

How to use Localgiving's Online Fundraising Guidebook

Introduction to the guidebook

This guidebook is designed to help organisations across Wales benefit from online fundraising and use it to build a new income stream. It provides comprehensive information and tasks for causes to work through independently or with support. This 'how to' document can assist in this and will also be of use to third sector support organisations who wish to introduce this resource to their network. Please feel free to share the guidebook as appropriate.

The guidebook has been developed by Localgiving, which is a UK-wide not-for-profit. Localgiving runs an online fundraising platform that specialises in supporting small and medium sized organisations. The content is based on training sessions that Localgiving has provided to over 350 charitable organisations across all 22 counties in Wales. This support has led to 93% of participants seeing a positive impact on their online fundraising and feeling confident in how to succeed.

Localgiving is launching this resource as part of Small Charity Week 2020 after being invited by the FSI to lead on Fundraising Day on 18th June. The guidebook was originally funded by The National Lottery Community Fund. It is endorsed by WCVA, the CVC network and the FSI.

Accessing the guidebook

There is a digital version of the guidebook that is perfect for looking through and filling in on a computer. There is also a print version of the guidebook that is perfect for printing in order to share a hardcopy of the resource or to complete by hand yourself if you prefer. All versions of the guidebook (including Welsh language versions) are available via WCVA's online portal or Localgiving's website in the 'Downloadable resources' section: training.localgiving.org/wales

Example pages from the guidebook



Page features

The contents page contains links that will take you to each section of the guidebook and each related task if you click on the page name. You may wish to focus on one section or work your way through the whole guidebook.

The design has been created to allow you to print off each section as a stand-alone worksheet if preferred. Each page of advice can be printed with the corresponding task on the back, making an A4 worksheet for each subject. It is possible to either print off the tasks to fill them in by hand, or to fill them in digitally.

Welsh language guidebook

The guidebook is also available entirely in the Welsh language. Here are some example pages:



Adding text to the tasks

Acrobat Reader is the most recommended option for completing the tasks for each section in the digital version of the guidebook. These are the different methods available for adding text to the PDF:

1. Acrobat Reader (PC & Mac)

Adobe Acrobat Reader is a free download that works on any type of computer. This is the industry standard and anyone who uses PDF should have this already. This programme will allow the tasks to be filled in and then you can save your own version of the document.

2. Google Chrome (Mac / need to test PC but confident)

You can open the PDF in Google Chrome browser and this will allow you to access all the features of the interactive PDF and fill in the tasks. Once you are finished then you can click the print button in the top right corner and select Save to PDF in the pop up window. This will then save all your changes as a new PDF. You can then open your saved PDF back in Chrome to continue or make amendments.

3. Google Drive - Lumin PDF (PC / Mac)

If you use Google Drive then you may already have Lumin PDF installed as a Google recommended third party add-on. If this is the case, then this will work just the same as the above options and allow interactivity.

4. Preview (Mac)

You can access all the features within Preview on a Mac and then it is just a case of saving a new version of the document once you have written out your answers on the tasks.

Thank you for exploring this resource and all the best with your next steps! If you would like to explore working with Localgiving and engage in further support, then please get in touch:

localgiving.org
 0300 111 2340
help@localgiving.org
 @Localgiving