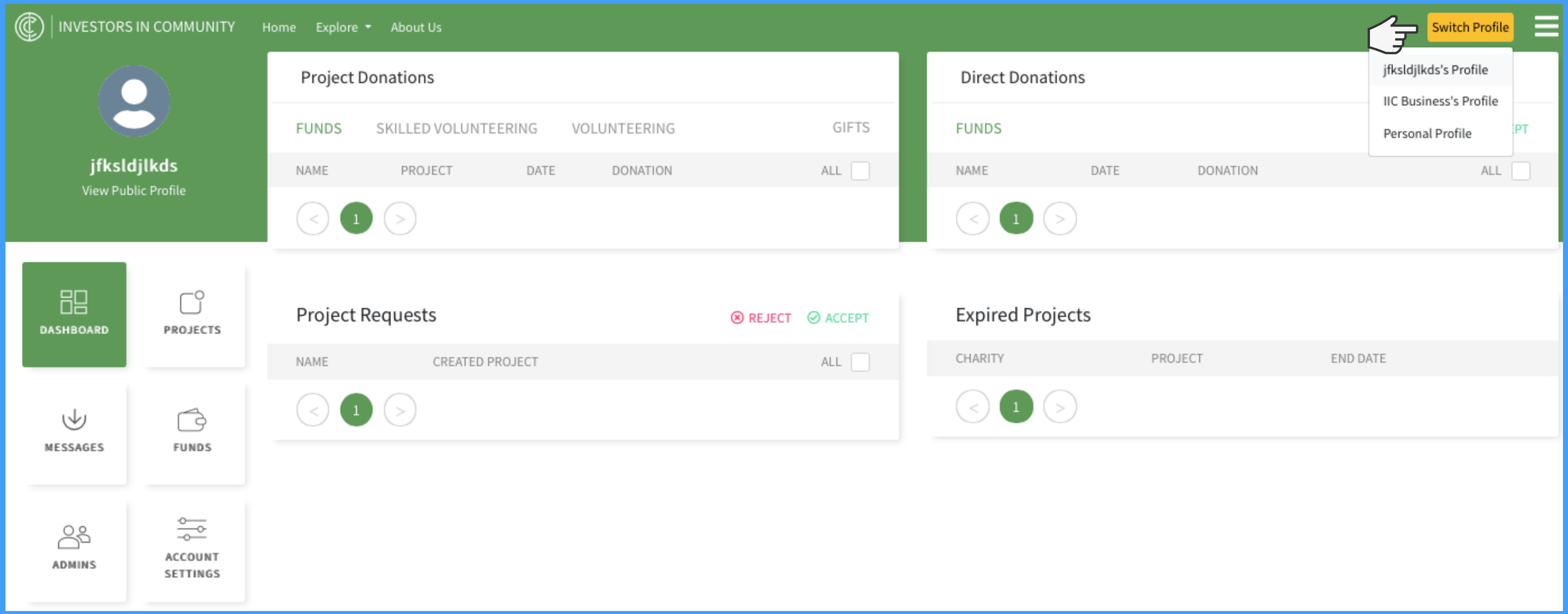
Quickstart: Charities - Projects

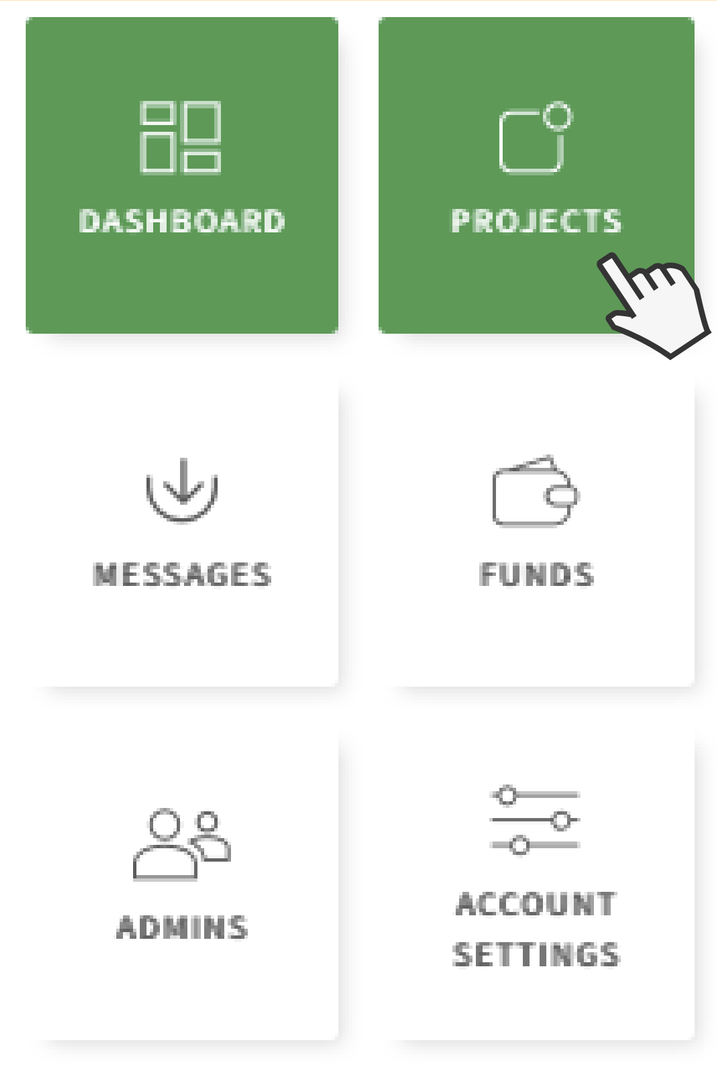
investorsincommunity.org

Ordinary people
doing extraordinary things.

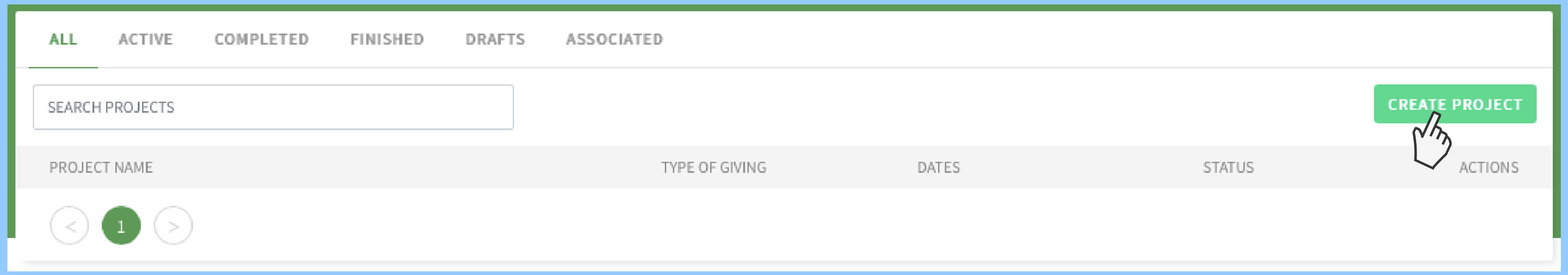
Firstly, ensure you are in your charity profile. Do this by selecting switch profile and clicking on your charity profile.



Now click projects from the sidebar.



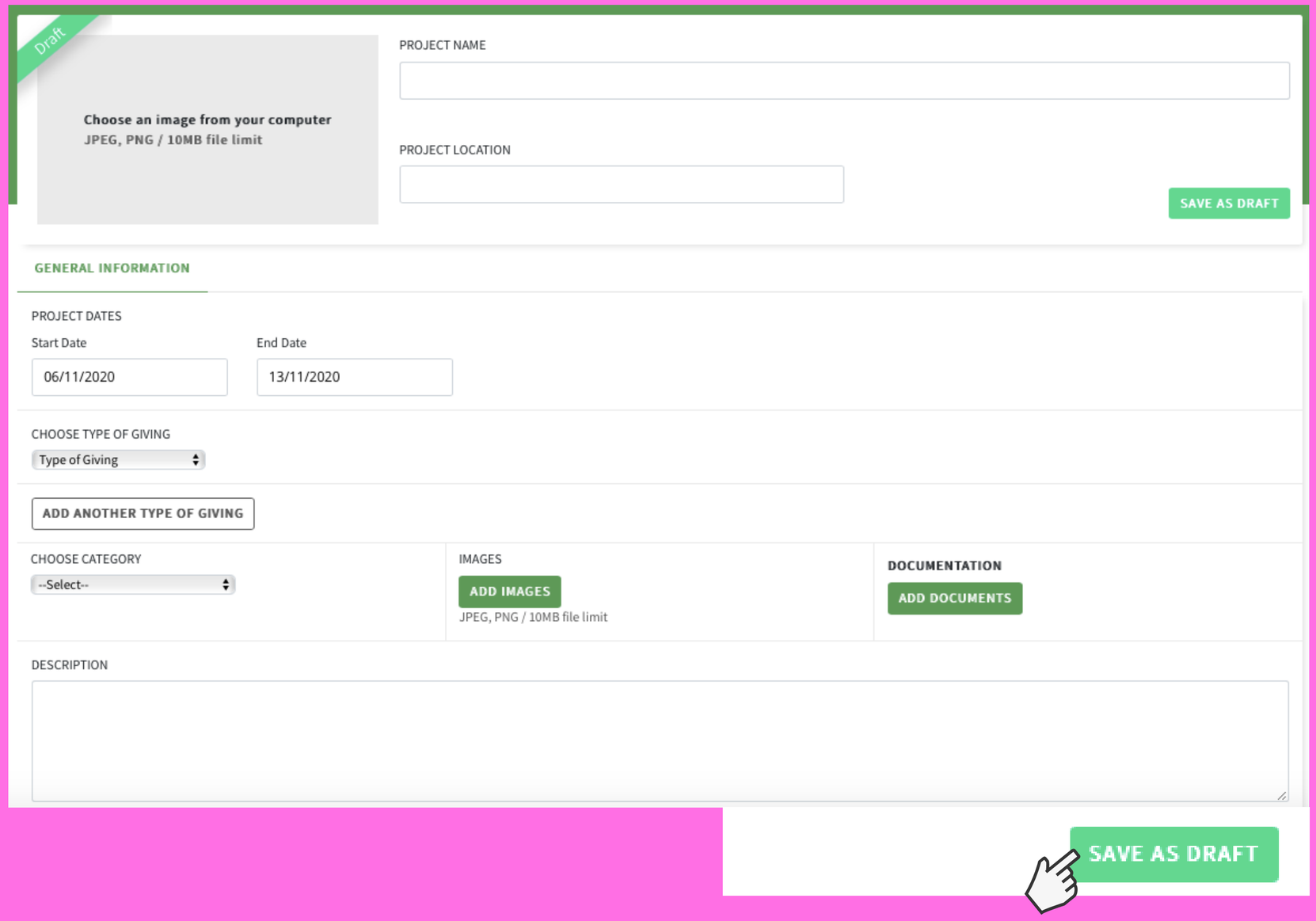
You will then see this page, please click create project.



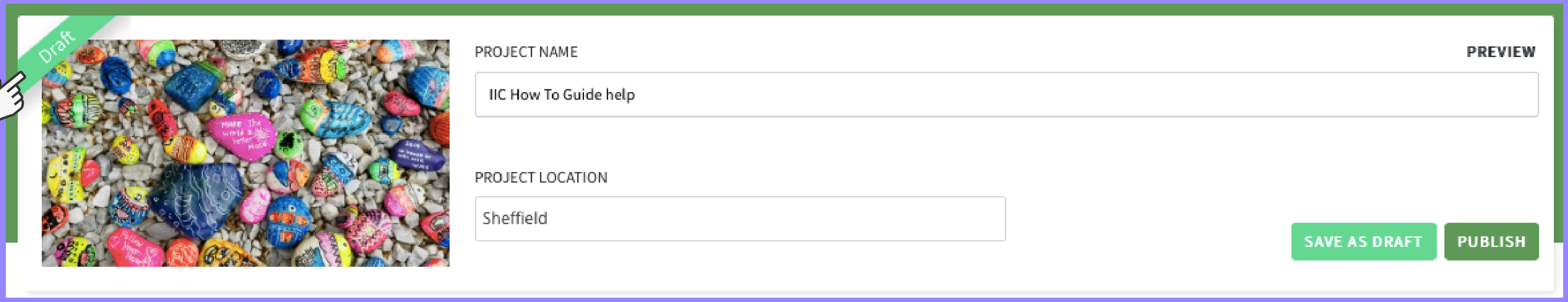
You will now fill out the details of your project, we have attached a few tips at the end of this document to help you make the best project possible!

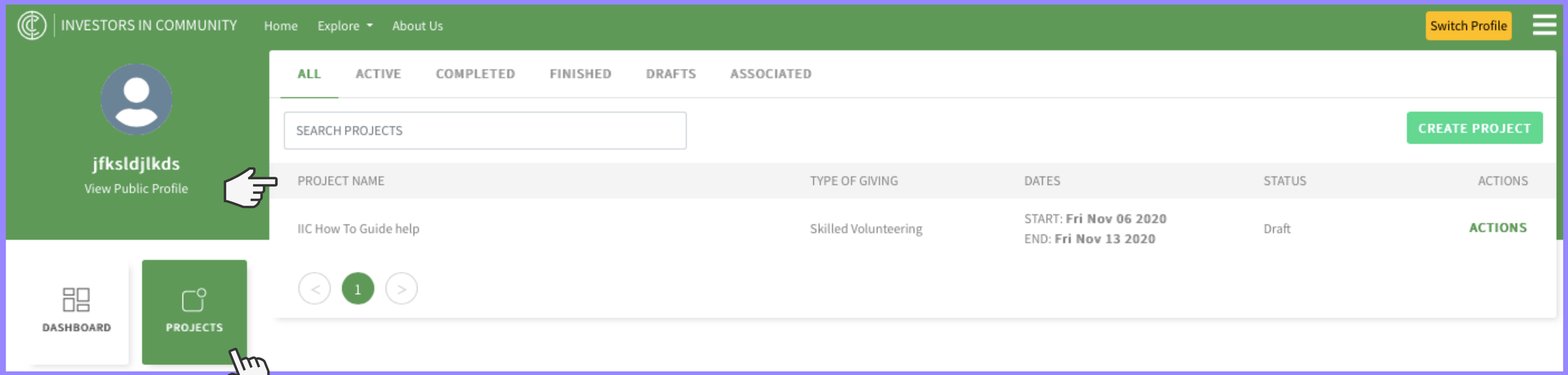
Once you have filled out all the details please save as draft, we encourage you to check all the details over to be sure everything is correct as once you have published your project you will not be able to change it!

Also, be sure to save as draft a few times whilst making your project as the session will timeout after some time of inactivity.

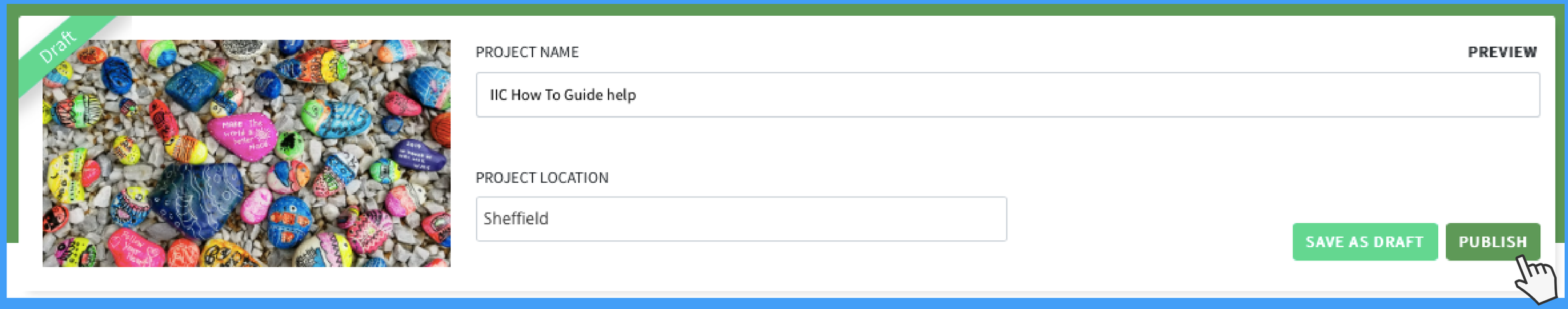


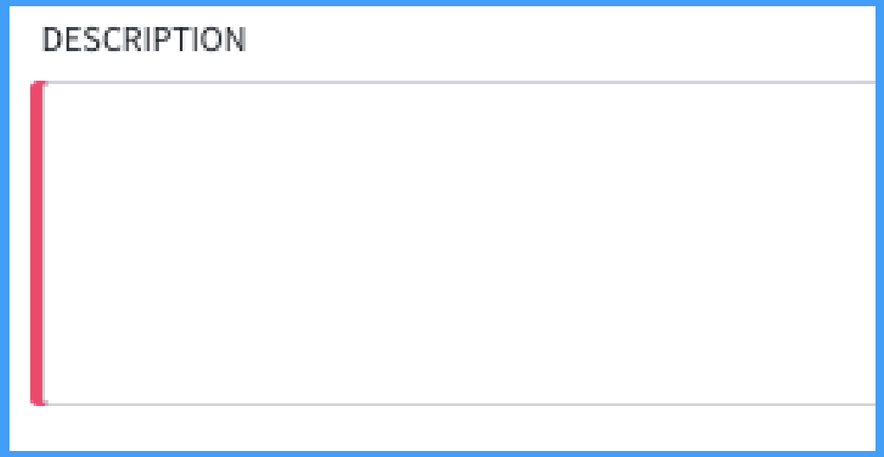
After saving as draft your page will refresh and show a draft icon in the top left corner. If you would like to come back to your project later all you have to do is click on the projects tab in the sidebar to view all your projects.



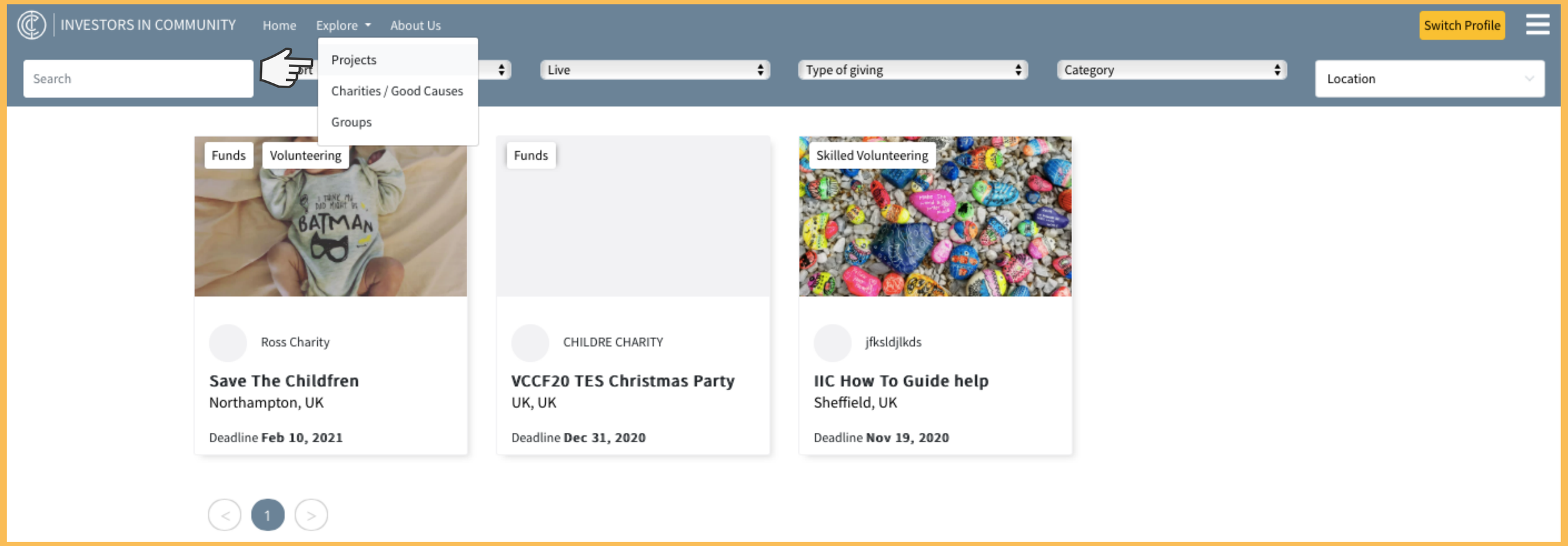


Once you are happy with your project, please click publish, if something flashes red that means you need to fill in those details for your project to be published.



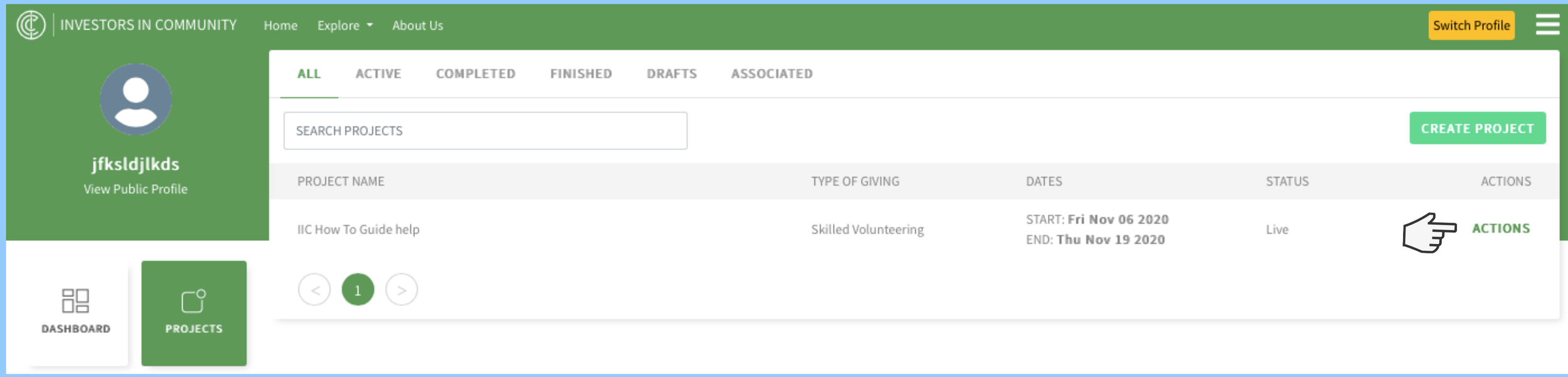


After publishing, your live project will now be on our explore page under projects.

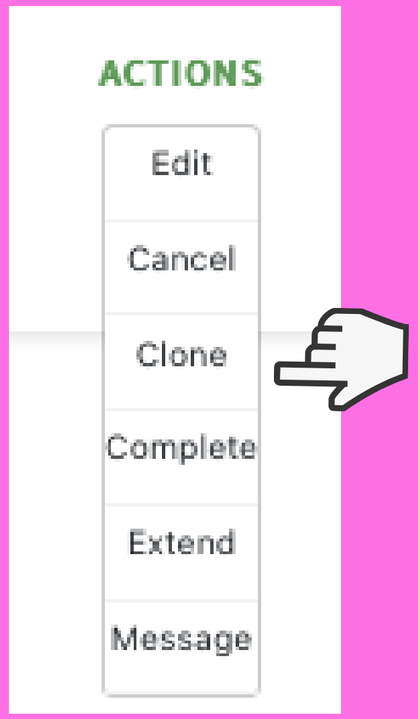


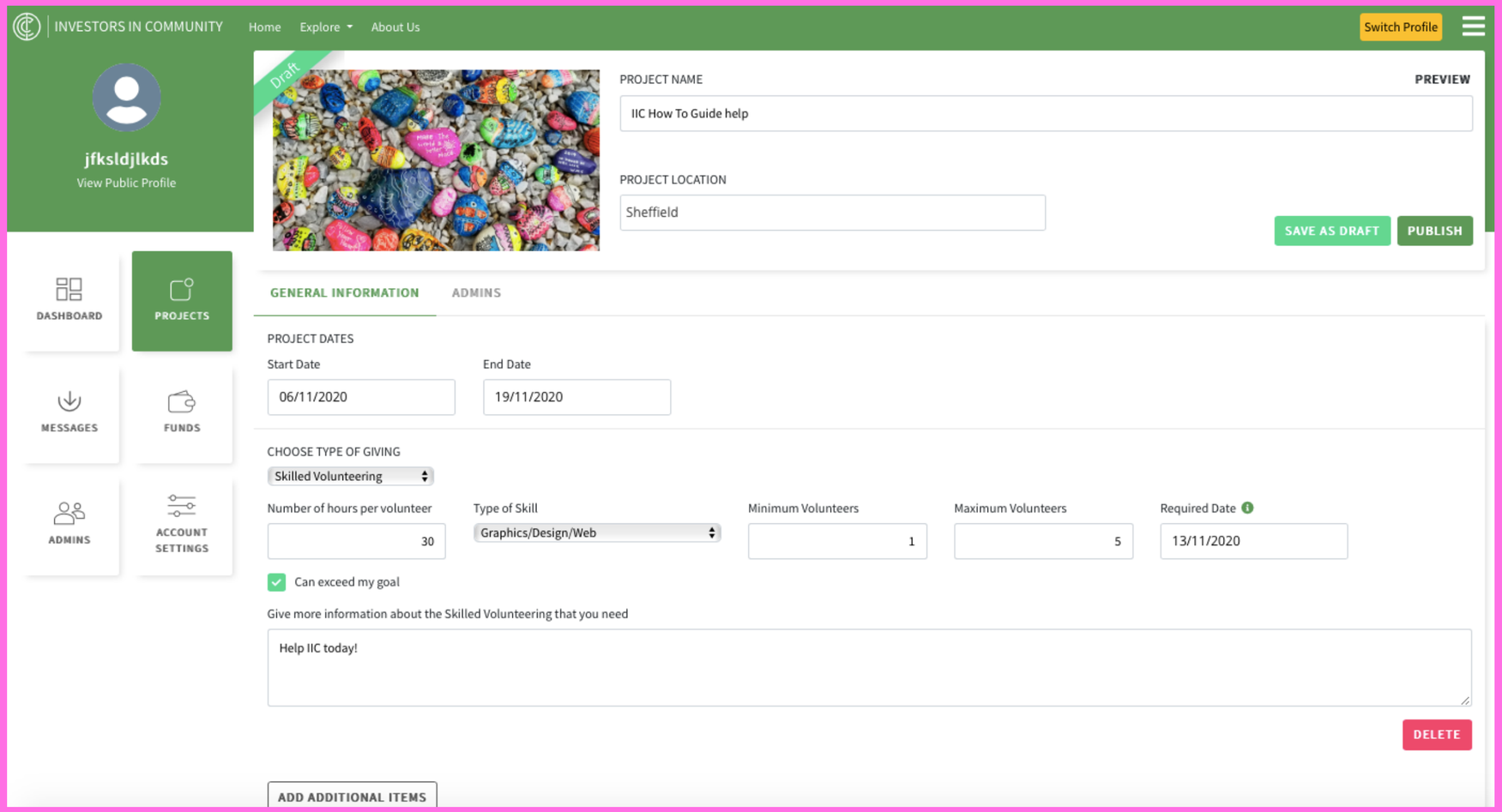
You will be able to see all your live/completed/draft projects in the projects section of your charity profile.

In this section you will also see actions, the next few pages will discuss what actions means.

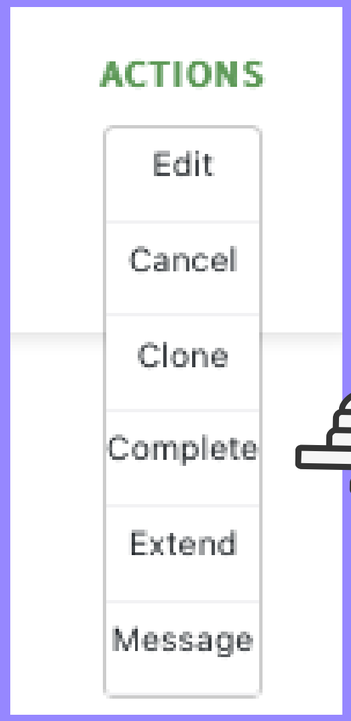


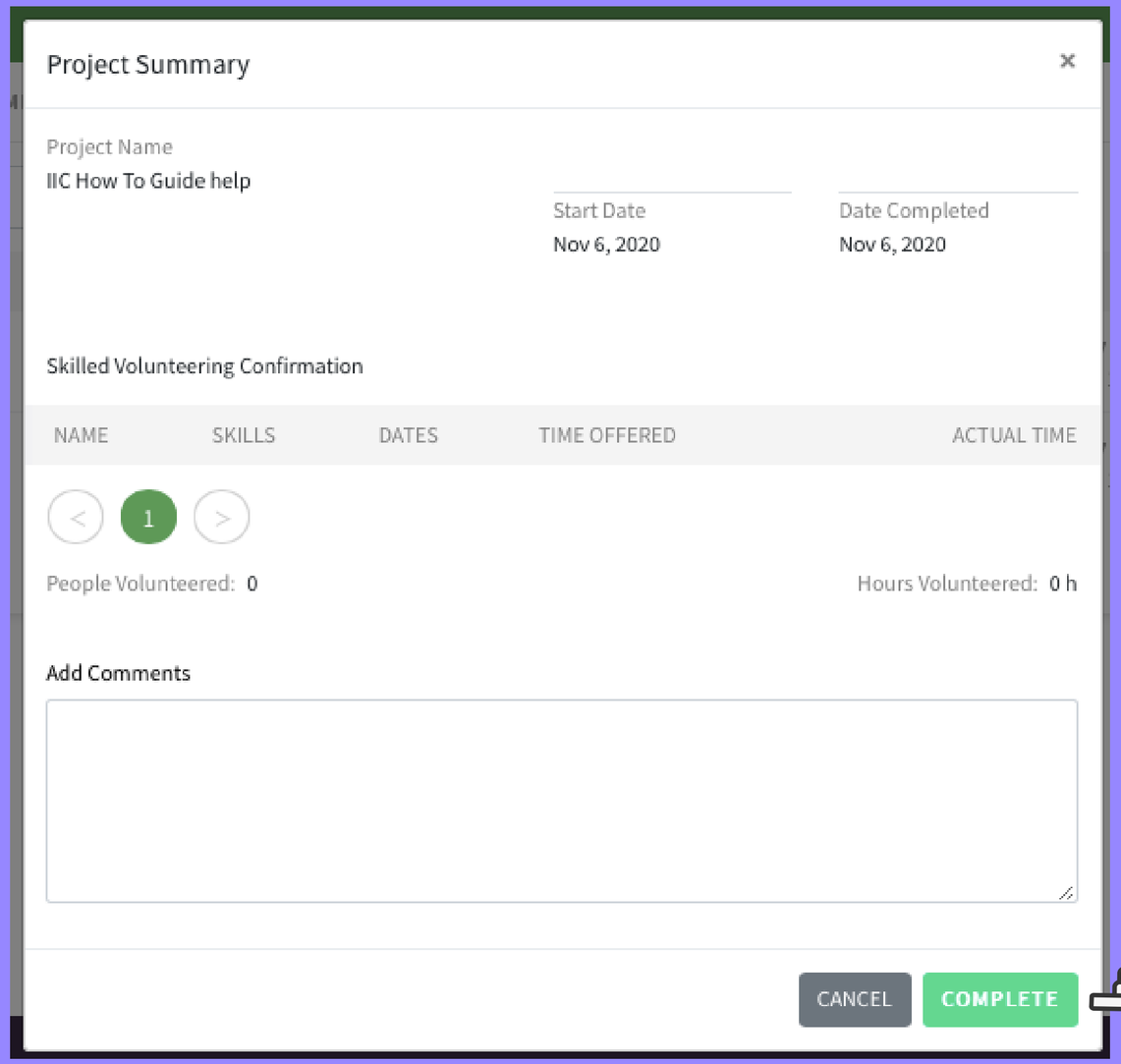
Clone - if you see your project is doing well and you wish to clone it. You should click clone on the actions dropdown menu. This will take you to the create a project page but this time it will be pre-filled, please select what you would like to alter from your previous project such as the date, image, amount, type of giving etc and then click publish. Once again this project will appear in the explore section.





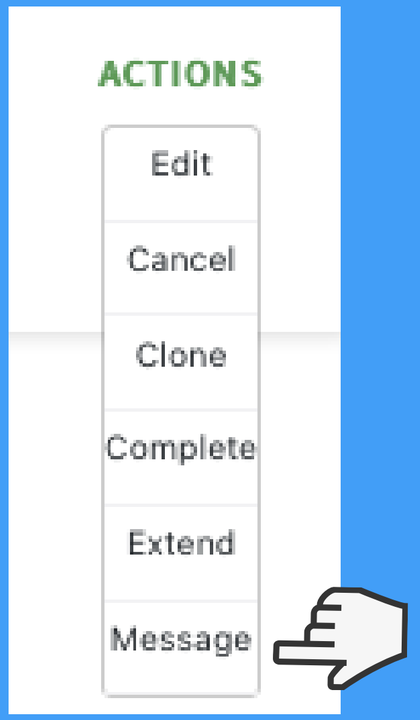
Complete - when you have received all your funds/gifts/volunteers and you are happy to complete the project, please click complete on the actions dropdown menu. Then add your comments on how the project performed and click complete.

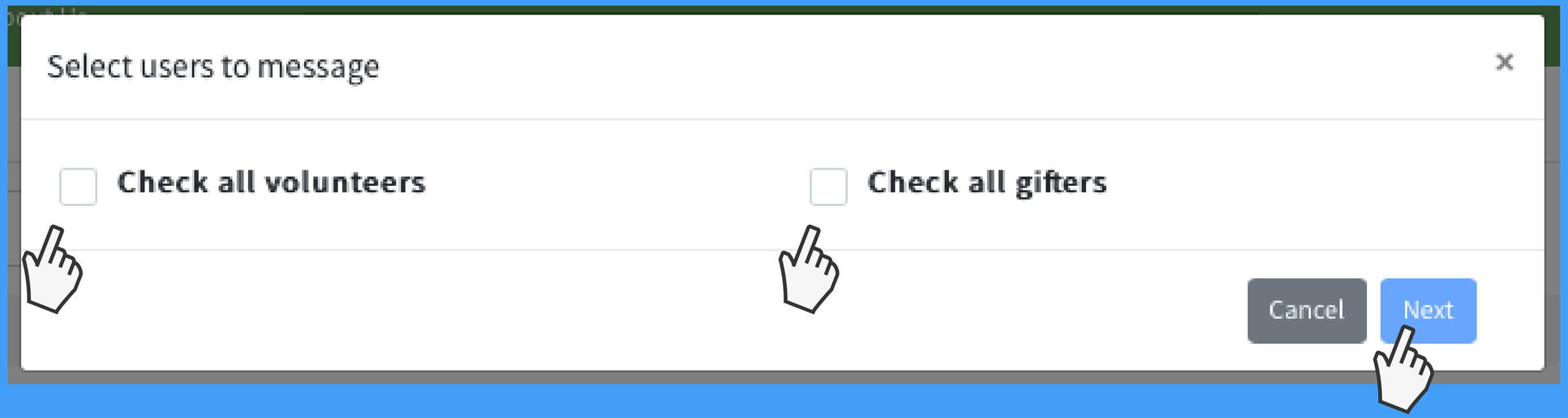




Note: The completion day does not have to be the date you originally put on the project, you can complete early if you have received enough fund/gifts/volunteers.

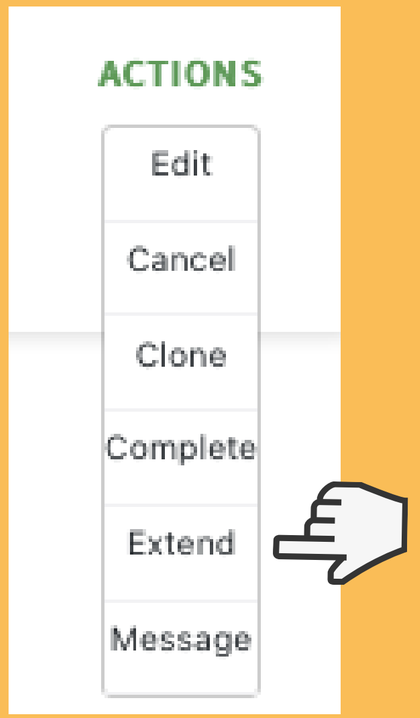
Message - If you would like to send a message to your project gifters/volunteers (messaging to funders is not available) then click message from the actions dropdown menu, choose who you would like to message for this specific project and click next. You can only message on live / active projects – if a project is finished, you will no longer be able to message. Once a message is sent, you can check responses in the message button.

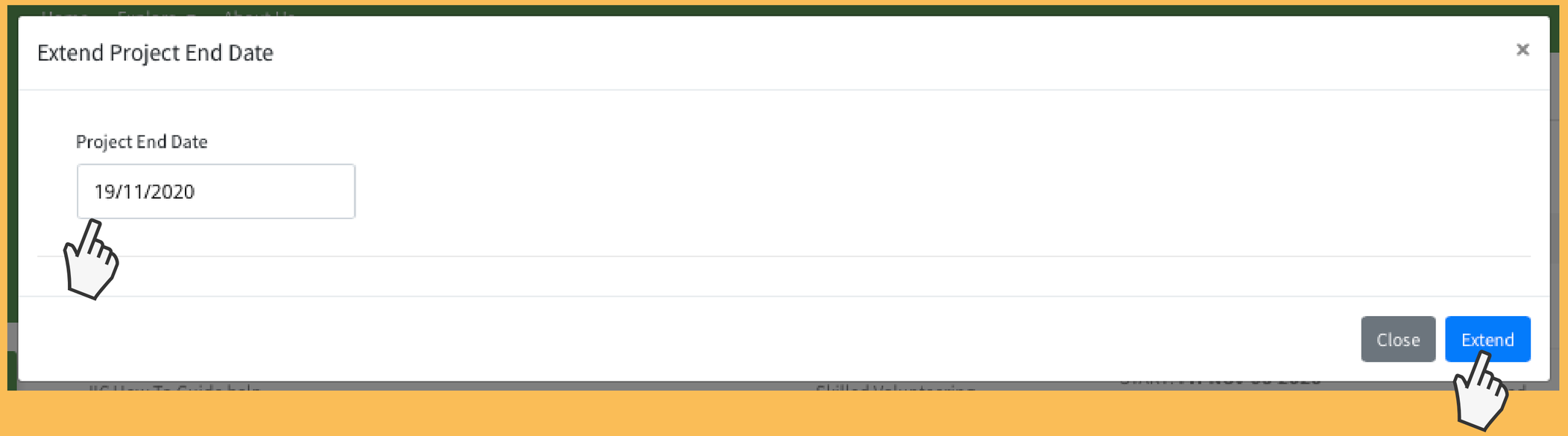




Tip - Make sure you have accepted all offers of volunteering and gifting from the dashboard to make sure that you are messaging to all updated people!

Extend - to extend your project, please click extend from the actions dropdown menu, then add the date you would like to extend to and click extend.





Tips and Tricks!

- Always set your minimum target to £1 so if you don't achieve your goal you will still receive the amount you have been donated
- Don’t ask for millions – start small and build an audience! We recommend anything under £500
- Don’t mix types of giving unless really necessary as this makes a project look cluttered, make multiple projects
- Do be friendly and engaging in the project to encourage people to donate/gift/volunteer
- Don’t put links to take your reader off the platform – they don’t like it
- Do put a good photo up, a clear, eye catching and colourful image is always best
- Make sure your profile is sufficiently descriptive with your web address, phone number and profile picture, this helps with the trust/appeal of the individual or business towards your charity
- Tick the box that says the project can exceed your goal, this means if you ask for £250 and you receive £300 you are welcome to keep those donations

It is important to remember you are running the project, don't just create it and then forget it exists! Share it on your social media, send it to your contacts, get as many people seeing it as possible, we find these are the projects that suceed the most on Investors In Community.

Thanks for reading!

Please get in touch if you have more questions.

Contact: tracey.oley-jones@investorsincommunity.org

investorsincommunity.org

Ordinary people
doing extraordinary things.