

localgiving™

Welcome!

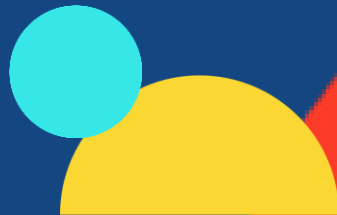




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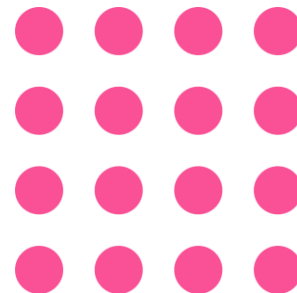
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Hello and welcome

Thank you for joining the Localgiving community, we are excited to welcome you as our latest member and to get started raising funds for your cause!

At our heart is a belief that local is better. By connecting grassroots organisations with donations, fundraising and grants plus resources and support, we are proud to help thousands of UK community groups do amazing things every day.

In this guide, we will take you through a step-by-step process to get started with your fundraising, make the most of what we offer, get some insights into communications, learn how to engage with your fundraisers, advice on grant applications, pick up some tips and tricks and much more.

Let's go!



Don't be scared! What online fundraising with Localgiving can deliver for you.

- Online fundraising refers to activities that drive donations via digital platforms — smartphones, tablets and computers.
- The amount of digital donations is increasing year on year, with the Covid-19 pandemic giving further boost to this dominant trend.
- The average donation is double that of an offline donation.
- It can significantly diversify your income, and reach all ages, in different geographies at different times.
- Receiving donations digitally, makes it easier to track where they are coming from, what messages have generated a response and to thank people directly.
- A strong online fundraising presence, helps diversify your donation streams, raise awareness of your cause and build a wider network.



Task 1: Start thinking about your current digital capacity and fundraising activities.

- What fundraising does your organisation currently undertake?
- What other forms of income do you have?
- Do you currently have an online fundraising capability? If yes, what has worked well and not as well?
- Have you personally ever donated or fundraised online yourself? What made you make this decision? How did you feel about it?
- Does your organisation have basic digital skills e.g. knowledge of email, websites, and social media?)
- What sort of fundraising would be most useful for you? Regular donations, or focussed appeals?

What Localgiving offers you





Our different types of fundraising pages.

Type 1 – Central Donation Page

This is your first step with online fundraising is to create a central donation page, which summarises the work your organisation does and the difference you make to your community. work as a whole.

Add photos and example amounts that people could donate (e.g. £10 provides a hot meal for a homeless person).

Top Tips: Keep the donation page up-to-date, use emotive, high-quality photos and thank donors in a timely manner. Make the most of our Gift Aid option, as well as encouraging monthly direct debit donations. Remember to make your donation page accessible through bi-lingual content

[Click here for more.](#)

Cegin Hedyn CIC
Carmarthen | Health & Wellbeing
A Pay What You Can Canteen & Community Allotments in the heart of Carmarthen Town

Donate now Share

£392.5 Raised in 2026
261 All Donations
5 All fundraisers

What your gift could provide

- £10** A hot meal, dessert & drink for someone
- £100** Fresh, Local Ingredients for the week
- £200** Wages for our paid staff

Our details
www.ceginhedyn.org.uk
Llamas Street Centre, English Baptist Church, Carmarthen SA31 3AD

Contact us

Current fundraisers
£810 raised from 1 page

Fundraise for us

Founded in 2022, Cegin Hedyn (meaning "Seed Kitchen" in Welsh) is a community-driven project based in Carmarthen, Wales, aimed at addressing food insecurity. Our mission is to offer nutritious, pay-what-you-can meals, making healthy food accessible to everyone, regardless of their financial situation. Cegin Hedyn uses locally sourced, seasonal, and organic ingredients, supporting both sustainability and local farmers. Our kitchen has served over **10,000 meals** since opening, and we continue to grow, thanks to a dedicated team of volunteers and generous support from donors like you. Beyond providing meals, Cegin Hedyn is committed to fostering community spirit. Our **community allotment project**, launched in April 2024, brings people together to grow food, learn gardening skills, and share the harvest. This project allows us to cultivate fresh produce for the kitchen and offers hands-on experiences that promote sustainability and self-reliance. Thanks to funding from our community, The National Lottery, Carmarthenshire County Council and the support of our volunteers, we've become a beacon of hope for those facing food insecurity. Every donation helps us strengthen our impact, bringing people together around food and community.

Show less

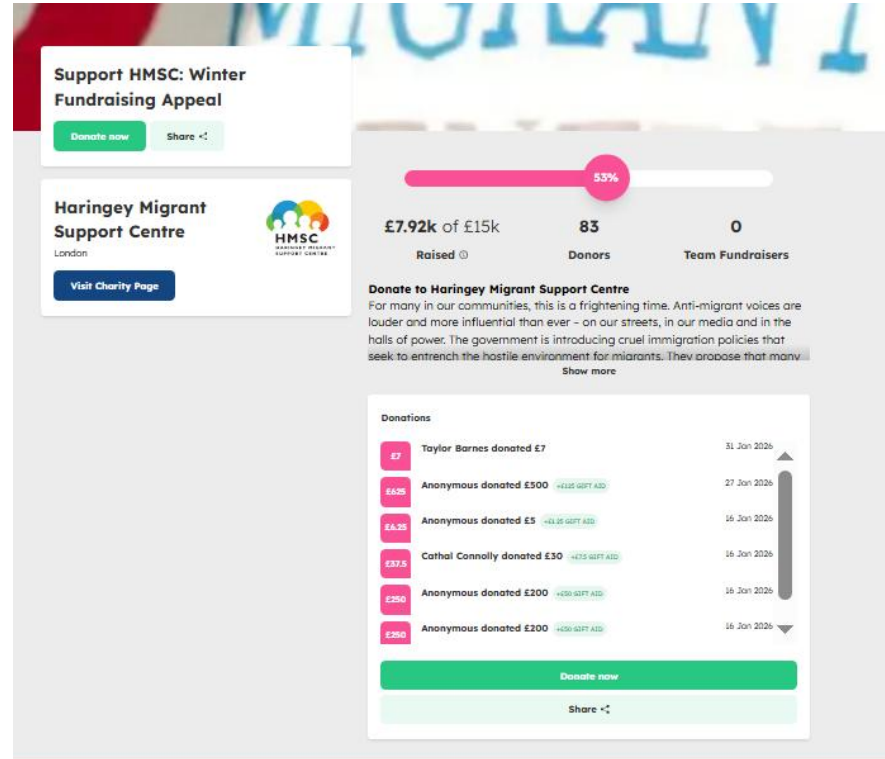
Watch on YouTube

Type 2 – Crowdfunder / appeal

These are pages that will be live for a set amount of time, whilst your organisation works to hit a specific target towards a specific outcome. This outcome can be anything you can put a target against, such as equipment, infrastructure projects or building on existing work. The focus is to get many individuals (the ‘crowd’) of people to give small amounts towards a larger target.

Essentially, crowdfunder / appeal pages vary your fundraising ‘ask’. Rather than just asking for general donations throughout the year, appeals allow you to plug very specific needs and inject a sense of urgency.

Top Tips: Use real life testimonials from your community to strengthen your campaign as well as photos and video if available. This makes your outcomes more real and increases the appeal.



The screenshot shows a GoFundMe page for a fundraising appeal. At the top, it says "Support HMSC: Winter Fundraising Appeal" with a "Donate now" button and a "Share" link. Below that, the "Haringey Migrant Support Centre" logo is displayed, along with the text "London" and a "Visit Charity Page" button. A progress bar indicates that 53% of the £15k target has been reached, with £7.92k raised. The page also shows 83 donors and 0 team fundraisers. A section titled "Donate to Haringey Migrant Support Centre" provides context: "For many in our communities, this is a frightening time. Anti-migrant voices are louder and more influential than ever - on our streets, in our media and in the halls of power. The government is introducing cruel immigration policies that seek to entrench the hostile environment for migrants. They propose that many...". Below this, a list of donations is shown, including: Taylor Barnes donated £7 (31 Jan 2026), Anonymous donated £300 (+£15 GETT AID) (27 Jan 2026), Anonymous donated £5 (+£15 GETT AID) (16 Jan 2026), Cathal Connolly donated £30 (+£15 GETT AID) (16 Jan 2026), Anonymous donated £200 (+£50 GETT AID) (16 Jan 2026), and Anonymous donated £200 (+£50 GETT AID) (16 Jan 2026). At the bottom, there are "Donate now" and "Share" buttons.

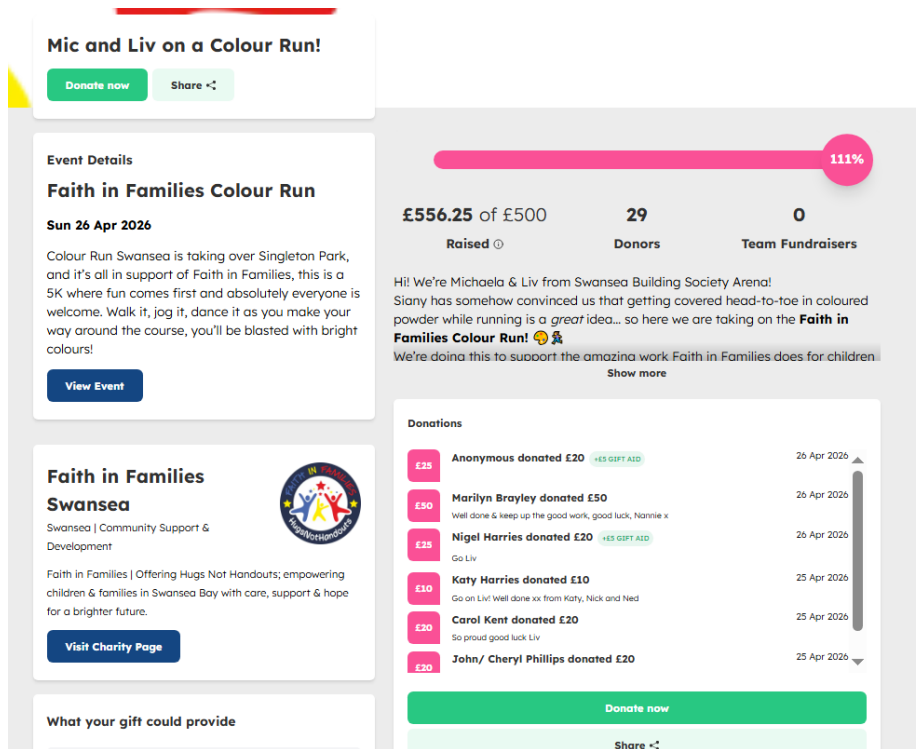
Type 3 – Fundraiser pages

These are perfect for people who want to raise money for your organisation. You can invite anyone to take on a fundraising challenge or event for your cause.

Your fundraisers can be those involved in your organisation already or members of the public. They can choose what challenge to do, how much they want to raise and how long they give themselves to do it. They can personalise their page with photos, donor comments and training updates – and it only takes a few minutes!

Top tips – encourage the fundraiser to share on their own social media and their networks (work intranet, local media etc.). The more people who see it, the more money is likely to be raised !

[Click here for more.](#)



The screenshot shows a GoFundMe page for a fundraiser named 'Mic and Liv on a Colour Run!'. The page is divided into several sections:

- Header:** A red progress bar at the top right shows 111% completion. Below it, the total amount raised is £556.25 of a £500 goal, with 29 donors and 0 team fundraisers.
- Event Details:** The event is 'Faith in Families Colour Run' on Sun 26 Apr 2026. The description states that the Colour Run Swansea is taking over Singleton Park and is in support of Faith in Families. It is a 5K run where fun comes first, and everyone is welcome. A 'View Event' button is provided.
- Charity Profile:** The fundraiser is for 'Faith in Families Swansea', a community support and development organization in Swansea Bay. The logo for Faith in Families Swansea is shown. A 'Visit Charity Page' button is available.
- Donations:** A list of recent donations is shown, including:
 - Anonymous donated £20 (+£5 GIFT AID) on 26 Apr 2026
 - Marilyn Brayley donated £50 on 26 Apr 2026
 - Nigel Harries donated £20 (+£5 GIFT AID) on 26 Apr 2026
 - Katy Harries donated £10 on 25 Apr 2026
 - Carol Kent donated £20 on 25 Apr 2026
 - John/ Cheryl Phillips donated £20 on 25 Apr 2026
- Footer:** A green 'Donate now' button and a light green 'Share <' button are at the bottom.

Getting started with you

Localgiving fundraising





Creating an effective Localgiving charity profile


This is your charity profile page, the main page through which people will learn about and donate to your organisation. It's important to make it as good as it possibly can be.

Quite simply, the better the page, the more money you are likely to raise.


Localgiving page Last saved: 27/03/2026 12:03 Update charity profile View my page

This is your main donation page & Localgiving online profile

Your logo
Upload a logo or picture that best represents your organisation



Background image
Select an impactful image to set the tone for your page



Web address (url)
We'll generate your web address based on your organisation, which you can edit at any time

About your organisation
Share the story, goals, and impact of your charity. Being specific on dates, projects, beneficiaries will help Google direct donors to your page.

HERA UK is a charity with a mission to empower women survivors of modern slavery and exploitation to achieve a better life, working with academic and business mentors, to gain financial independence.
The funding from Shelter Stiftung has helped HERA adapt amidst the coronavirus pandemic and multiple UK lockdowns.

298/300 words

Hera
Norwich | Counselling, Advice & Mentoring

HERA UK empowers women survivors of slavery via mentorship, online workshops, and support packages.

[Donate now](#) [Share](#)

£5,107 **1263** **150**
Raised in 2026 **All Donations** **All fundraisers**

HERA UK is a charity with a mission to empower women survivors of modern slavery and exploitation to achieve a better life, working with

Creating an effective Localgiving charity profile #1

First [login](#)

Finding the page

On the menu on the left-hand side of the page, under Fundraising click "Charity Profile"

Updating your charity profile

Please note, on the right of the screen is a preview, changes here will not be saved and appear on your public profile, until you click the blue box with "Update Charity Profile" written in it.

Charity logo. If you want to crop the image you have there already just click on it, move the square around to crop and click "Save". If you want to replace it with a new image, press the red x to delete the existing image. Then click the empty image and upload what you want to appear from your computer. It will need to be a PNG or JPG (preferred size 138px x 138px). You will then be able to crop to ensure it displays properly on the page. Click "Save".

Charity hero image/background image. This is the large image across the top of your page (preferred size 1500px x 300px). As with the charity logo, you can crop what you have there already, or select a new image from your computer. You could choose a picture of your location, the individuals you support, your fundraisers hard at work or those you are supporting – the choice is yours!

Gallery. These are a selection of images that positively display the work your organisation does. You can upload up to three images. Select from your computer and crop. You can only select one picture at a time (preferred

Creating an effective Localgiving charity profile #2

Video URL. If you have a video about your organisation, hosted on a webpage, like YouTube, placing the link in here, will make it appear on your Profile. If you don't have one, don't worry, leave this blank.

Charity URL. This will be the web address for your Charity Profile. It will always start with <https://localgiving.org/> , you can edit what comes after the last / - it's up to you what you call it but would recommend it includes the name of your organisation and/or the name of the appeal. Pressing space between your words will add a dash. Think carefully about this, as you won't want to change the link once you've started promoting it.

About your charity. This is where you have up to 300 words to share the impact, story and goals of your organisation. It's key that potential donors can see their money will be well spent. We'd recommend you start with what the problem is that you are helping provide a solution to is. What is the need your community has? Any numbers or data you can use will make it more impactful. As will a short quote from someone you've helped support. Include some of your goals – what you want to do – and why. And if space permits, a little about the origin of the organisation – who started it, when and why. Ideally after reading what you've written, the donor will feel confident the cause is a good one and the money will be spent wisely and effectively.

Please note, you can edit the format – bold, or underline words, add bullet points etc – using the tools on the top bar. You can even add emoticons.

Creating an effective Localgiving charity profile #3

Strapline. This is a short bit of text that goes at the top of your page, it should be concise and clearly define the benefit you are bringing to your community. We recommend between 70 and 160 characters. You can type in your own strapline. Or, click Generate Strapline for the Localgiving AI Tool, to take what you've written in the About Your Charity section, and it will suggest one for you.

Please note the strapline is particularly important for Search Engine Optimisation (SEO) - a way of making things as visible as possible for when looked for on search engines like Google. The strapline is one of the first pieces of information the search engine looks at and then displays to people. So it must do a good job of summarising what you do and why.

Primary cause. This is the main area that your charity focusses its work in.

Primary beneficiary. These are the main people (or animals!) that your charity supports.

Address. This is where your organisation is based.

Please note, if you wish to keep your address anonymous, slide the button to the right so it turns blue.

Creating an effective Localgiving charity profile #4

Your donation examples. This is where you can show what specific donations can deliver. If you want to have this displayed, slide the button to the right so it turns blue. If you don't, leave it as it is.

You can select three amounts, with a brief description of what it will pay for. For example, '£10' and "One hour pitch hire for a 5-side football match" .

Charity contact details. How people can best contact you. If you want them to be visible slide the button to the right so it turns blue. You can add your website, and choose to keep your telephone confidential, then slide the button next to that option to the right.

Socials. Here you can add links to your Facebook, Twitter (X) and Instagram pages, slide the button to the right so it turns blue and cut and paste the links in from the pages of your social media accounts. Once added, the social media icons will appear in the 'Our Details' section.

Thank you message. If you would like to send an automated message to those who donate through this page, slide the button to the right so it turns blue. In the box that then appears you can type the message you want, including bold, underline and links.

All finished? Once you are happy with all of the above, click "Update Charity Profile" and your changes will become live and visible for all the world to see! Not happy? No problem, just navigate back to the page and you can make further edits. **Need more help?** Contact us directly [here](#) and one of our Community Team will assist you.

Grant applications and project planning



Applying for grants with our AI Toolkit

To get started with using our new AI toolkit:

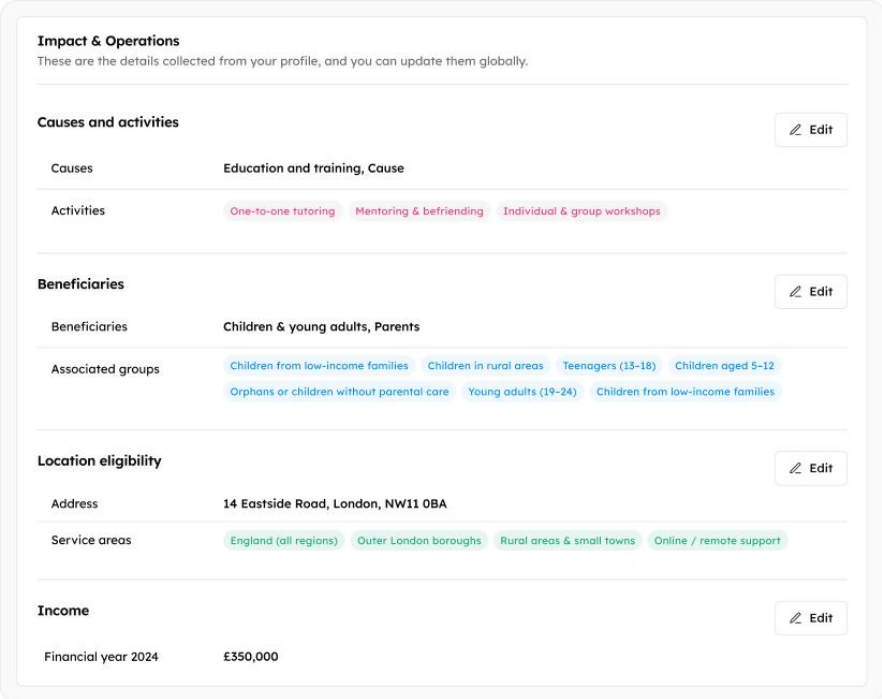
--> [Login](#)

On the side menu, under 'Grants' click 'AI Profile'

This is where you input the information needed to help you project plan and find and apply for grants.

Add your website link. We scan this and your subpages for you. Also add your Charity Commission and/or Companies House number if applicable. This information you input and we scan then creates a set of Causes, Activities and Beneficiaries helps our AI tool better plan projects find grants and draft application questions.

The more information you can input, the better.



Impact & Operations
These are the details collected from your profile, and you can update them globally.

Causes and activities Edit

Causes **Education and training, Cause**

Activities One-to-one tutoring Mentoring & befriending Individual & group workshops

Beneficiaries Edit

Beneficiaries **Children & young adults, Parents**

Associated groups Children from low-income families Children in rural areas Teenagers (13-18) Children aged 5-12
Orphans or children without parental care Young adults (19-24) Children from low-income families

Location eligibility Edit

Address **14 Eastside Road, London, NW11 0BA**

Service areas England (all regions) Outer London boroughs Rural areas & small towns Online / remote support

Income Edit

Financial year 2024 **£350,000**

Plan a project with our AI Toolkit

--> Navigate to 'Fundraising Assistant'

If you wish to use the Project Planner, click 'Create a Project'

It will ask questions about the project, which you can answer by speaking or typing, in whatever language you are most comfortable with. It will work through all the key parts of the project you want to deliver, checking on those key points like beneficiaries, needs and objectives, evaluation and impact. It will probably take between 15-20 minutes. You can save and come back to it anytime you like.

Once the questions have all been answered the process will be complete and the planner will create a downloadable **Project Summary** which you can use on your website, social media or project executive summary.

It will also generate a **To Do List** – work or information that the tool suggests will make any grant application better. Our AI tool can help support your answers to these too.

The final output will be a **Press Release** for sharing on your networks.

OR if you wish to search for grants without completing a Project Plan, on the menu click 'AI Profile' and fill in as many up-to-date details as you can, to ensure our tool is best placed to find grants for you.

Once your Project Plan or AI Profile (or both if you want to ensure the widest coverage) are complete, it's time to search for a grant.

Find your Grant Recommendations

--> Navigate to '**Grant Recommendations**' and search for grants.

Our AI Assistant will search the internet for the latest, relevant and available grant opportunities. We don't use a database that could quickly become out of date, instead we seek out grants that are currently open and specific to you. Our tool finds links and checks the grants are live. And checks the Funders eligibility criteria to check if it's a match for you.

You'll see your first results in a few minutes, but the full search will take approximately 30 minutes. So feel free to start it, then get a cup of tea and catch up on your emails. Under '**Schedule Grants Search**' you can set a weekly search, it will run a check when you want, then login and see what it has found and ensure you never miss out on opportunities.

Along the top are our Filters where can click to see **Grants in Progress, Grant Drafts Complete, Grants Submitted** and **Grants Funded**.

When you have found grants that fit your organisation and goals. It's time to start your application!

What do your Grant Recommendations look like?

Wise Music Foundation Grant £5,000 Ongoing **HIGH** SUBMITTED 20/03/2026 Draft application ... ^

Funder

Wise Music Foundation

Grant summary

The Wise Music Foundation offers grants to smaller charities, with trustees meeting quarterly to consider applications. Average donations are £1,500, with grants typically ranging from £500 to £5,000. The foundation generally supports smaller charities with an annual turnover of up to £500,000, and does not donate to the same charity more than once in a calendar year.

Application instructions

Applications must be submitted through the website. The application form requires organisation name, organisation address, annual turnover, contact name, contact email, contact phone number, and consent for data storage. Deadlines are end of February, end of May, end of August, and end of November each year.

Application Url

<https://wisemusicfoundation.com/apply/>

Eligibility

Org type **MATCHED**
Grant: Registered Charity
Your info: Registered Charity

Location **MATCHED**
Grant: GB
Your info: Stafford, Staffordshire, Reading, Berkshire, Central London, London, England, GB

Beneficiary **MATCHED**
Grant: Smaller charities with an annual turnover of up to £500,000.
Your info: Women trafficking survivors; vulnerable young people aged 8-25 across the UK.

Income **PARTIAL**
Grant: 500000
Your info: £0

Activity **MATCHED**
Grant: Financial donations to smaller charitable organisations reviewed on a quarterly basis.
Your info: Business education, mentoring, literacy and wellbeing programmes for vulnerable groups.

Drafting your applications

-> Navigate to 'Bid Writer' and our AI tool will help answer grant application questions.

Copy and paste the questions from the funder's grant application form into the tool, using the information you've already given us, our tool will generate answers, review and finesse them yourself. Download to share with your colleagues for their input and feedback.

--> Use what the tool has helped you draft as your answers on the funder's application form.

All your grant applications can be tracked on our platform, and our clever tool is always learning, so a successful application would be used to support further applications, improving it further.

Of course, this is your data and your applications and you have complete control of the process and how it's used! Your applications and data are walled off, exclusively for your use.

The screenshot displays the 'Grant questions' interface. At the top, there's a title 'Grant questions' and a 'Download draft' button. Below the title, a subtitle reads 'The bid writer can help draft responses to grant application questions.' The main area contains a list of questions, each with a green checkmark icon, a pencil icon for editing, a trash icon for deletion, and a dropdown arrow. The first question is 'Is your proposal for a new project or a continuation of an existing project?'. The second question is 'Please provide the following figures for your organisation, as recorded in your last annual set of accounts/budget'. Below the questions, there's a 'Draft answer' section with a 'Regenerate answer' button and a settings icon. The draft answer text reads: 'Our total income for the year ending 31 March 2025 was £1,250,000, with total expenditure of £1,180,000, resulting in a surplus of £70,000; income was generated from grants (£650,000), donations and fundraising (£420,000), contracts and earned income (£150,000), and other sources (£30,000), and total reserves stood at £300,000, including £180,000 unrestricted and £120,000 restricted funds.' Below the text, it says '268 words'. At the bottom of the draft answer section, there's a '500 Words limit' dropdown and a 'Mark as ready' button. The interface also includes an 'Add question' button and a 'Generate all answers' button. At the bottom, there's a question 'Create a consent form for parents to sign' with editing, deletion, and dropdown icons.



Nine steps to grant application success.

For those seeking grant funding, understanding how to put together a successful application that will increase your chances of being awarded the money you need is more important than ever. You must be able to clearly define your organisations needs, how the grant will help, what benefits it will help deliver and for whom.

Without these aspects, your chances of success will be significantly diminished.

Our grants experts in our community team have helped put together some steps that we view as essential for success.

1) Enclose any additional documents as required and on time. Take a good look at the requirements and be sure to follow them to the letter. Bank statements, copies of the annual report, policies and constitutions – send what is needed the first time in the format that is requested, stick to the word count. And always be mindful of the deadline. Applying at the last minute will increase the likelihood of mistakes.

2) Contact the funder. Many, though not all funders, welcome pre-submission contact, and sometimes have specialised staff that can help answer questions. It also might do no harm to be at least a little “warm” in the funders minds when the application arrives.



Nine steps to grant application success continued.

3) Keep focussed. Application forms can appear bewildering when first approached, especially if you are unfamiliar with this kind of process. But take your time and keep focussed. Be mindful of the - What? Who? Why? Where? How? When? - as you write your application. The funder should feel clear and confident on where their money will be going and the good it will be doing.

4) Keep it brief. Avoid a lengthy backstory to your project, or long explanation or the history of your charity or organisation. Bullet points are your friends, as are brief punchy facts and examples. Avoid jargon, slang or acronyms.

5) Do your research. Take a good look at the other types of charities/projects/organisations that the grant has previously funded and study the criteria and guidelines closely. If they look very different to yours, and the criteria hasn't changed, you might well be wasting your time.

6) Numbers are key. It's so easy to make mistakes in this area. Break down your numbers clearly and concisely - explain what they mean and where they come from. Don't guess or be too approximate. Get proper quotations for external work or required resources wherever possible - ensure that all necessary costs have been identified and accurately estimated.



Nine steps to grant application success continued.

7) Be in the know. The grant giver will be experts in their sector, and you need to be too. Do any organisations in your area do similar work? Is there anyone you could partner with? Are there any new rules, laws, or policy developments coming up that might impact your work? Show you are conscientious and engaged and it'll boost your chances of success greatly.

8) Check and check again. Once the application is finished, leave it, and then review it the following day. It is particularly important to double check all your numbers. Keep consistent in your language. And this is super important - have someone else check your application. Fresh eyes always spot errors, and what might be clear to you might be bewildering to someone else. Listen to what your reviewer says and act upon it.

9) Show what you have already achieved. Use your existing online fundraising as evidence of that you have diversified income streams and a current healthy, sustainable funding model, as well as to show that your community values your work. And don't forget about utilising match funding grants through your online fundraising – use one funding activity to leverage another!

How communications
and marketing can
supercharge your
fundraising





Why communications are important.

- Until a few years ago, for many charities communications were a far second behind fundraising in terms of priority. Now, whilst raising money is always essential, a communications strategy is central to what an organisation is and does. Communications covers everything your charity says, from the website, social media, emails and press releases, through to speaking to the press, attending events and how you share information internally. It can help spread your good news far and wide, and occasionally, yes, sometimes, diminish the impact of bad news.
- A successful strategy, well executed, can directly increase engagement and as a result donation levels. Done well communications isn't just talking about changes but why they happen and what they mean.
- As a result, your individuals or teams who work with fundraising and those in communications need to work together, within an overarching strategy. Each must have an understanding and appreciation of the other's work and skills within a clear setting of goals. With the sharing of understanding of ideas and resources, amazing things can happen.



Task 2: Telling your story. This can help you form the basis of the text on your online donation page.

- What is your organisation's tagline? E.g. Food for those facing a financial crisis
- What is the purpose of your organisation? What are the circumstances that prompted action and what was the challenge that needed addressing
- How do you benefit the community? How does your organisation fulfil its purpose and help? Why does the community need you? How do you address the need around you?
- What are the outcomes of your work? What does the situation look like as a result of your work?
- What is your impact? the strongest donation pages will include a short case study, quote or testimony.
- **Top Top** - Imagine you are in the donor's shoes and this is the first and only impression that you have of your organisation. Do you like what you see?



Top Tips for sharing your message – focus and audience

1) What's the point?

For any piece of communication, from the annual report to a single tweet – take a second to think *what I want the ideal result of this to be* – and focus your efforts on this. If you aren't clear, reconsider your message. Whether it's a donation, request for information, to increase web traffic to name just a few, keep the purpose your communication paramount. And make it easier for the reader to act upon the message – clear Calls To Actions (CTAs) are key.

2) Who are you talking to?

In a general message you'll likely be communicating with more than one audience, and even with multiple CTAs, for at least some of your audience, the message won't mean much. So consider your different communities – donors, supporters, those who receive your support, local residents, former supports and donators, the wider public and more. Different messages will resonate with different audiences. So, the building of a database, that can be tagged and segmented into different groups is an important step in any plan. Being able to focus your messaging, you'll be able to identify the right tone, content and CTAs for the right groups.

Top Tips – timing and social media

3) Timing is everything.

Plan everything that you do in advance. This will improve your messaging, ensure that you don't rush, are able to adopt a full editing and review process and check and share with colleagues. Mistakes can be costly but prepping everything in advance will cut down the chances of errors.

4) Social media is your friend.

It's a cheap, quick and if done well, effective way of spreading your message. Your organisation should have its own presence on the key social media platforms, and your volunteers, employees and partners should be encouraged to help amplify your message.

Video is a powerful addition and most good smartphones and basic video editing software can help make some good quality content.

Testimonials are also essential, both on video and in words and should be secured (and shared) regularly. And remember – keep point 1, 'what's the point', in mind, even for social media.



Top tips – finance

5) Money, money, money.

Communications can also cost money. Design and printing of flyers, promotional items, clothing etc can be a part of your communications package.

Social media can be enhanced by paying to promote posts and messages – though costs can sometimes be deceptive, so be sure to understand fully what you are investing in.

The cost of communications can be part of bids for grants and other financial support – if so, ensure you have the full details, plus data fully accurate and able to be shared. Your stats around social engagement can help convince grant givers to send funding your way!



Top Tips – leaders and positivity

6) Leadership

With communications a key part of your plans, it needs to be properly led. If your organisation has paid employee, one of those should take the role. If not, a volunteer should be made the champion – and be in charge or ensuring content is made and shared as well as building a wider buzz around what you are doing across the organisation. Make it easy for your volunteers (some of whom might not be tech-savvy) to share news and stories on social media.

7) Spread the good news

If you have something great to say, don't be afraid to say. Celebrate your achievements and that of your partners and volunteers. Share best practices and techniques – this will further enhance your position and credibility. And stay positive – don't ever criticise anyone else's actions or behaviours, however merited you feel your view might be. As the old saying goes, if you can't say anything nice, don't say anything at all!

TASK 3 – Campaign Objectives.

Let's pull together some ideas for your first fundraising campaign with us.

- Do you have any fundraising targets for the next 6 months?
- Do you have any ideas for fundraising campaigns?
- Are there any internal skills that can be utilised?
- How could you promote your upcoming campaigns or ideas?
- Could you make a campaign video or share some photographs?
- Do you have any existing offline donations or contacts for a soft launch, to help you get started?
- Do you have an existing thank you message that you adapt?

Your fundraisers





Task 4: Let's get started!

- Decide what you would like to fundraise for first, a central campaign, an appeal or encouraging fundraisers.
- Create a strong donation page – finalise the text, images, testimonials (if available) and gift examples on your online donation page.
- Add a donate button to your website (if you have one), linking directly to your online donation page.
- Begin to promote the link to your page by scheduling social media posts and informing your network and community.
- Prepare your perfect thank you messages for donors, monthly supporters and fundraisers.
- Thank donors in a timely manner - every week check if there are donors that need thanking.
- You will learn a lot as you go – keep checking what is working and what is not – adapt as you go. But always make the most of any match funding opportunities, free resources, training or important dates.



Fundraiser engagement

There's some key things to consider when engaging with your fundraisers:

- Encourage personalisation of their Localgiving fundraiser page, with photos and regular updates.
- Keep in regular contact with them through the fundraising campaign, perhaps connect them with others doing similar.
- Provide fundraisers with a digital toolkit, which includes your logo, a summary of your work, promotional materials and suggested social media posts.
- Promote their fundraiser across your organisation's social media and celebrate their milestones.
- Be sure to thank both fundraisers and their donors.



Finding your fundraisers

Over 50% of fundraisers to small charities are directly connected to your organisation. So, make the most of your existing networks, but they aren't the only people that can help you raise money:

- Staff
- Trustees
- Volunteers
- Family and friends of staff, trustees or volunteers
- Family and friends of service users
- Existing donors
- Local sports clubs and other groups
- Staff at local businesses, especially when one employee is connected to your organisation

Top Tip: Group fundraisers are also worth considering, as people can join together to do a challenge and it takes the pressure off one person hitting the target by themselves or worrying about having a big enough network. An even larger audience will also be able to hear about your work – your message becomes amplified!

Frequently Asked Questions

- **How can I reset my password?**
- How much does it cost to be a member of Localgiving?
- **How can I renew our Membership?**
- How Can I Cancel Our Membership?
- **Can a refund be requested after the date of renewal?**
- Are there any fees included for people when they make a donation?
- **These voluntary tips when making a donation - what do they go towards?**
- Gift Aid - How is Gift Aid Claimed and how long does it take to process?
- **How do donations work and how long does it take to receive them?**
- How long does it take to complete a data deletion request?
- **Where can I access my Localgiving reports?**
- Where can I find the breakdown of a payment into our account?
- **How do I update my organisation's bank details?**
- I think something isn't working correctly on the website, how do I report this and what information do I need to provide?



[Click here for the answers](#)

Need more help? Check our set of guides and insights

Guides

- [Sending message to your community](#)
- [Setting up a fundraiser](#)
- [Using our AI Grant Assistant](#)
- [Understanding reports, communications and users in your Localgiving account](#)
- [How Localgiving makes Gift Aid work for you](#)
- [How to promote your Localgiving page](#)
- [Creating an effective Localgiving charity profile](#)
- [Completing your Localgiving membership](#)

Don't forget our [YouTube Guide Channel](#) !

Insights

- [Why charities should consider WhatsApp as a communications tool.](#)
- [Effectively communicating your charity's story online.](#)
- [Making the most of your Localgiving fundraising page.](#)
- [Why Direct Debits are key to ensuring financial growth for your charity.](#)
- [Why was my grant application unsuccessful?](#)
- [Nine steps to grant application success](#)

Still need more? Help@Localgiving.org and our Community Team will be happy to help



Thanks for reading!

More questions?

help@localgiving.org

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Good luck!

