



We're here to help!

Charities: Get the most from this site

Created: 20 May 2008

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WHY DID THE INSTITUTE OF FUNDRAISING BUILD THIS SITE?

- how2fundraise.org is intended to help volunteer fundraisers be more successful. We want them to really enjoy what they are doing, raise more money and be aware of the law and best practice surrounding their activities.
- The Institute sees it as a natural extension to its services, helping both volunteers and the professionals that support them to achieve the highest standards in fundraising practice and management.
- The [Fundraising Standards Board](#) has welcomed how2fundraise.org as an ideal way to guide volunteer fundraisers through the range of legislation that applies to many fundraising activities.

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THE SITE PROVIDES VOLUNTEERS WITH...

- [How2guides](#): Step-by-step guides to running a range of fundraising activities with clear advice on the law and best practice relating to each
- [Templates and tools](#): Letters, posters, sponsorship forms, auto-calculators for ticket prices and prizes and much more
- [Know-how sheets](#): key fact sheets on a wide range of topics, from asking for sponsorship to risk assessments
- An information knowledge exchange - "[My fundraising](#)" allows users to create their own fundraising profile, and users are encouraged to share the benefits of their experience in our forum
- [Events calendar](#) – open to all to promote their fundraising activity and find out what is going on
- A [Directory](#) of useful suppliers

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BENEFITS TO YOU

- Encouraging new fundraising activity: how2fundraise provides a wealth of information on different ways to fundraise. How2guides are regularly added to encourage people to try something new
- Retaining volunteers: Our clear, helpful advice inspires confidence and ensures that success breeds success
- Helping to manage risk for you and your volunteers: each how2guide offers clear information on the law and best practice surrounding the planned activity
- Increasing income: how2guides and know-how sheets share the secrets of successful fundraising. We don't just focus on how to run great events - we also look at how to turn them into generous donations.

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CO-BRANDING, YOUR OWN UNIQUE SITE

The fifth benefit to charities using how2fundraise is [co-branding](#). Co-branding allows your supporters to see a version of our website that automatically promotes your brand and produces letters, sponsorship forms, posters and more with your chosen logo and text.

Provide volunteers with a compelling alternative to cutting and pasting logos from your site, stay in control and maximise your brand awareness.

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MAKE THIS SITE WORK FOR YOU

Co-branding is the optimum way to make the site work for you and is available to all organisational members of the Institute of Fundraising.

But if you are not yet members, then you can still start making use of the site immediately. Simply create [links](#) through to the site wherever you encourage volunteer fundraisers to support you (we've already supplied the html code and logos.)

Be creative - perhaps you could write your own A to Z list and link each title through to the relevant how2guide, or use our know-how sheets to expand the

information on your own site.

If you would like editorial for you newsletters and enews, just let us know and we will do our best to supply what you need. Here is a possible template article, but we are happy to write alternative material.

[Templatepressreleaseforcharitymags.doc](#)

And don't forget to register your upcoming events on our [Events calendar](#)! It's quick, free and easy.

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MAKE THIS SITE WORK FOR YOU IN FIVE MINUTES!






1) Use [this link](#) to get images or html code to create a link on your website.

2) Pop your upcoming [events on our calendar](#).






You're working with how2fundraise.org already!

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Related Links

-  [Fundraising ideas](#)
-  [Fundraising know-how](#)
-  [Events Calendar](#)
-  [Share what you know](#)
-  [Find useful suppliers](#)

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If you would like more information about how to use this site to support your volunteer fundraisers or would like to make comments and suggestions, please [contact us](#).