

BEST PRACTICE FOR PROJECT CREATION

A GUIDE



Projects exist as a way for you to set targets for specific goals, and request volunteers, funds, or gifts to achieve them. They can be set up by businesses and individuals in association with a charity, or a charity can set one up themselves. This guide provides you with everything you need to create the best possible project, and to achieve your charitable goals!

BEFORE YOU START



MAKE SURE YOUR PROFILE IS UP TO DATE

Projects are likely to perform better if people know who you are! To give them the best chance, your charity profile description should tell people what you do and who you do it for. Whilst you want it to be informative, if it's too long, you risk people not being able to find the information they want. Contact details must also be updated, in case any potential donors or volunteers would like to speak to you before.

SETTING THE PROJECT UP



GETTING TO THE PROJECTS PAGE

To create a project, first make sure you are on your charity profile. To do this, select 'Switch Profile' in the top right hand corner of your screen, once logged in, and select your charity profile.

Once there, access the 'Projects' page through the menu of items on the left hand side of your charity profile. You should then be taken to a page with a green 'Create Project' button- click this!



CREATING THE PROJECT

To begin with, fill in the **name for the project and its location**. The name for the project should give a good indicator of what the funds, volunteering, or gifting you are requesting will be going towards.

Then fill in the **start and end dates**. If you do not meet your goal by the end date, you still receive the donations (so long as they are above your minimum goal). You also have the option to extend a project if necessary.

Next, select the **type of giving** required to achieve the project, from donations, gifting, volunteering, or skilled volunteering. You may ask for both volunteering and donations for a single project, but unless you need a minimum combination of the two for the project to go ahead, we recommend splitting the types of giving out. This makes the project clearer for users, and helps you to track your successes easier.

FUNDS

If requesting funds, you will be asked to provide a minimum and maximum goal, as well as when you require the donations. Unless the project cannot go ahead if under a certain amount, we recommend setting your minimum to £0, so that you receive your donations even if you don't reach your goal! Donations requests, to start with, shouldn't be too high- people may be discouraged if the goal is so far away.

VOLUNTEERS

When requesting volunteering, you will be asked to provide the number of volunteers you need, and the minimum and maximum number you can have. Once again, unless a certain number are needed, we recommend setting the minimum to 0.

SKILLED VOLUNTEERS

Skilled volunteering requires the same information as volunteering, alongside the type of skill and a longer description of what is needed of the volunteer. We want you to have the people who will help you most, so make sure this description accurately represents what you will need from a volunteer.



GIFTS

To request gifts, you must fill in a minimum and maximum number of the item you can take. Unless you need a certain number, try to put the minimum at 0, so that your project can still go ahead if you don't reach your goal. Next, you must select the item category and the item. If you cannot locate the item you are requesting through the drop down menu, then just give us a message and we will put it onto the website for you! Finally, add a short description, so you can be more specific.

You must then select the **category** which you feel your project falls under. This helps individuals who are looking for a specific cause to get involved in to streamline their search. Say you were requesting for volunteers at a dog rescue centre, you would select animals, helping individuals wanting to help animals to find you. If you feel none of the categories cover your cause, get in contact with us and we will fix it!

Finally, you must fill out the appearance of the project. We recommend **adding an image** relevant to the project at hand- do this by clicking the grey box next to the project name section and selecting a file from your computer. Then you must fill in the **description**. Just like your profile, the description should be relatively short, but really get across what the aim of the project is. If people don't know what you are trying to achieve, they are unlikely to give. When requesting volunteering, make sure you provide a description of what people will be doing during their volunteered hours.



FINISHING OFF

Once you are happy with your project, use the green button at the bottom to save it as a draft. After this, you can go back into the drafted project and publish it. And your project is live! It is now visible to anyone on the platform, and you are able to share the URL to encourage people to get involved. If you are having any trouble with traction on a project, message our team and we will promote it from our side too!

WHEN THE PROJECT ENDS



CONGRATULATE YOURSELF

Every completed project is a win for the community and an example of the amazing things you are doing as a charity!



SHOWCASE YOUR ACHIEVEMENT

After completing a project, we ask that all charities fill out an **impact statement**. These are important in building your profile on the site, as they show what you have already managed to achieve for the community. All businesses and individuals who were involved are informed when an impact statement is released, letting them know what good their giving contributed towards, and motivating them to continue on their charitable endeavours.

You will be prompted to fill out an impact statement once you complete the project. You can complete the project through the project page on your charity dashboard. An impact statement should cover what you set out to achieve with the project, the problem you were tackling, and the impact you had on this problem. A good impact statement is clear, informative, and informs the reader of your achievement and its role in the community. It does not need to be long, but just having a short impact statement can really help encourage further donations!



ONTO ANOTHER!

There is no limit to how many projects you can create, the possibilities are endless!

Our team are always happy to help, so if you require any assistance with project creation, please contact us!

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