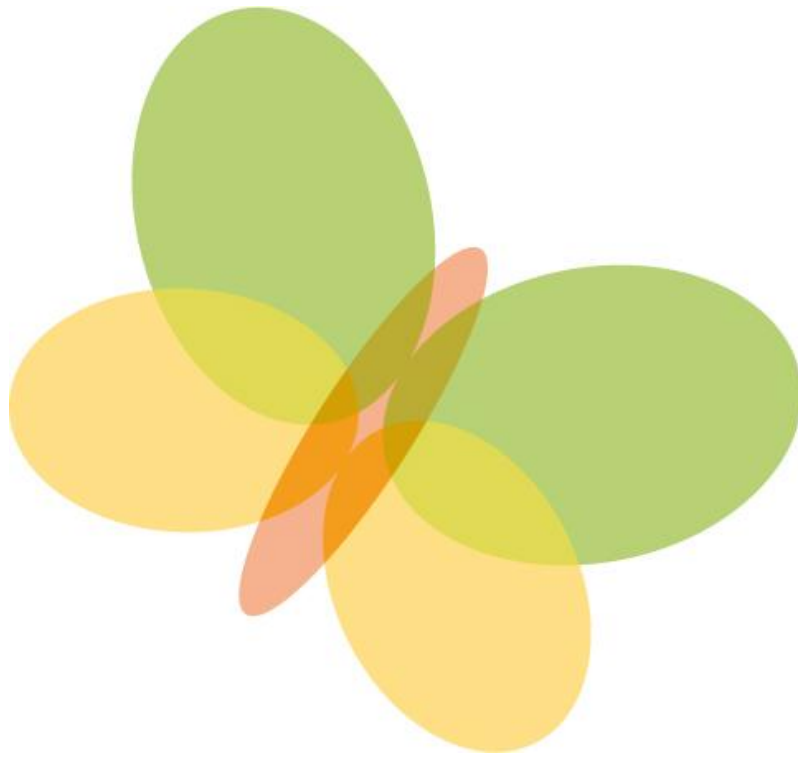


Localgiving.com

Make a difference in your community

Getting started on Localgiving.com

Guide for Local Charities and
Community Groups



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Submit webpage



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Welcome to Localgiving.com!



This guide shows you how to set up your Localgiving.com webpage so that you will soon be able to receive 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 explains what you will see when creating your webpage online. Use it as a guide and to plan what you want to write. Remember:

Don't panic!



Keep saving your information.

You can work on any of your pages at any time.

Even after you submit your webpage, you can change it again!



Invitation 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 from your Community Foundation that looks like this.

Click to register.

Click to register

Register with Localgiving.com



- 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.

Enter a password of your choice and click on '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](#)

© Copyright 2010 Localgiving.com



You will then see an overview of your account, click on Step 1 – Basic details



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

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

Overview

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

Your projects

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

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 →

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



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

My account

My account

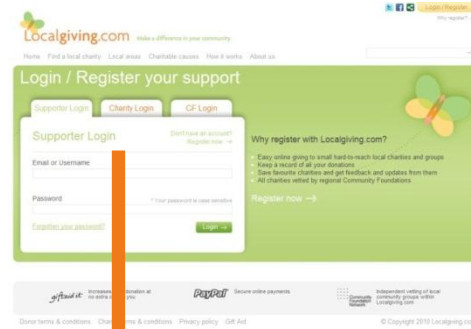
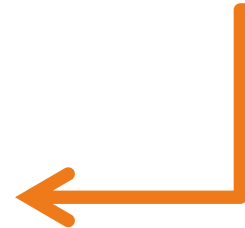
1. Basic details

2. Webpage text

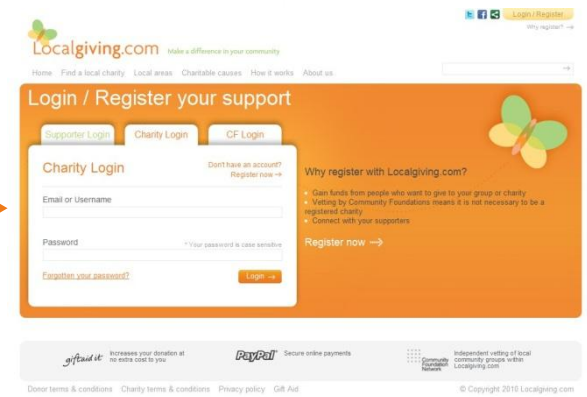
Your Charity



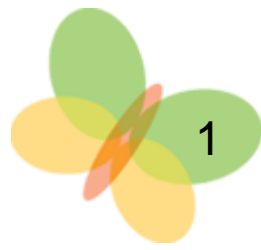
You can logout and log back in at any time



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



Step 1 – Basic details: Overview



Basic details about your organisation

Categorising the charity

Your staff and volunteers

Volunteers required (coming soon)

This section allows you to enter basic information about your charity and how you would define it.



Basic details about your organisation

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 turnover:

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

Basic details about your organisation

Name of the charity * Required

Address Line 1 * Required

Address Line 2

Address Line 3

Town / City * Required

County

Postcode * Required

Click here if you do not want to show your address

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

Categorising the charity

This information allows supporters to find local charities that work with their chosen cause and beneficiary.



Categorising the charity

Primary cause:

Primary benefit:

Secondary cause:

Secondary benefit:

Tertiary cause:

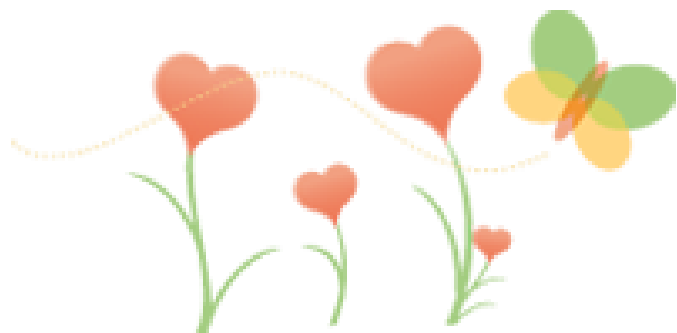
Tertiary benefit:

Cause – choose the closest match under the following 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 following 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.



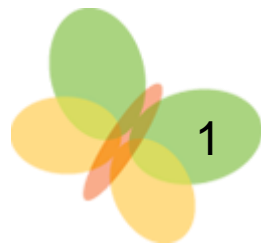
Your staff and volunteers

Number of full-time staff

Number of part-time staff

Number of management committee

Number of unpaid volunteers



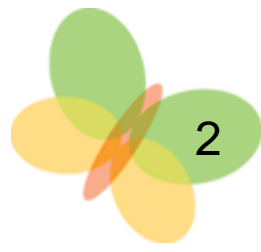
Volunteers required (new)

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

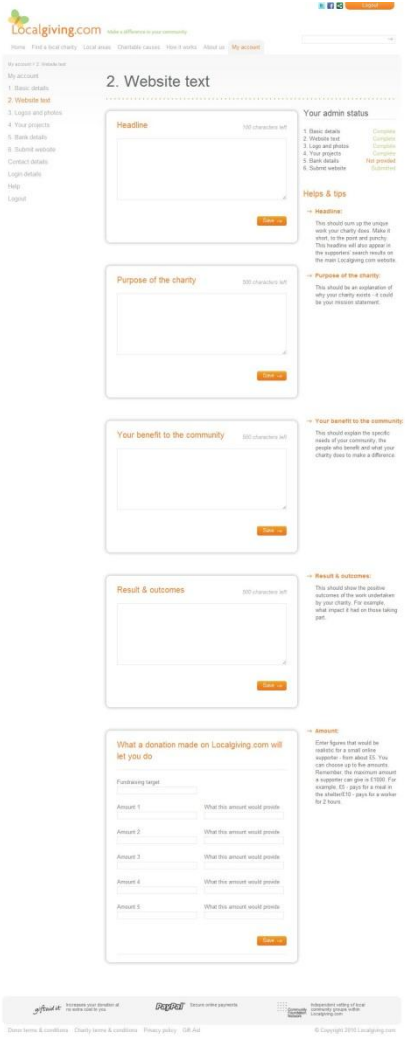
Plan your text here:

Volunteers required 500 characters left

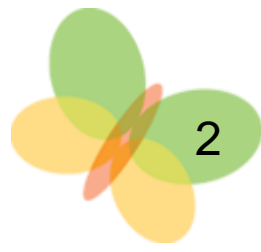
[Save →](#)



Step 2 – Webpage text: Overview



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



Headline

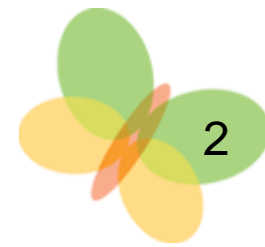
This should sum up the unique work your charity does. Make it short, to the point and punchy. This headline will also appear in the supporters' search results on the main Localgiving.com website.

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”



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

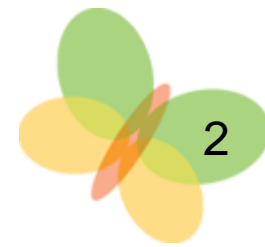
You must enter at least 100 characters in order to save your work. If you enter less than 100 characters you will not be able to save it.

Save →

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

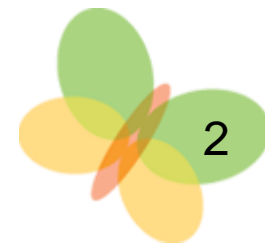
You must enter at least 100 characters in order to save your work. If you enter less than 100 characters you will not be able to save it.

Save →

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 positive outcomes of the work undertaken by your charity. For example, what impact it had on those taking part.

Result & outcomes 9 characters left

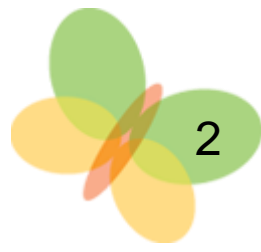
You must enter at least 100 characters in order to save your work. If you enter less than 100 characters you will not be able to save it.

Save →

Plan your text here:

Large empty rounded rectangular box for planning text.

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 on Localgiving.com 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 – Logo and photos: Overview



Localgiving.com Make a difference in your community

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

My account 1 & Logo and photos

My account

1. Basic details
2. Website test
3. Logo and photos
4. Your projects
5. Bank details
6. Submit website

Contact details

Login details

Help

Logout

3. Logo and photos

Important

It is your responsibility to ensure that:

- You own the copyright to all photos you load onto the site
- You have permission of anyone 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.

Your admin status

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

Logo of your charity

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

Upload logo

Browse & upload image

Helps & tips

→ **Logo of your charity:**

You can add a .jpg, .png, .gif or .png file of up to 4 MB. Just click on the Browse button, select one photo at a time from your computer files or memory stick, then click 'Load'.

→ **Photo of your charity:**

You can add a .jpg, .png, .gif or .png file of up to 4 MB. Just click on the Browse button, select one photo at a time from your computer files or memory stick, add a caption, 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
Marion Owen Upping at the Two

Upload image 2

Browse & upload image

Caption for image 2

Upload image 3

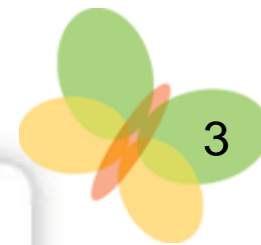
Browse & upload image

Caption for image 3

Save



Here, you can 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 tick the box to confirm that you are legally able to use the photos that you want to upload




Logo of your charity

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

Just click on the 'Browse' button, select your logo 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. Please read the important section above, confirm and tick the box first.

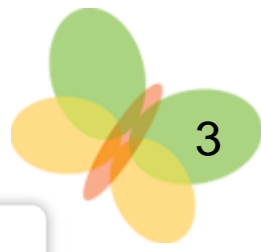


Localgiving.com
make a difference in your community

Upload logo

 Browse & upload image

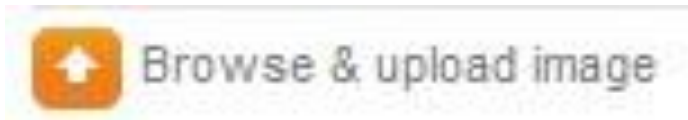




Photos of your charity




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

Just click on the 'Browse' button, select one photo at a time from your computer files or memory stick, add a short caption, 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. Please read the important section above, confirm and tick the box first.

	Upload image 1 (main image) <input type="text"/> <input type="button" value="Browse & upload image"/>
	Upload image 2 <input type="text"/> <input type="button" value="Browse & upload image"/>
	Upload image 3 <input type="text"/> <input type="button" value="Browse & upload image"/>

Caption for image 1

Caption for image 2

Caption for image 3

Step 4 – Your projects: Overview



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 (optional)

[Add a new project](#)

Your projects (optional)

Your admin status

1. Basic details	Complete
2. Webpage text	Complete
3. Logos and photos	Complete
4. Your projects	Complete
5. Bank details	Provided
6. Submit webpage	Submitted

My account > 4. Your projects

- My account
- 1. Basic details
- 2. Webpage text
- 3. Logos and photos
- 4. Your projects
- 5. Bank details
- 6. Submit webpage
- Contact details
- Login details
- Help
- Logout

Write about a specific project or activity that you are working on (optional).



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 →

Click here at any time, on either your main account 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

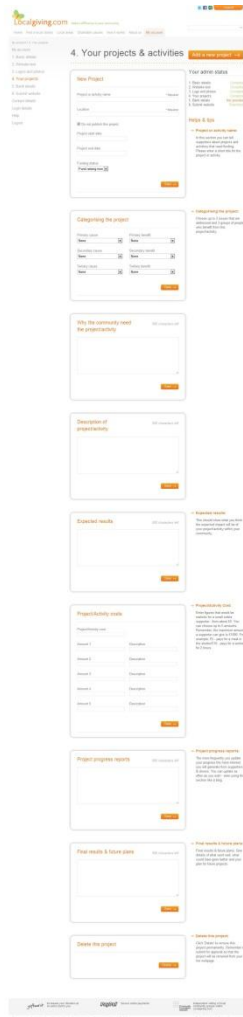
→ **Project or activity name:**

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 →



Add a new project overview



- New Project
- Categorising the project
- Why the community need the project/activity
- Description of project/activity
- Expected results
- Project/activity costs (coming soon)
- Project progress reports
- Final results & future plans
- Photos of your charity
- Delete this project

This section allows you to describe specific projects or activities that you are working on and require funding for.

New Project

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

You will need to un-tick the box in order to publish your project on your webpage.

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/activity

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 →

You must enter at least 100 characters in order to save your work. If you enter less than 100 characters you will not be able to save it.

Plan your text here:

Description of project/activity

Add practical details about the project or activity but make it exciting too!



Plan your text here:

A screenshot of a web form. At the top left, the text 'Description of project/activity' is displayed in orange. To the right, it says '500 characters left'. Below this is a large, empty white text input area. At the bottom right of the form is an orange button with the text 'Save →'.

You must enter at least 100 characters in order to save your work. If you enter less than 100 characters you will not be able to save it. .

A large, empty rounded rectangular box with a black border, intended for planning the text to be entered into the form.



Expected results

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

Plan your text here:

Expected results 500 characters left

Save →

You must enter at least 100 characters in order to save your work. If you enter less than 100 characters you will not be able to save it.

Plan your text here:



Project/Activity Costs (coming soon)

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:

The screenshot shows a form titled "Project progress reports" with a character count of "500 characters left". Below the title is a large, empty text input area. At the bottom right of the form is an orange "Save" button with a right-pointing arrow.

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 plans 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 for approval so that the project will be removed from your live webpage.

Delete this project

Delete →

Step 5 – Bank details: Overview



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 test

3. Logos and photos

4. Your projects

5. Bank details

6. Submit website

Contact details

Login details

Help

Logout

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 *

Account number *

Account name *

Effective date *

Your admin status

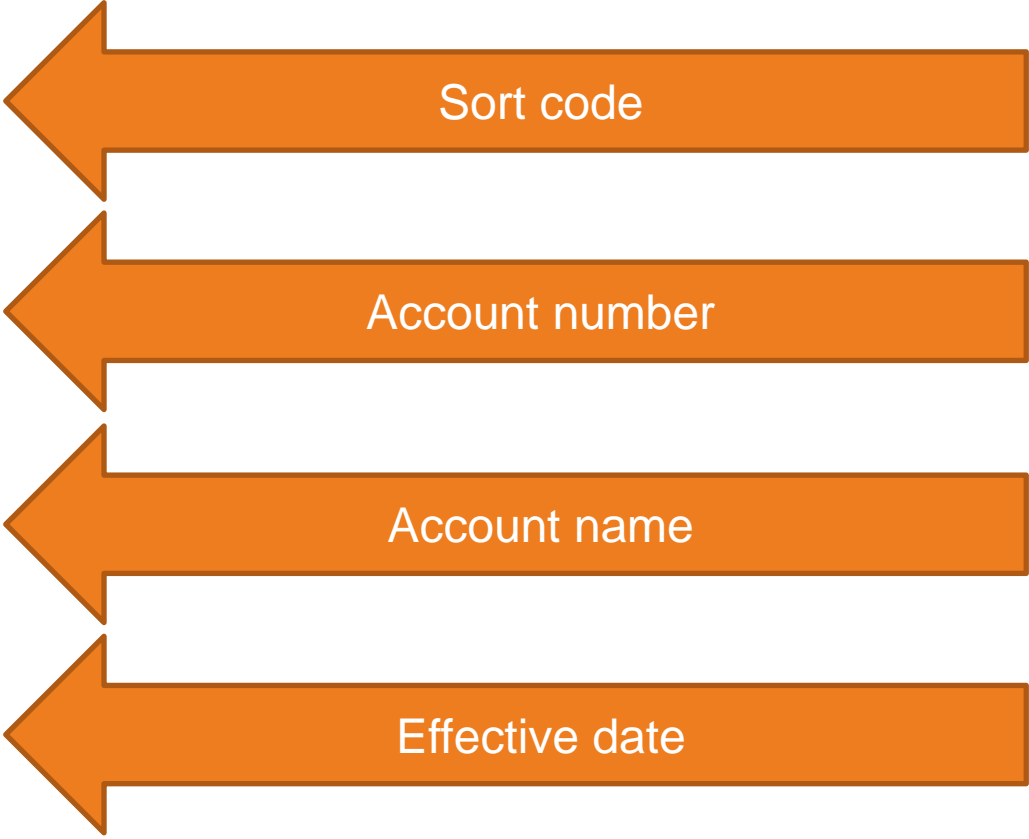
1. Basic details	Complete
2. Website test	Complete
3. Logos and photos	Complete
4. Your projects	Complete
5. Bank details	Not provided
6. Submit website	Submitted

Help & tips

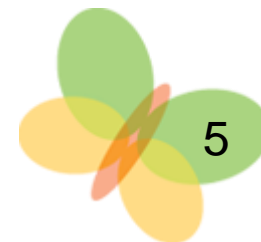
- Sort code:**
Enter the six numbers, without hyphens or spaces.
- Account number:**
There should be eight digits.
- Account name:**
Enter the name of the bank account, as it appears on the bank statement.
- Effective date:**
Please enter the date from which the account should be able to accept donations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

Donate your donation via the safe card to you **PayPal** Secure online payments Information website of your community group: www.localgiving.com

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



Here, you can enter your bank details in order to receive online 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. If the name is longer than the 18 characters allowed, please just complete as much of the name as you can.

Effective date:

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

Bank details

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

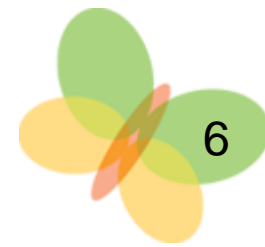
Sort code * Required

Account number * Required

Account name * Required

Effective date * Required

[Save →](#)



Step 6: Submit webpage

Your Localgiving.com web address

Before you submit your webpage, you need to create a web address that will allow supporters to find you easily.

Remember to include this new web address in your email signatures and on your promotional materials.

Create your Localgiving.com web address

Now that your webpage is complete, you need to create a web address that will allow supporters to find you easily. The first part of your web address is www.localgiving.com/. You only need to enter the part that follows, either the name of your organisation or an abbreviation.

For example

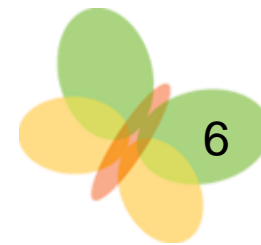
www.localgiving.com/leedskidsclub

www.localgiving.com/lkc

www.localgiving.com/

Save →

Once your webpage has been approved, remember to include this new web address in your email signatures and on your promotional materials. Now that you have created your web address, scroll down to submit your webpage for approval!



Submit webpage

Once you submit your webpage for approval, the text is checked by your local Community Foundation for approval. This approval process generally takes between 3 and 7 working days.

Once your webpage has been approved, you will be sent an email. In the future, any minor changes to your web page will need to again be checked by your local Community Foundation for approval.

The business relationship between you and Localgiving.com is bound by the Terms and Conditions available on the link at the bottom of the page. It is important that you take a moment to read and understand them. By submitting your web pages for approval you agree to accept these terms.

Get Approved! →

Submit webpage

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

Get Approved! →

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

Keeping your webpage 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. Submit changes

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

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

