GivePenny

WELCOME TO THE GIVEPENNY FAMILY!

We're thrilled to have you, really, we are!

In this guide you'll find some handy hints and tips, alongside some FAQs and contact details.

Let's get started, shall we?

QUICK-FLICK GUIDE
(AKA - CONTENTS!)

Page

GETTING STARTED
It's as easy as 1,2,3!

SET UP YOUR PROFILE

You'll have been sent your login and a "how to set up your profile" PDF from your Partnerships Manager. It can also be found at the **GivePenny Resource hub** or on page 9 of this document.

ADD GIVEPENNY TO YOUR WEBSITE

You already have access to pre-built templates so your supporters can get fundraising straight away! To help them find your GivePenny profile you can download assets **here** to host on your website.

CELEBRATE OUR PARTNERSHIP!

We definitely are! You'll be featured in this month's blog and we'll be shouting from the rooftops just how pleased we are that you chose us!

We suggest sending an email to your fundraisers (we've taken the liberty of pre-writing one for you, you can find it **here**), tweet, tell your Facebook followers, you can even TikTok about it!

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CUSTOMISING YOUR CHARITY PROFILE

Your charity profile is your very own corner of the GivePenny website. It's where you can tell everyone all about who you are and the incredible work you do. It'll have links and ideas for Fundraisers to get started raising money for your cause, and link to any special campaigns and events you're running with us.

HOW TO SET UP AN EVENT OR APPEAL

Events on GivePenny are a unique way to give your fundraising a huge push. They run over a given time period and are perfect for one-off activities like virtual marathons or streaming challenges. We've put together a video tutorial you can see right **here.**

DIRECT DONATE CAMPAIGNS

Direct donate campaigns on GivePenny are quick and easy! So easy, in fact, we once timed it and it took a leisurely 3 minutes!
Use these to host photo wall's and competitions, we've seen amazing success with online pet shows, the internet was made for cats, after all, right?

TIP: When completing any wording on the GivePenny platform it needs to be in Plain Text. You can do this by typing directly into the box, pasting any Word document into a notebook and copying from there or clicking this button in the formatting window to paste in as plain text.

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UNIQUE FEATURES

You've probably heard us harp on about this, but we're proud of them, so we're not sorry! Your fundraisers can get started before even you if they want to, the moment you're approved on the platform anyone can launch one of our pre-made, **#ConnectedGiving** challenges in your name!

- **Milestone challenge**
- **Strava** walking, running, swimming, hiking or cycling challenges
- **Fitbit** steps challenge
- **Streaming** challenges
- **Playlist fundraising**, the home of Spotify fundraising

Are just a few of our options – this is without you doing anything!

We're also really proud of our unique creative donations!

- **'In Return' donations**, which playlist fundraising is just one example of, where the donor gets something back for their donation, in this case, a song on a playlist.

- **Milestone giving** allows fundraisers to make a pledge to donate when a fundraiser hits a certain target (i.e. completing a marathon in a month). This incentivises fundraisers to complete their challenges and removes a barrier to donation for the donor.

- **The Per X donation** type allows donors to donate pennies (or pounds) per mile rather than just a single amount all at once.

These donation types account for over 50% of all donations on GivePenny!

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REPORTING

In the "Data & Reports" section of your charity profile, you can search through, view and download a variety of reports based on date ranges. The reports pull data from the live platform, so they are always up to date. The types of reports are as follows:

- **Challenges** - a list of fundraising pages
- **Donations** - a list of all donations made to fundraising pages
- **Gift Aid** - a list of all Gift Aid declarations
- **Direct Donate Appeals** - a list of donations made to Tribute or Creative Donation Appeals
- **Campaign Signups** - a list of details provided by supporters signing up to events/appeals

You can find some example reports **here**

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FAQs

We understand that sometimes the person who signed on the dotted line might forget to pass on the small print, so we've compiled some FAQs just for you!

How much to GivePenny Charge?

GivePenny charge a Subscription Fee, as well as a charge of 5% on all donations made plus 5% of any Gift Aid reclaimed on your behalf.

When will donations be passed on to you?

GivePenny will aggregate all the donations and other contributions made for you via PayPal through the Website in each calendar month and make one payment to you on the last Friday of the following calendar month. The amount to be paid will be the aggregate of those donations and other contributions received after deduction of the aggregate GivePenny Fee.

Donations and other contributions made for you via Stripe through the Website will use your charity's Stripe account to make payments to you directly. The amount to be paid will be the aggregate of those donations and other contributions after deduction of the aggregate GivePenny Fee.

Where will the donations GivePenny holds on your behalf be held until they are passed on to you?

GivePenny will credit all donations made for you via PayPal minus the applicable GivePenny Fee to a trustee account established with Barclays Bank for the benefit of you and our other GivePenny Cause Members.
Donations made for you via Stripe through the Website will use your charity's Stripe account to make payments to you directly.

How is your relationship with GivePenny characterised?

GivePenny acts as your agent for the collection of donations and other contributions made for you through the Website.

What happens if a donor requests a refund?

GivePenny will only refund a donor when it has your written consent. Full details of this process are found in section 3.7 of our **Terms Of Use**.

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🤚 Can GivePenny reclaim Gift Aid on your behalf?

GivePenny will offer all donors who appear to qualify the opportunity to donate so that Gift Aid may be reclaimed by you. GivePenny is able to reclaim Gift Aid on your behalf if you are entitled to receive it under the applicable regulations. Before we can claim Gift Aid on your behalf, an authorised official from your charity will need to complete a form CHV1 (or its replacement from time to time) to allow GivePenny to act as a nominee. CHV1 forms are published by HMRC and copies are also available from GivePenny for your convenience.

If you would like GivePenny to reclaim Gift Aid on your behalf, please let us know and we will send you the appropriate details.

🤚 What should you do if you think things are not going as they should?

Maintaining a positive relationship with our GivePenny Cause Members is very important to us. If you have any concern about any aspects of our service, please contact us straight away so that together we can sort it out. You can call us on 0330 133 1979 or email us at **happiness@givepenny.com**

USEFUL RESOURCES

Knowledge Base – We have compiled an array of articles and useful information for you to use, which should help to answer almost any question you might have. We update and add to these regularly. If you don't see the answer to your question, get in touch with your Partnerships Manager who will be able to answer it for you and quite possible add a new article as a result!

Resource Hub for Charities – Templates, downloads, buttons, guidelines and more, live in here. We're constantly updating everything, so it's always worthwhile to check in for any new announcements 😊

In the meantime, here's a few things we think you'll like straight off the bat!

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GivePenny

10 steps to set up your charity profile:

1. Go to https://givepenny.com/login and login using the details sent to you.

Profile

2. Click on the **Profile** tab at the top of the page.

Save & Contunue

3. Check the basic details are correct. Click **Save & Continue**

Save & Contunue

4. **Description** - enter a charity headline & a brief description of your charity. You can also enter a **YouTube Video** link.

Save & Contunue

5. **Address** - Update your address details. Click **Save & Continue**

Save & Contunue

6. **Social** - Update your social information. Click **Save & Continue**

images

Save & Contunue

7. **Main logo** - Shown when supporters search for your charity. It should be a Square Image, no smaller than 300 x 300 pixels, a black or white background works best if you don't already have a background colour (just never transparent).

Profile Banner - The picture at the top of your charity profile (if you don't have a video) that shows what you're about. It should be 1920 x 1080 pixels OR 16:9 aspect ratio, try not to have the main focus of the picture in the middle of the banner, as it will be covered by your banner logo, and will get moved to the side depending on your device.

Banner Logo - It should be a Square Image, no smaller than 300 x 300 pixels, on a transparent background as it sits over your profile banner.

Banner Video - Any Short Video Clip that would be suitable as a silent background for your profile. It should be .mp4 format, and will show when someone sees your profile on a PC/laptop. The video defaults to the Banner Image on mobile devices (because the large file would slow the device down). When complete click **Save & Continue**

Finish

8. **Payment** - Not as scary as it sounds, it's how **YOU** get payment! If you haven't already, sign up to and link a **Stripe Account**. It enables donors to pay using things like debit card, Apple Pay, Google Pay, etc, it's free, **super secure and means you get GivePenny donations instantly.** If donors pay by PayPal, the donations land with GivePenny in your very own corner of GP land, and we send them to you at the end of the following month. Click **Finish**

9. Click on your shiny new profile! Play with the window size to see what it looks like on mobile devices.

10. Give yourself a High Five! (or two)

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Newsletter insert celebrating our partnership

Target Audience: Charity newsletter recipients.

Newsletter Insert: Exciting News! New, innovative, plucky ways to fundraise with our new partners, GivePenny!

Here's a sample newsletter insert you can send your supporter base to let them know of our partnership!

Remember, if you want a **bespoke email journey** for an event or appeal, chat to us, we're great at those! (*with over a 70% open rate!)

Great News FUNraising fans! <Charity name> have teamed up with the plucky, innovative #ConnectedGiving platform **GivePenny.**

With a whole host of unique features, such as 'per x' donations, 'milestone giving' and of course, they're the home of Playlist Fundraising with Spotify. These creative donation options not only make donating more accessible to all, but they account for over 50% of donations across their platform.

Givepenny's features make fundraising way more fun - fact! Making it easier than ever to ask friends, families, colleagues and even your dentist to support your fundraising challenge!

As if that wasn't enough?! Even better news, there's a whole host of pre-made out of the box challenges you can take on right now!

Just click here to get started

<link to GivePenny Charity profile>

WE'RE EXCITED TO SEE WHERE THIS PARTNERSHIP LEADS!

If you would like a personalised comment from us to put in the newsletter contact us for a quote 😊

*Marathon Month bespoke email journey July 2020

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Email Templates

We've put together a couple of epic email templates you may want to use for your supporter base. You can download them at the GivePenny Resource Hub

- ✌ Email template Fundraisers **"Thanks for signing up"**
- ✌ Email template for Fundraisers to **ask for support** from friends and family
- ✌ Email template motivate Fundraisers to **raise more**
- ✌ Email template to for Fundraisers **close to the end/target/distance**
- ✌ More to be added soon!

YouTube tutorials

You can find links to our YouTube tutorials **here** – we're constantly updating this too, and if you have a video you'd like us to make, just let us know! 😊

GivePenny Agencies

If advertising isn't your bag and you'd like some extra support, GivePenny have partnered with some super agencies to help you market your campaign like a pro! If you want to be put in touch with them, let us know and we'll make the magic happen.

Remember, you can reach out to any of the team at any time. We're always ready and willing to help!

Welcome Aboard!

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