

Digital Tips to Showcase Impact for a Community Group & Social Enterprise

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Cosmic
@cosmickated



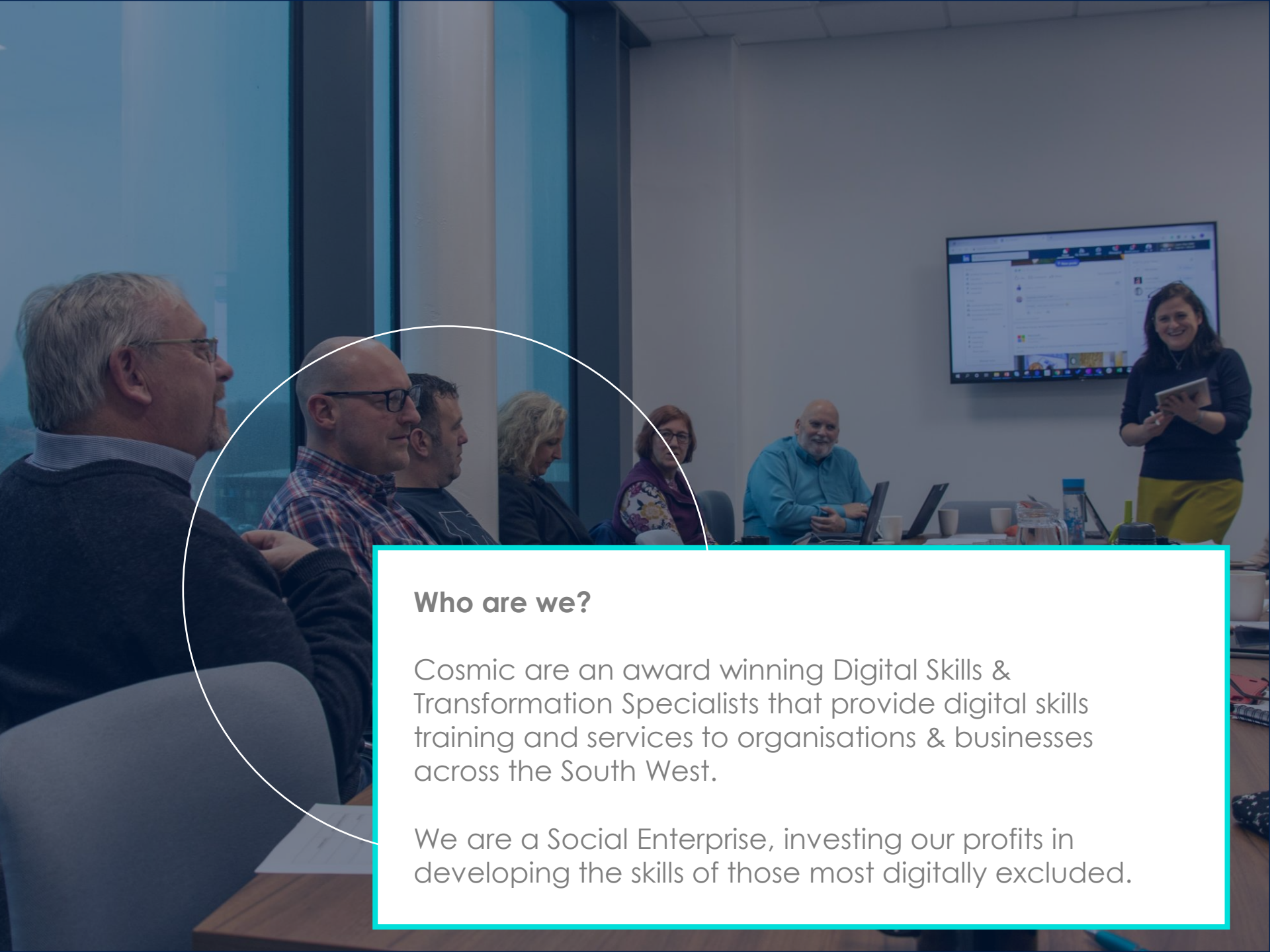
is part funded by the European Regional Development Fund



European Union
European Regional
Development Fund



digital, smart, ethical



Who are we?

Cosmic are an award winning Digital Skills & Transformation Specialists that provide digital skills training and services to organisations & businesses across the South West.

We are a Social Enterprise, investing our profits in developing the skills of those most digitally excluded.

1. Learn about what digital tools/platforms can help you run your community
2. How to visually show and display the impact of your community/social programme work using digital technologies
3. Create an infographic – a walk through session



Welcome to Good Finance

Our mission is to help **charities & social enterprises** navigate the world of **social investment**.

[UNDERSTAND SOCIAL INVESTMENT](#) 

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ACCEPT ALL

DECLINE ALL



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Outcomes Matrix



Select the areas you work in below. Please choose all that apply:

Arts, Heritage, Sports and Faith

Conservation of the Natural Environment

Employment, training and education

Housing and local facilities

Income and financial inclusion

Physical health

Citizenship and community

OUTCOME Strong and safe communities

View and select outcome
and indicators



Add outcome & all indicators

Add outcome only

INDICATOR

Reduction in levels of crime, harassment and disorder

Add

INDICATOR

National/local rates of crime

Add

INDICATOR

Number of severe crimes committed

Add

INDICATOR

Rate of reoffending

Add

INDICATOR

Rate of harassment, stalking or bullying (on the grounds of e.g. race, sex, gender, disability, sexual orientation, age)

Add

INDICATOR

Rates of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

Add

INDICATOR

Rates of violence against people identifying as LGBTQIA+ in public and private spheres

Add

INDICATOR

Level of anti-social behaviour in communities

Add

INDICATOR

Levels of gang prevalence, gang activity

Add



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Digital tools and platforms

to run your community group



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Cloud based software

THE PERIODIC TABLE OF Office 365
jump to 365

Dynamics 365 CRM & ERP (Salesforce)										Sway Next-gen presentations										
EMPLOYEE DATA & DISCOVERY					BRAINSTORMING & NOTE TAKING					OFFICE ONLINE										
LISTS	Lists Database power spreadsheet usability	Stream Video portal (YouTube)	MyAnalytics Personal metrics & self-improvement	Whiteboard Preview Brainstorming & note taking	OneNote Online Note taking in the browser (Evernote)	Excel Online Spreadsheets in the browser	Word Online Word processing in the browser	PowerPoint Online Presentations in the browser												
FILE STORAGE & COLLABORATION	SharePoint Online Team file sharing & storage	OneDrive for Business Personal file storage (Dropbox)	Delve Employee profile & content discovery	FORMS	Forms Simple forms & polls (SurveyMonkey)	Power Apps Code-free mobile apps (& forms)	Power Virtual Agents Preview Low-code customer service chatbots (ATBot)	Power Automate Code-free workflows (IFTTT)	Power BI Business analytics & dashboards											
OUTLOOK	Mail Outlook email	Calendar Outlook calendar	People Outlook contact list	Tasks Outlook tasks	TASK MANAGEMENT	To Do To-do list for life & work (Wunderlist)	Planner Everyday project management (Trello)	Project Online Premium project management	Office Lens Mobile scanning & image cleanup											
CHAT & CONFERRING	Skype for Business Instant messaging & video chat (Skype)	Teams Chat, meetings, & files in one place (Slack)	Kaizala Deprecating Large-scale comms (WhatsApp)	Yammer Enterprise social network (Facebook)	SOCIAL NETWORKING & MESSAGING	jump to 365 Pro Customize this table! Get started right now for free.	Visio Online Diagramming in the browser	Bookings Customer self-reservations	StaffHub Deprecating Frontline employee hub & scheduler											

Calendar	Cloud Search	Contacts	Currents	Docs	Drive and Docs
Forms	Gmail	Google Chat and classic Han...	Google Hangouts	Groups for Business	Jamboard
Keep	Meet	Sheets	Sites	Slides	CloudM Manage



SharePoint vs OneDrive: Where Teams stores files



Internal/External Impact sites – Google sites

Google Sites interface showing the "Start a new site" section. The search bar contains the text "Search". The "Template gallery" is visible on the right. Five site templates are displayed:

- Blank
- Project
- Help Center
- Portfolio
- Event

Recent sites

Owned by anyone

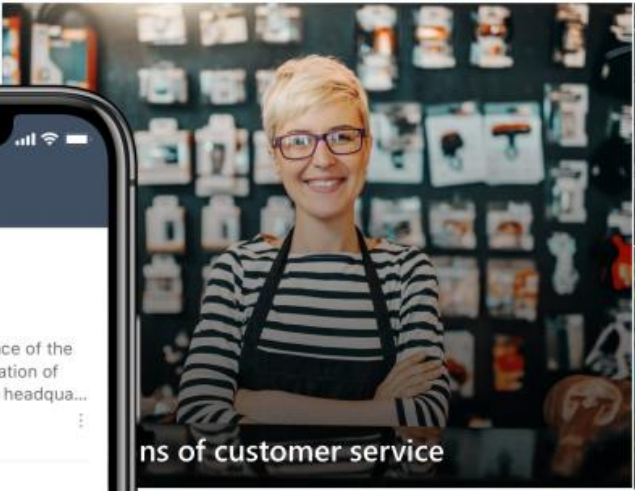
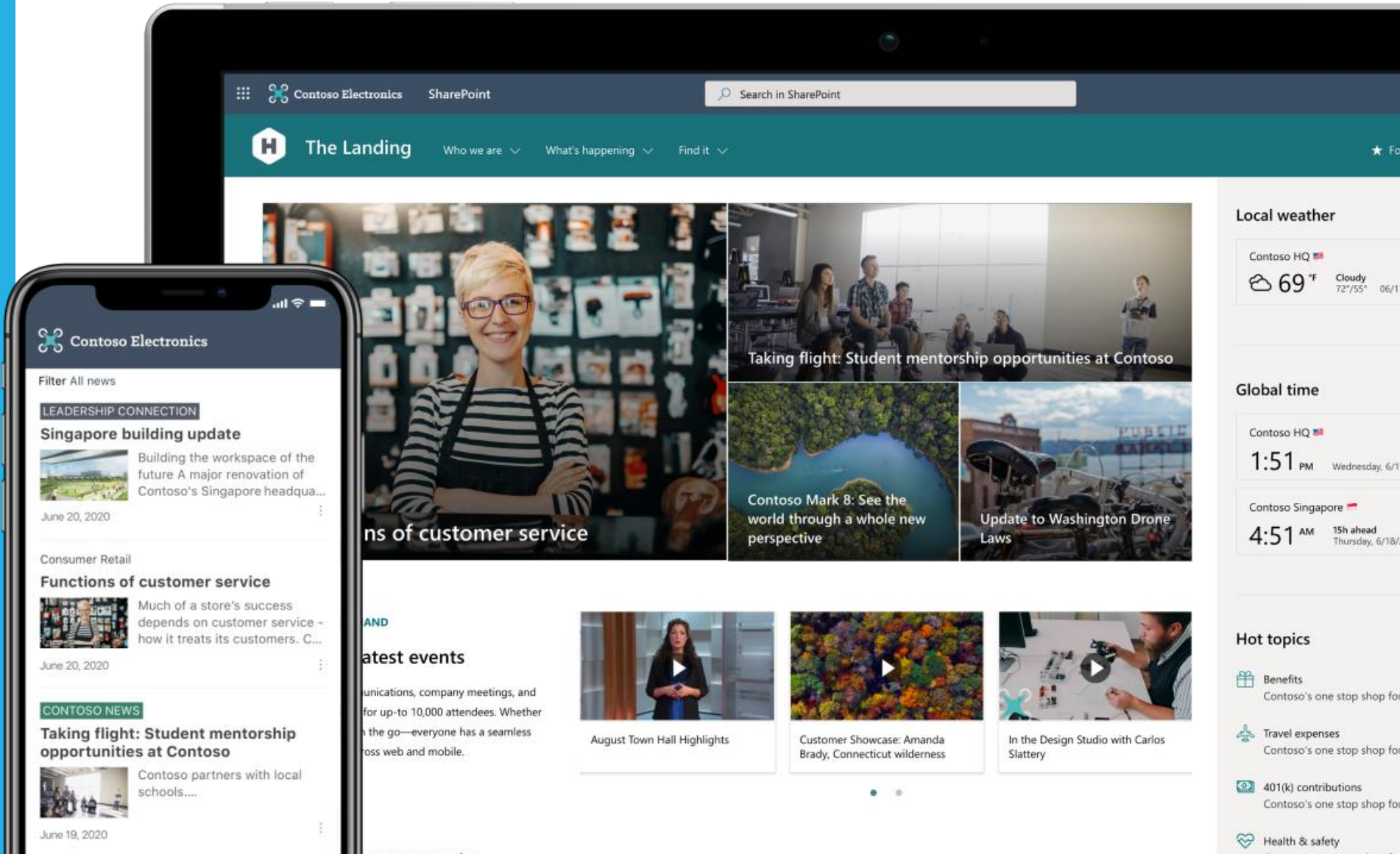


Recent sites list showing four site thumbnails:

- Fusion Driver Portal**: Created Oct 28, 2020. Thumbnail shows a driver in a racing suit.
- Leaders in the Digital Age...**: Opened Sep 4, 2020. Thumbnail shows a meeting with the text "Leaders in the Digital Age".
- Project**: Opened Sep 3, 2020. Thumbnail shows a person working on a laptop.
- Help Center**: Opened Aug 27, 2020. Thumbnail shows a help center interface.

Back to Classic Sites

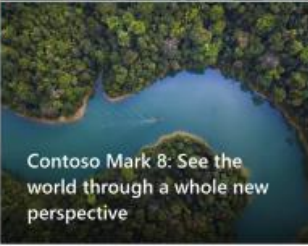
SharePoint Communication Sites for Commissioners/Board/stakeholders/ Impact site?



ns of customer service



Taking flight: Student mentorship opportunities at Contoso



Contoso Mark 8: See the world through a whole new perspective



Update to Washington Drone Laws

Local weather

Contoso HQ
 69°F Cloudy
 72°/55° 06/18

Global time

Contoso HQ
 1:51 PM Wednesday, 6/18

Contoso Singapore
 4:51 AM 15h ahead
 Thursday, 6/18

Hot topics

Benefits
 Contoso's one stop shop for

Travel expenses
 Contoso's one stop shop for

401(k) contributions
 Contoso's one stop shop for

Health & safety

Filter All news

LEADERSHIP CONNECTION

Singapore building update

Building the workspace of the future A major renovation of Contoso's Singapore headqua...
 June 20, 2020

Consumer Retail

Functions of customer service

Much of a store's success depends on customer service - how it treats its customers. C...
 June 20, 2020

CONTOSO NEWS

Taking flight: Student mentorship opportunities at Contoso

Contoso partners with local schools....
 June 19, 2020

AND Latest events

unications, company meetings, and for up to 10,000 attendees. Whether on the go—everyone has a seamless cross web and mobile.



August Town Hall Highlights



Customer Showcase: Amanda Brady, Connecticut wilderness



In the Design Studio with Carlos Slattery

Forms – gathering information - Google and O365 Forms

Personal

A screenshot of a Google Form titled "Contact Information". The form has a green header and contains several text input fields for Name, Email, and Address. There are also dropdown menus for selecting options.

Contact Information

A screenshot of a Google Form titled "Find a Time". The form features a header image of a person sitting at a desk. It includes a date and time picker, a table with checkboxes for selecting specific days and times, and a "Submit" button.

Find a Time

A screenshot of a Google Form titled "Event RSVP". The form has a header image of a group of people. It includes a "Name" field, a "Can you attend?" section with radio button options, and a "When are you available to attend?" section with a date and time picker.

RSVP

A screenshot of a Google Form titled "Party Invite". The form features a header image of a party with balloons. It includes a "Name" field, a "Can you attend?" section with radio button options, and a "When are you available to attend?" section with a date and time picker.

Party Invite

A screenshot of a Google Form titled "T-Shirt Sign Up". The form has a purple header and includes a "Name" field, a "Size" section with radio button options (S, M, L, XL), and a "Submit" button.

T-Shirt Sign Up

A screenshot of a Google Form titled "Event registration". The form features a header image of an event space. It includes a "Name" field, an "Email" field, and a "Submit" button.

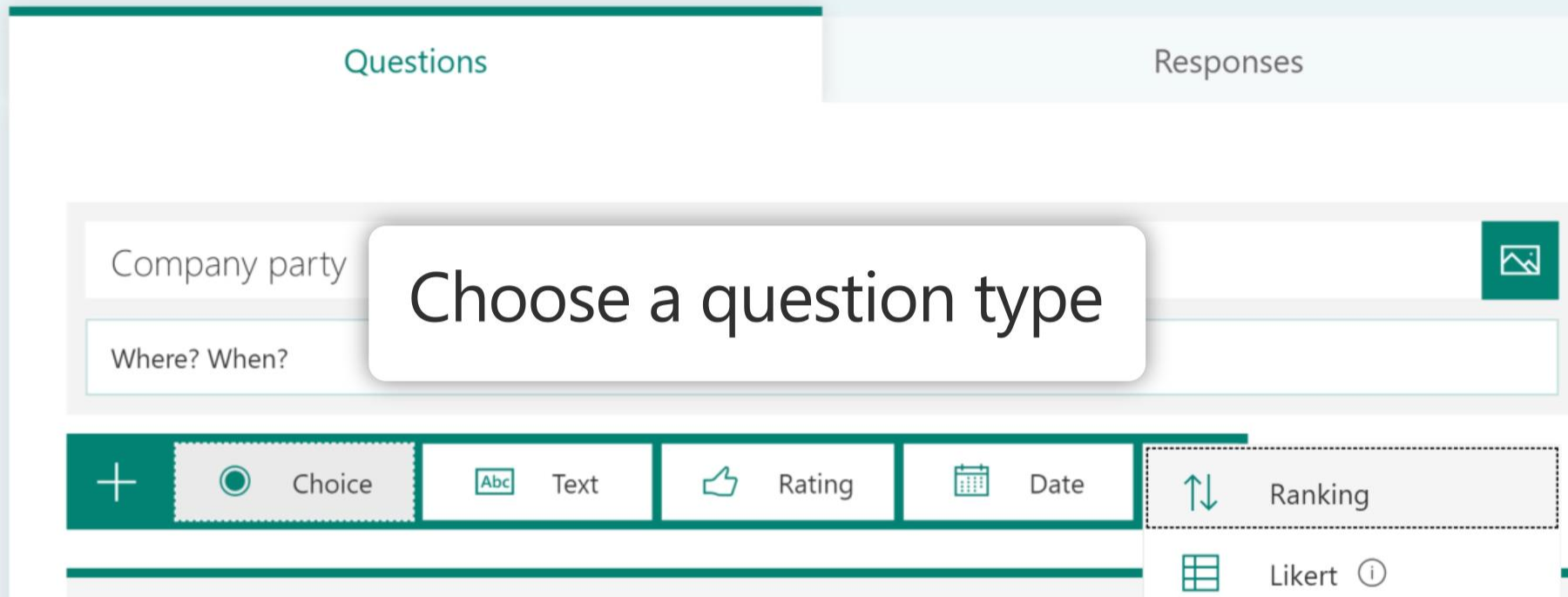
Event Registration

MSForms

Quizzes and forms for quizzes, polls and feedback

Create a quiz with a variety of question types, set point values, use customised branching to route students down different learning paths and display students' points and feedback after they complete the quiz.

File Upload, which allows respondents to upload files when answering a question, extending the scenarios of interactive learning. Other features include immersive reader and branching for customised learning.



Let's meet at 123 Your Street Your City, ST 12345

This form is automatically collecting email addresses for Axminster Tools use

Question

Option 1

Add option or [Add "Other"](#)

What times are you available?

Please select all that apply

Morning

Midday

Aft

Monday

Short answer

Paragraph

Multiple choice

Checkboxes

Drop-down

File upload

Linear scale

Multiple-choice grid

Tick box grid

Date

Time



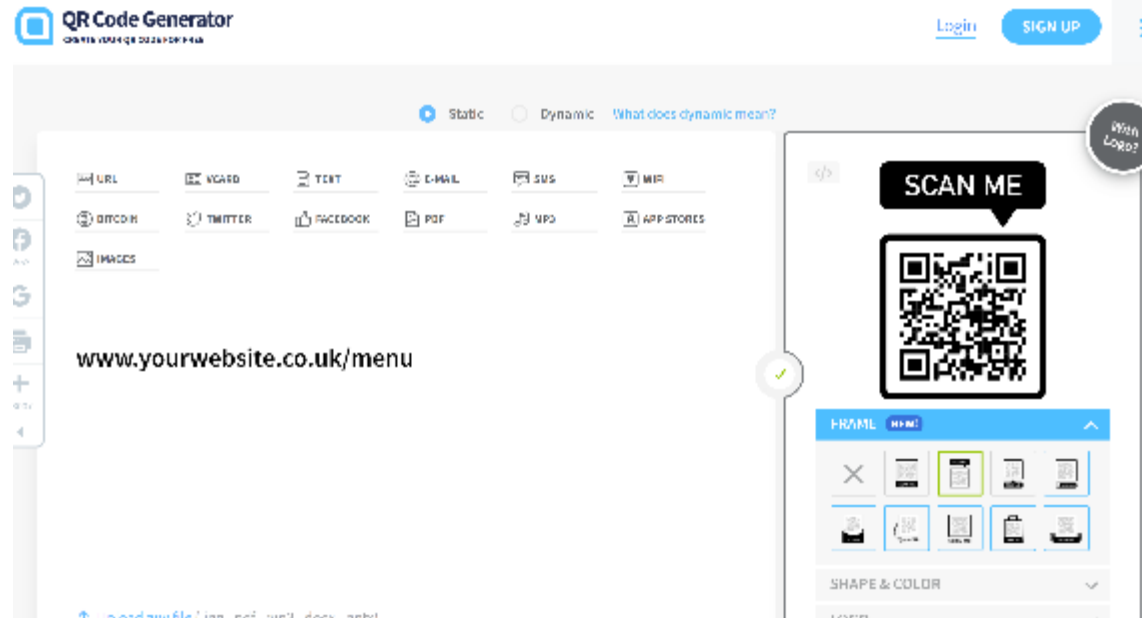
QR Codes – Their day has come!



- QR codes for adding to your data
- QR codes for easy access to your impact reports

QR code generator

- QR → website menu
- QR → Form
- QR → WiFi code
- QR → Allergen info
- QR → Further info
- QR → Provenance
- QR → Follow me (social)
- QR → Discount codes
- QR → Video clips (how tos, guides, descriptors)



WORKSHOPS
Learn how to make authentic Italian food.
Sign up for a class to learn how to make traditional pizza and pasta with world-renowned Chef Alberto
THURSDAY, 2 NOVEMBER 2019

La Cucina della Nonna
Scan the QR Code to register.

Register Now

Apparel Day
30% OFF on the NEW COLLECTION
Scan QR Code to get 30% off your purchase!

SMELLS LIKE FOREST
HAND MADE IN GERMANY

SCAN ME

SCAN THE QR CODE TO DISCOVER OTHER SCENTS



Typeform – easy forms for non 365 users

Typeform

Products ▾

Templates ▾

Integrations ▾

Resources ▾

Pricing

Careers

COVID-19

Log in

Sign up

Forms

x

below and get inspired.

Application forms

Contact forms

Donation forms

Evaluation forms

Event registration forms

Feedback forms

File upload forms

Job application forms

Membership forms

Order forms

Registration forms

Report forms

Request forms

Signup forms

Sponsorship forms

Subscription forms

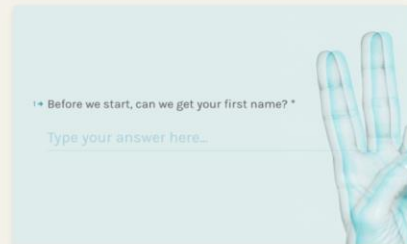
Other

Remote Working

Polls

Quick-Start

Application form templates



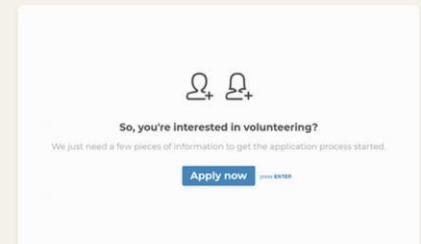
Job Application Form Template

Attract top talent with this engaging application



Rental Application Form Template

Get all the info you need in one go—so you know your property is in good hands



Volunteer Application Form Template

Automate your application process and attract top-quality volunteers

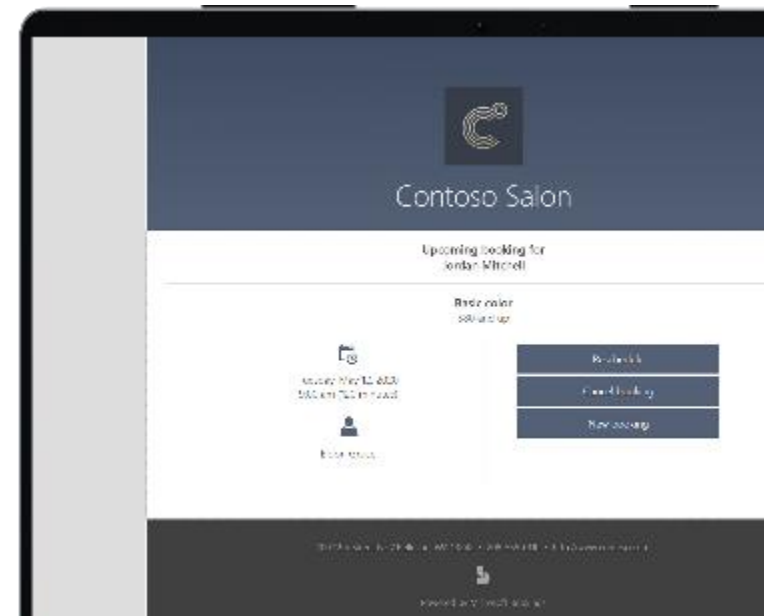
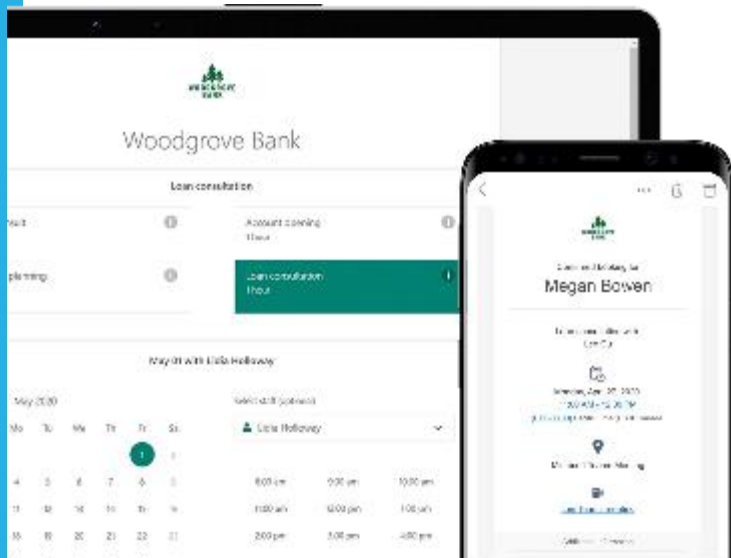
Contact form templates

O365 bookings

Your customers can visit your booking page whenever they want, book the time and service they need, get a confirmation email and calendar invitation, and reschedule or cancel if they must. If you prefer to book appointments on behalf of your clients, simply enter the appointment details in Bookings **and all confirmations and reminders will be sent**, and all changes tracked.

You can create and manage multiple Bookings calendars, each with their own unique setup to accommodate specific goals and use cases.

Bookings is easily tailored and provides a variety of editable fields and settings including page structure and information, staff details, appointment specifics, and custom communications. It is one solution that can be used across your organization.



Calendly

Create simple rules

Setup is easy. Let Calendly know your availability preferences and it'll do the work for you.

Share your link

Share your Calendly links via email or embed it on your website.

Schedule

They pick a time and the event is added to your calendar.

Calendar Integrations

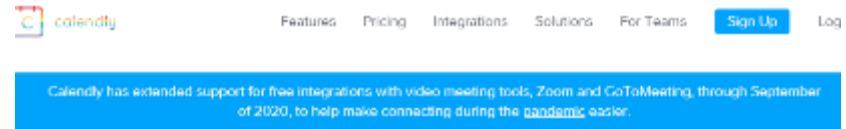
Works with your Google, Outlook, Office 365 or iCloud calendar so you're never double booked

Control

Set buffer times between meetings, prevent last minute meetings, create secret event types, and more

Flexible

Supports 1-on-1, round robin and collective availability meetings



Calendly helps you schedule meetings without the back-and-forth emails

Enter your email

Sign Up

Get started for free. No credit card required.

The image shows the Calendly pricing page. At the top is the Calendly logo and navigation links: Features, Pricing, Integrations, Solutions, For Teams, a blue Sign Up button, and a Log link. Below the navigation is a table with three pricing plans: Basic, Premium, and Pro. The Basic plan is \$0 per month, Premium is \$8 per month, and Pro is \$12 per month. Below the pricing table is a table of features for each plan.

	Basic \$0 ^{per month} signup free	Premium \$8 ^{per month}	Pro \$12 ^{per month}
Plan: Monthly <input type="radio"/> Plan: Annually <input type="radio"/>	Sign Up	Sign Up	Sign Up
Features			
Schedule one-to-one events	1 event type	4 event types	5 event types
Calendar integrations with Google Calendar, Office 365, Outlook, and iCloud	✓	✓	✓
Schedule one-to-many events	✓	✓	✓
Event types	1 event type	4 limited event types	Unlimited event types
Personalized Calendly links (e.g., calendly.com/janedoe)	✓	✓	✓
Embed on Calendly landing	✗	✓	✓

Taking bookings? Eventbrite

eventbrite

Search events

Organise ▾

Help ▾

Create Event

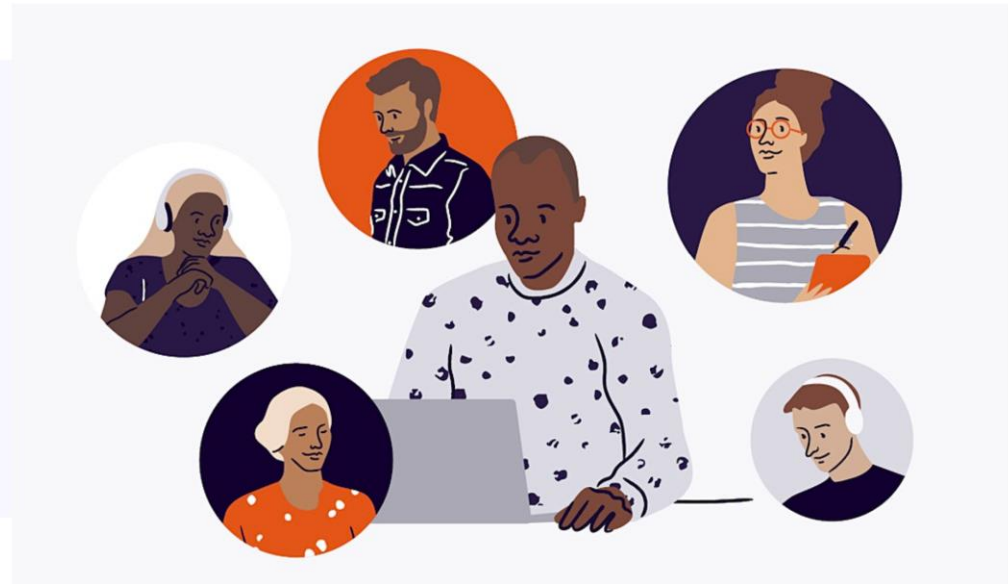
Sign

We're here to help

See our latest COVID-19 resources to stay safe and manage your events - for [attendees](#) and [creators](#).

Connect through
online events

Browse events →



Popular in **Online Events**

[All](#) [For you](#) [Today](#) [This weekend](#) [Sports](#) [Free](#) [Music](#) [Food & Drink](#) [Charity & Causes](#)

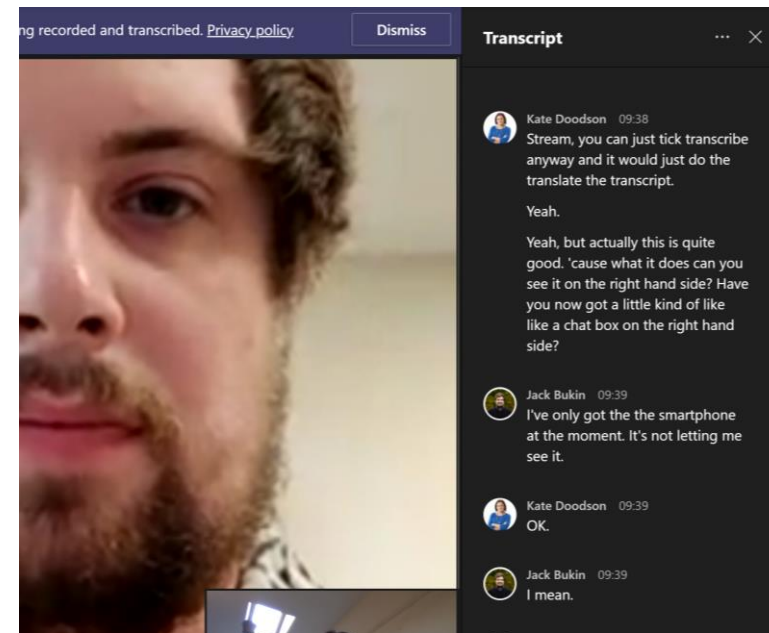
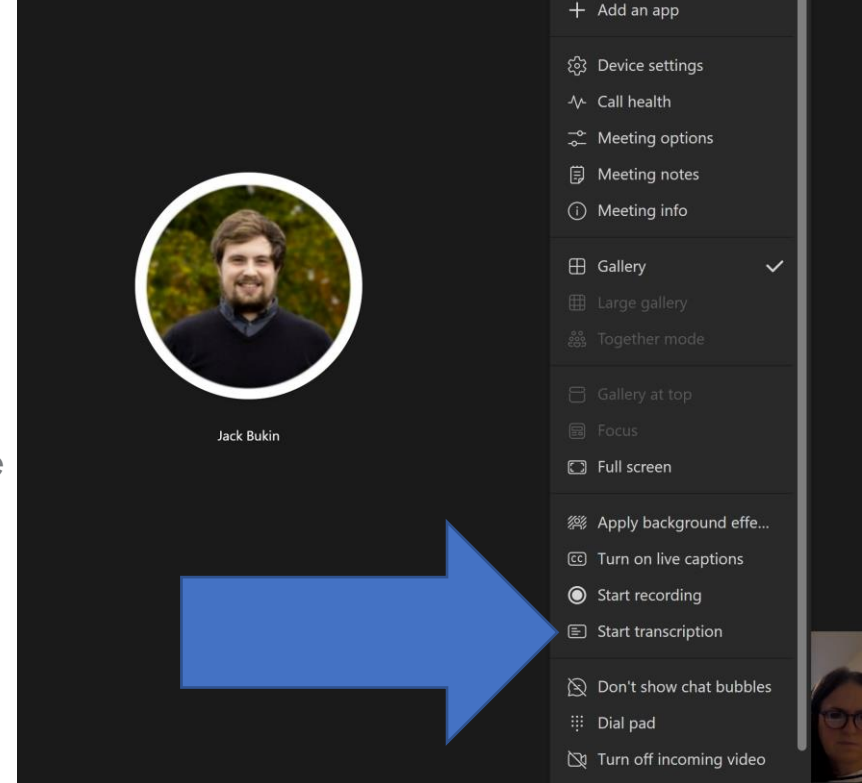
Transcription for social impact recording

Transcript creates a full transcription of the call – into the Chat area

Saves into the original invite in Teams

Is saved after the call

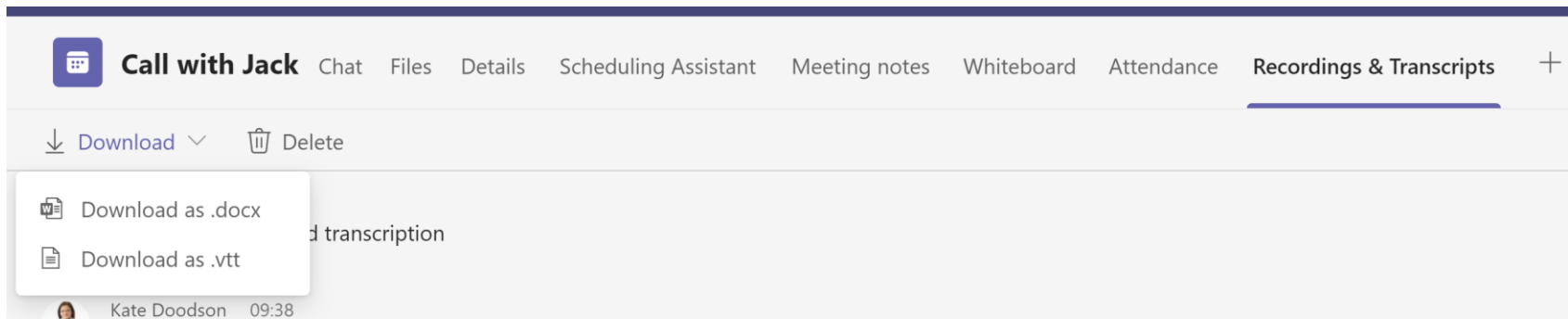
Participants are notified that live transcription is on and have the ability to **hide it from their meeting** view with just a click. If they choose not be identified, attendees can also turn off speaker attribution in their profile settings.



Download transcript

and you can download it into Word or as a VTT file (with date stamps)

VTT has time stamp related transcript for easy searching



Transcripts

Post-production script of call

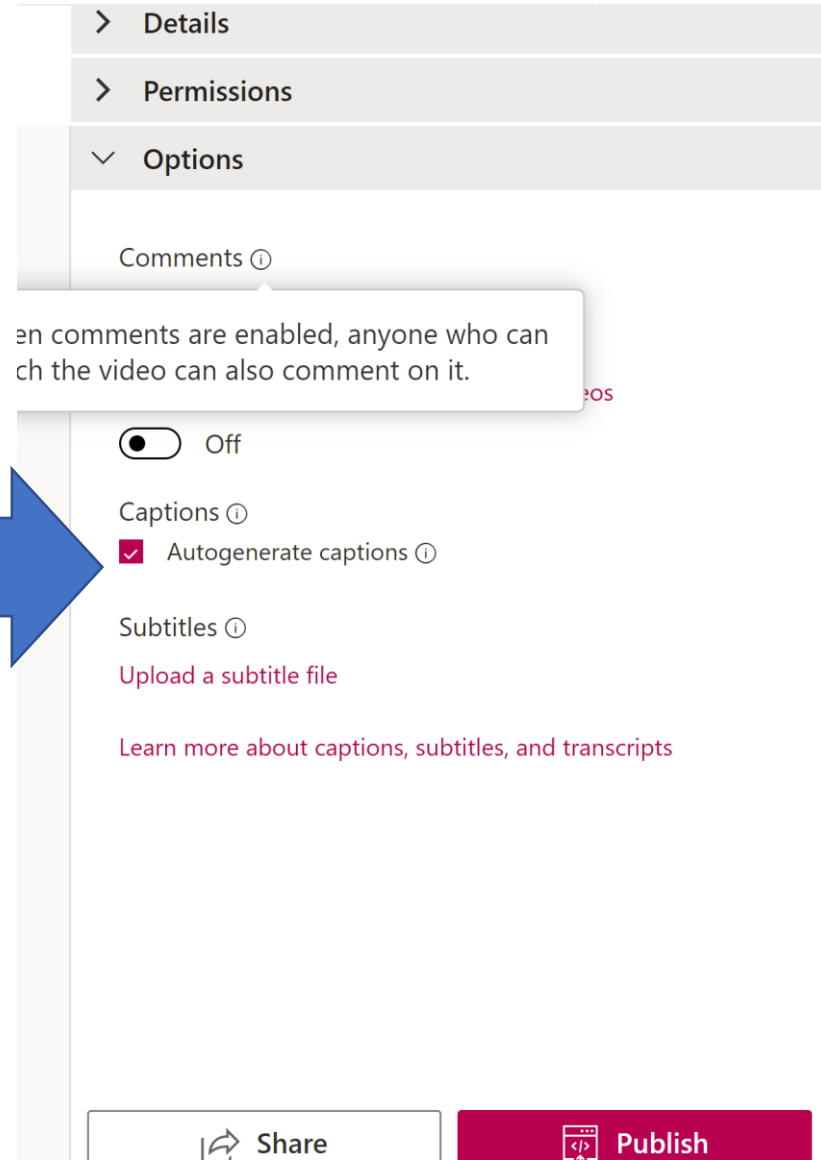
Record in Stream

At end

Find file in OneDrive

upload it into Stream

Click on transcript



> Details

> Permissions

▼ Options

Comments ⓘ

When comments are enabled, anyone who can watch the video can also comment on it.

Off

Captions ⓘ


Autogenerate captions ⓘ

Subtitles ⓘ

[Upload a subtitle file](#)

[Learn more about captions, subtitles, and transcripts](#)

Share

 Publish

[Teams cloud meeting recording - Microsoft Teams | Microsoft Docs](#)



so it's just to see whether this

Transcript Interactivity

Search transcript

- 00:03 About teams transcription uploading streams,
- 00:05 so it's just to see whether this
- 00:07 does work or not, and I'm hoping it
- 00:10 does come so will see you later bye.



Details

Call with-20211006_133213-Meeting Recording

More from my videos



team meeting test-20211006_124... 1 view

Stream video transcription

Upload from OneDrive to Stream

During upload –tick auto generate captions



> Details

> Permissions

∨ Options

Comments ⓘ

When comments are enabled, anyone who can watch the video can also comment on it.

Off

Captions ⓘ

Autogenerate captions ⓘ

Subtitles ⓘ

[Upload a subtitle file](#)

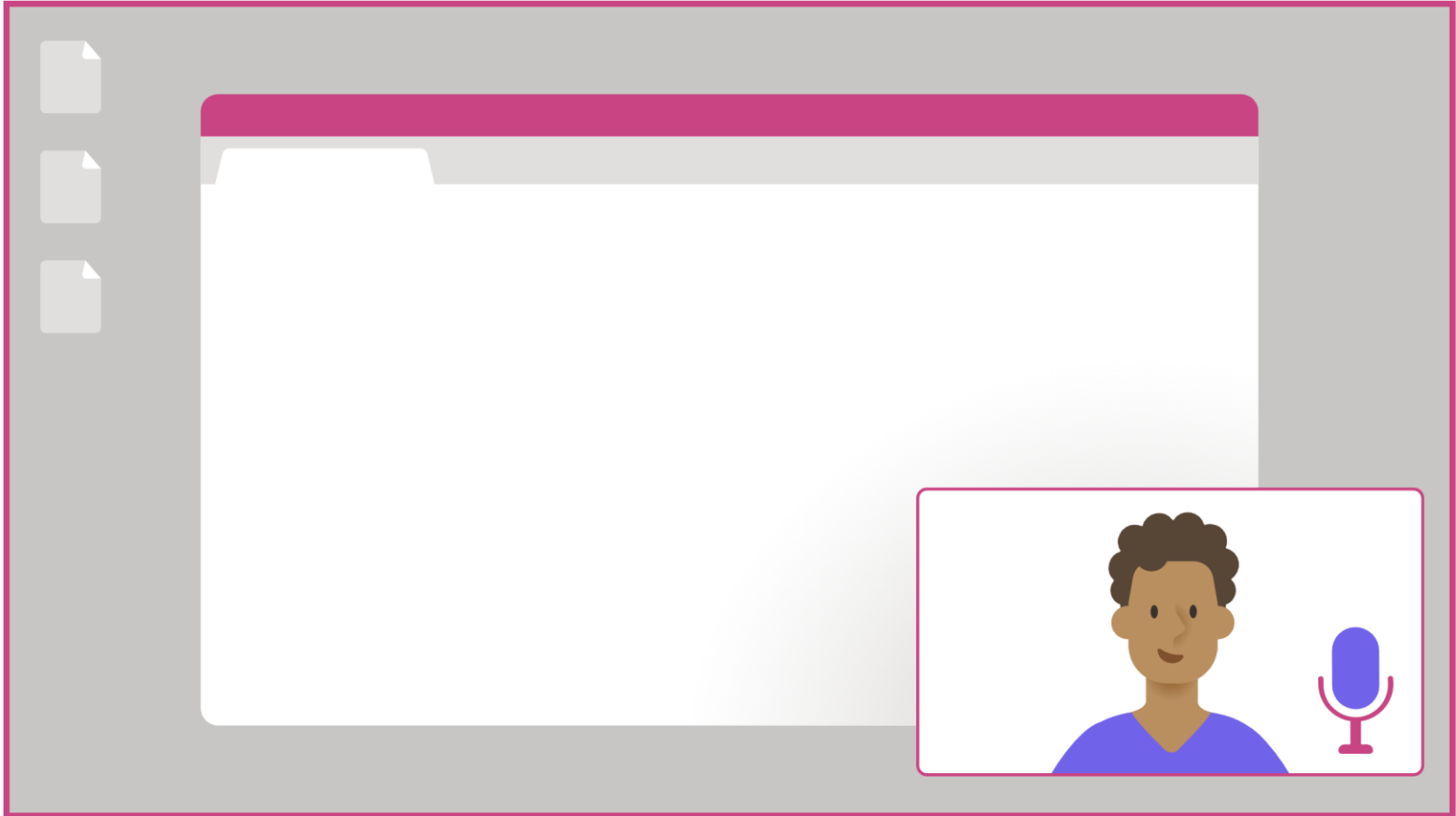
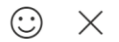
[Learn more about captions, subtitles, and transcripts](#)

Share

Publish

Screen capture - Stream

Record screen or video



Screen and camera



Immersive reader – Microsoft Lens – iOS and Android

It's amazing!!!

Immersive Reader for Office Lens in Android

Version: 16.0.12827.20100

The Immersive Reader has been added to Office users can now have their text read aloud, choose highlight syllables and parts of speech, use a pic over 67 languages. As a result, those users can spacing, have a darker theme, and much more.

Learn more by visiting: [Immersive Reader in C](#)

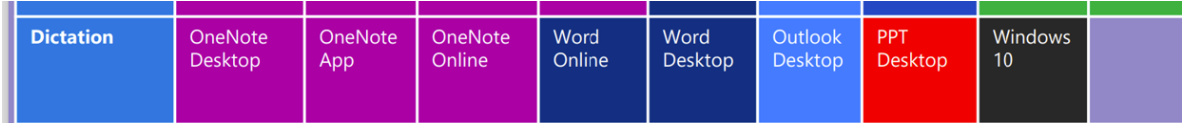
Read aloud
Highlight/syllables/spacing



Immersive Reader in Office Lens For iPhone



OneNote



Home Insert Draw View Help

Calibri Light 20 **B** *I* U [Pencil] [Eraser] [Text Color] [Background Color] [List] [Bulleted List] [Decrease Indent] [Increase Indent] [Checkmark] [Heading 1] [Dictate]

Lesson Plans

- Lesson plans
- Meeting 2021
- Reading and research22
- Management and Admin
- Digital Advantage Less...
- New Section 3
- Archive
- Digital Marketing
- Reading and Research
- Power Platform
- New Section 4

Untitled page

22 November 2021 18:13

Dictation	OneNote Desktop	OneNote App	OneNote Online	Word Online	Word Desktop	Outlook Desktop	PPT Desktop	Windows 10	
-----------	-----------------	-------------	----------------	-------------	--------------	-----------------	-------------	------------	--

Dictation

OneNote or Word

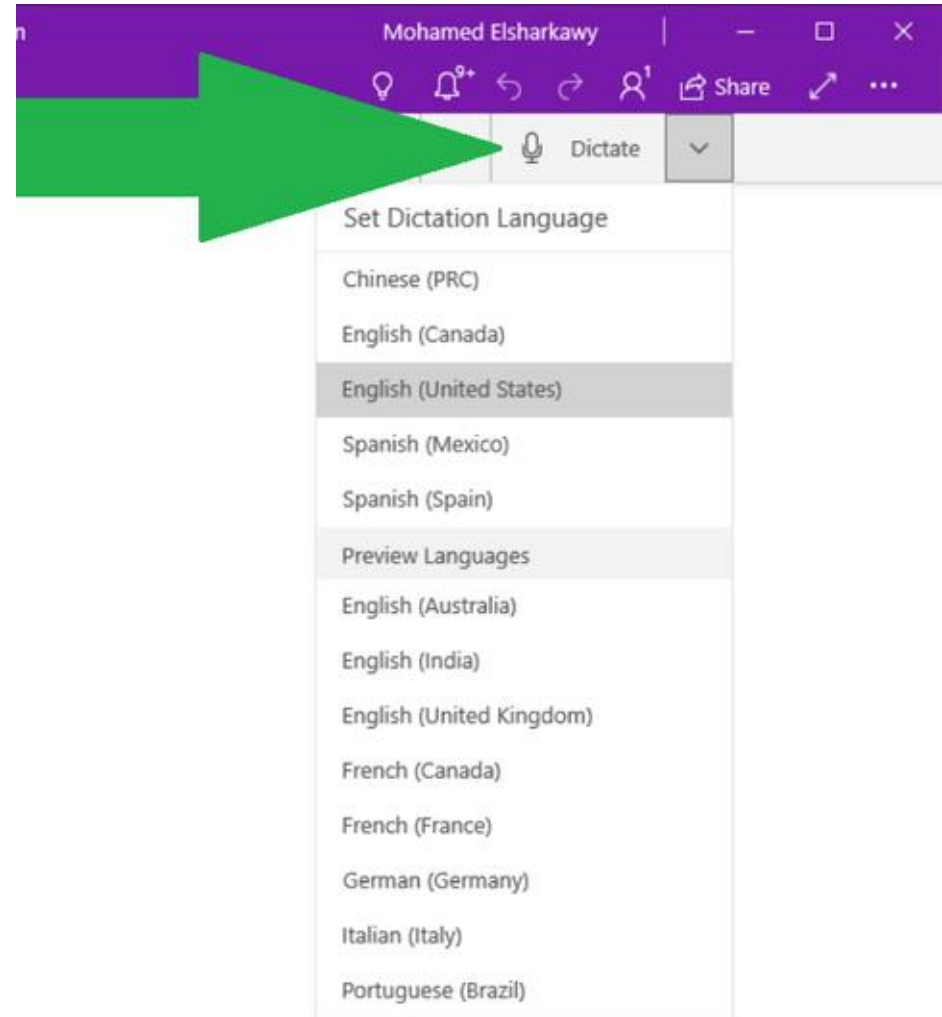
Make sure your device is connected to the internet

Place the cursor into a document or text field.

Or select the microphone icon on the on-screen keyboard.

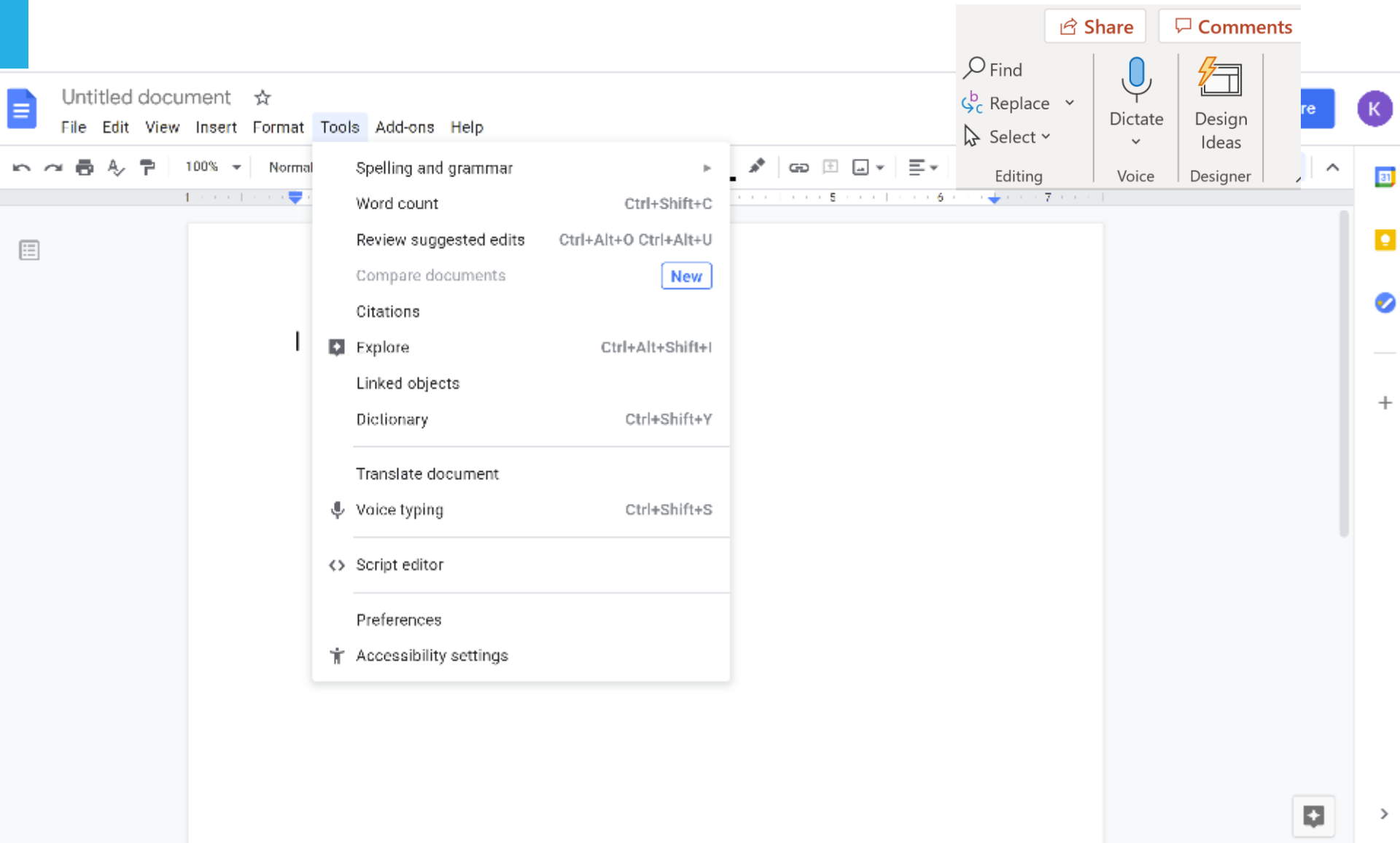
The dictation bar will appear on-screen to show that your device is listening. Note: You may be asked to turn on Online speech recognition first.

Now, just start talking to enter your text. Keep mic on to edit



<https://support.microsoft.com/en-us/office/dictate-your-notes-in-onenote-2f5d1549-afe1-4abd-95ff-829a839e3d00>

Dictation (only in Chrome) – Dictation in O365



Planner for planning marketing of social impact

The screenshot displays the Microsoft Planner application interface. At the top, a banner image shows a snowy mountain landscape. Below the banner, the word "Planner" is visible in the top-left corner. The main interface is divided into several sections:

- Left Navigation Panel:** Contains options like "New plan", "Planner hub", "My tasks", "avorites", "Actions" (highlighted), "Marketing Plan for T&C", "Recommended", "D and C - Example Plan", "DSFRS - Demo Pan", and "P&C Planning Demo".
- Header:** Shows "Actions" with a star icon, "Board" (underlined), "Charts", "Schedule", and a group of member avatars with "+7 Members" and "Filter (0)".
- Task Board:** Organized into three columns: "To Do", "Doing", and "Done". Each column has an "Add task" button. The "To Do" column contains tasks: "test" (3/3), "10 leafest to kate", and "Member". The "Doing" column contains tasks: "decide on O365" and "test" (3/4). The "Done" column is currently empty.
- Bottom of Board:** A section labeled "Completed tasks" with a count of "2" and a dropdown arrow.



CRM

While built primarily for sales organisations, CRM systems can be customised and tailored to charities, with many vendors specialising in the charity sector.

We've picked out the providers in the list below because they are either specifically designed for non-profit organisations or have extensive experience working with charities and building systems to their needs.

There is a lot to consider when making the choice. Some questions to ask include:

- Do you need a solution that is **cloud-based** or on-premise?
- **How many users** will there be? Will this change over time and can the system scale?
- Can you use an **out-of-the-box** solution, or will you need something bespoke?
- Will you be **able to configure the system** over time and create new functionality when required?
- Can the **system integrate** with existing software, such as finance and email, and your website?



Which CRM?



Microsoft
Dynamics 365



CRM systems for fundraising

For fundraising

Small-medium charities (Under £1m income)

- Blackbaud eTapestry
- Donorfy

Large charities (£1-10m)

- Raiser's Edge NXT
- Microsoft Dynamics 365
- DonorPerfect
- ThankQ

Major charities (£10m+)

- Salesforce
- Blackbaud CRM
- CiviCRM

<https://charitydigital.org.uk/topics/topics/the-best-crm-systems-for-charities-7626>

CRM system – client management & confidentiality

For Client management

We use cookies to ensure that we give you the best experience on our website. If you continue to use this site we will assume that you are happy with it.

OK



THE SYSTEM ▾

PRICING

CUSTOMERS

ABOUT US ▾

BLOG

CONTACT US

The perfect fit

See for yourself



CRMs for Charities



FEATURES HOW GROOP IS USED ABOUT US NEWS PRICING DBS CHECKS

LOGIN



The easy to use *Groop* management software built for the Public and Third Sectors

The Groop platform combines powerful management features, adaptable for your services with CRM functionality.



[The System](#) [Pricing](#) [Set Up](#)

[Contact](#)

The Complete Charity Database, Tailored To You

Make the difference you want to make with safe, organised and purposeful data

[BOOK A DEMO](#) →



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1

CONSENT

the data subject gave consent for the processing of personal data for one or more specific purposes

2

CONTRACT

processing is necessary for the performance of the contract of which the data subject is the party

3

LEGAL OBLIGATION

processing is necessary for compliance with a legal obligation to which the controller is subject

4

PROTECTION OF VITAL INTERESTS

processing is necessary in order to protect the vital interests of the data subject or of another natural person

5

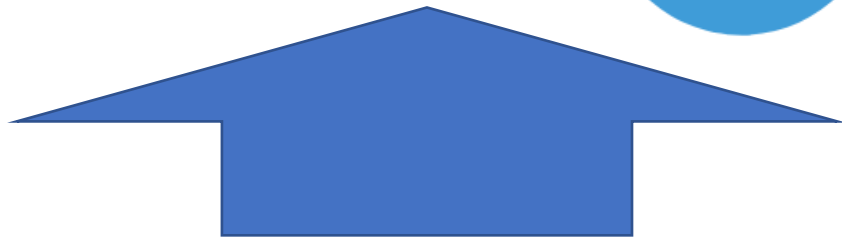
PUBLIC TASK

processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority

6

LEGITIMATE INTERESTS

processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party



GDPR - do I need consent?

What is the purpose of the data? What is the lawful basis for holding it?



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Not sure? <https://ico.org.uk/for-organisations/gdpr-resources/lawful-basis-interactive-guidance-tool/>



The UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals.

[Home](#) [Your data matters](#) [For organisations](#) [Make a complaint](#) [Action we've taken](#) [About the ICO](#)

[For organisations](#) / [GDPR resources](#) / [Lawful basis interactive guidance tool](#)

Lawful basis interactive guidance tool

Contract

Q1. Do you have (or intend to have) a contract with the individual? *

Yes

No

I don't know

More information...

Consent

Consent Is:	Consent Is Not:
A "clear affirmative action"	Implicitly assumed from pre-ticked boxes, inactivity, or silence
Freely given	A condition to use a service (unnecessarily)
Specific, informed and unambiguous	Asked for with vague or confusing language (no legalese!) or bundled with other terms and conditions
Documented	Defensible, if the details are not recorded and accessible (date, time, language)
Easily withdrawn	Hidden (hard to withdraw)



Fundraising platforms



FEATURES

INTEGRATIONS

PRICING

RESOURCES

BOOK A CHAT

The modern fundraising CRM you'll love



Cloud-based. Easy to use. Integrated and powerful, yet flexible. Built for the way you fundraise today and tomorrow, Donorfy is for smart, growing nonprofits large and small.

FREE TRIAL



Essentials

FREE

A great place to start if you've not had a CRM before and have under 500 constituents. **No more spreadsheets**

UP TO 500 CONSTITUENTS

£0 PER MONTH (FREE)

Professional

FROM £65 PER MONTH

A powerful CRM with all the features you need to manage, grow and track your fundraising.

Move the slider  to find your price band.



UP TO 500 CONSTITUENTS

£65 +VAT PER MONTH

ONLINE DONATIONS



PERSONAL ▾ BUSINESS ▾ DEVELOPER HELP

Log In

Sign Up

Copy and paste a line of code into your site. You can take

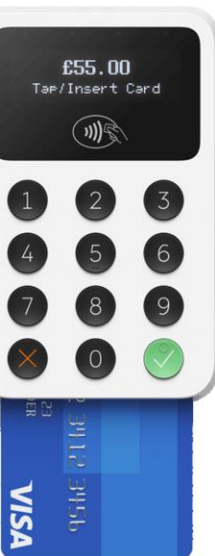
ACCEPTING DONATIONS IS EASIER THAN EVER.

Whether you're a charity or not-for-profit, a PTA or sports club, if you're raising money for a good cause, PayPal has a solution for you.

[Get a business account](#)

[What I need to sign up](#)

Call us on 020 794 93272* to discuss your not-for-profit or charity's requirements



IN-PERSON DONATIONS

Take Chip and PIN or contactless donations or payments with the Zettle reader – now a PayPal service.

[Learn more about the Zettle reader](#)

add PayPal Checkout to your website. A simple interface that keeps the

[Donate](#)

GIFT AID ELIGIBLE

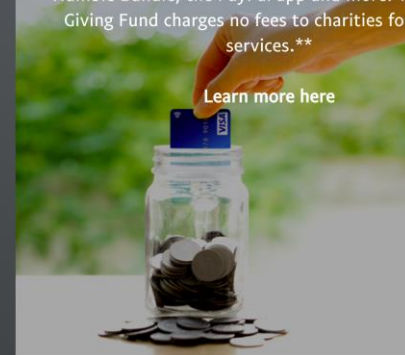
With PayPal, donors opt into Gift Aid by simply ticking a box. This declaration is then automatically applied to all future donations to your charity.



JOIN THE PAYPAL GIVING FUND

Once you've created your PayPal account, you can support your charity and enrol in PayPal Giving Fund. Through it, you can reach new donors through social media, the Humble Bundle, the PayPal app and more. The PayPal Giving Fund charges no fees to charities for processing donations or services.**

[Learn more here](#)






digital, smart, ethical

Over 4,000 retailers participating

Over 4,000 retailers work with Everyclick to give a percentage of your transaction back to your charity.

We've teamed up with loads of leading retailers who have all agreed to give a percentage of your total spend with them to the charity.

Sign up for a free Everyclick account and benefit from...

-  Choose which charity gets the free money you've raised. Choose from over 200,000.
-  Track how much you raised for your charity
-  Get exclusive offers and deals all with the intention of getting you great deals and raising in the process

Join 100,000 others raising free donations



Raises up to 1.50%



Raises up to £3.00

John Lewis

Raises up to 1.00%



Raises up to 2.00%



Raises up to 6.00%

Booking.com

Raises up to 2.50%



Raises up to 0.75%



Raises up to 4.00%



Raises up to 2.50%



Raises up to 1.00%

DEBENHAMS

Raises up to 1.50%



Raises up to 1.00%

Categories

☰ All categories

- 🐾 Animal
- 🎭 Arts & Culture
- 👤 Children & Young People
- 👥 Community
- ♿ Disability
- 🎓 Education
- 🌿 Environmental
- 🌐 International
- 🏥 Medical
- 🏛️ Religious
- 🔬 Services
- ⚽ Sports
- 👵 Welfare



Cats Protection
Raised £55,905.96

Support us >

About >



Woodland Trust
Raised £36,695.19

Support us >

About >



Dogs Trust
Raised £35,278.10

Support us >

About >



Tearfund
Raised £32,492.27

Support us >

About >



Cystic Fibrosis Trust
Raised £28,421.43

Support us >

About >



Parkinson's UK
Raised £28,676.70

Support us >

About >



Born Free Foundation

Support us >

About >



Online donation websites

If you've ever given a donation or raised funds online, you've probably used sites like:

- [JustGiving](#)
- [Givey](#)
- [Virgin Money Giving.](#)
- [Local Giving](#)

(My Donate has closed)

These sites make it easy for the fundraiser or organisation to set up a fundraising page, share their message and collect donations. They can also help to collect donors' details for future contact.

However, apart from Givey and MyDonate most of these sites charge a fee. Do your research and make sure you know how much you'll be paying before you start. It might be worth paying more to get the functionality that you need, or you may just be looking for the cheapest option.

These sites can be very useful for fundraising events, or to allow individual supporters or volunteers to fundraise on your behalf.

Amount passed on by sites for a £10 donation + Gift Aid (if debit card used) Max £12.35.

Amount passed on by sites for a £10 spend + Gift Aid (if debit card used)				
	AMOUNT GIVEN DIRECTLY TO CHARITY	TRANSACTION FEES/ VAT	CHARGES TO CHARITY	NUMBER OF CHARITIES SIGNED UP
Donate to UK charities:				
MyDonate	£12.35	£0.15	£0	9,500
Charity Choice	£12.25	£0.25 (1)	£0	4,000
Virgin Money Giving	£12.15	£0.35	£120 - one-off	11,500
Givey (2)	£12.50 (but an extra 50p is charged on top of your £10 donation)	£0.50 (3)	£0	8,100
Every Click	£11.94	£0.56	£0	200,000+
JustGiving	£11.78	£0.72 (4)	£15 or £39 - monthly (5)	13,000



Explore

Search for a Charity or Fundraiser



100% of your donation goes
to the cause you support

Start Fundraising

Facebook birthdays - donations

You can raise money on Facebook to support a charity or a local business.

Differences between personal and charity fundraisers

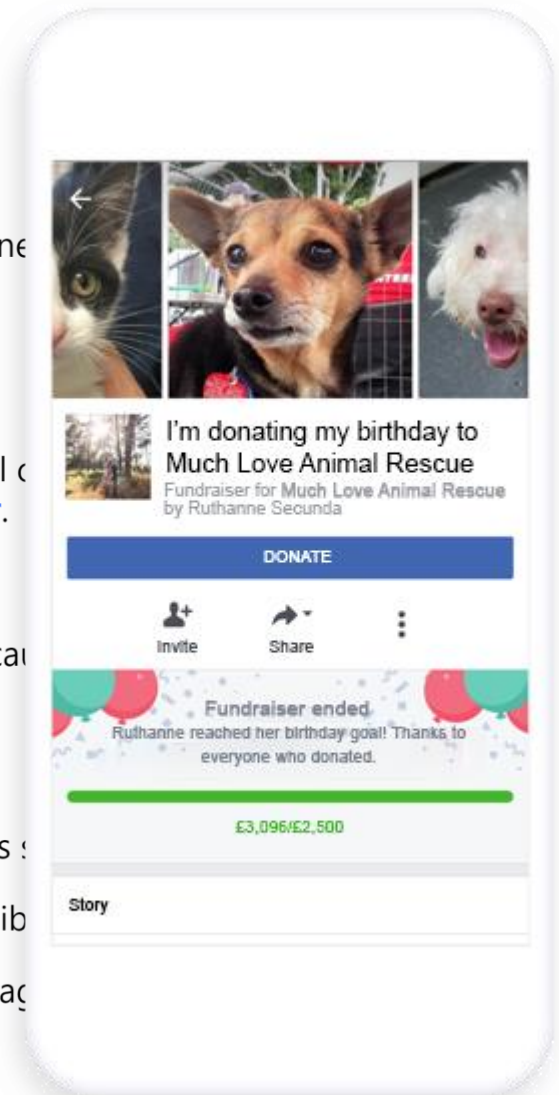
You can create two types of fundraisers on Facebook:

- **Personal fundraisers:** Fundraisers that raise money for a personal cause, such as a friend or a business. Learn how to [create a personal fundraiser](#).
 - **Note:** Cannot be used to raise money for a charity.
- **Charity fundraisers:** Fundraisers that raise money for charitable causes. Learn how to [create a charity fundraiser](#).

When to create personal fundraisers

Create a personal fundraiser when you want to raise money for things such as:

- Community projects, such as buying new supplies for your local library
- Crisis relief, such as helping a friend whose home was badly damaged
- Education, such as tuition funds



Charitable giving

Raise money and awareness for your cause on Facebook.

To make it easier for you and your community to raise money on Facebook, we've built free tools to help you collect donations and enable supporters to fundraise for your charity.



Donate button ▶

Page fundraisers ▶

Fundraiser sticker ▶

Live video donate

More and more people are going live on Facebook to share their experiences. You can add a donate button to live videos on Facebook. Give people an inside look into your organisation and share the impact that you've made in real time.

[Learn more](#) ▶

C
P
F
T

people can now
fundraise through Facebook stories.

[Learn more](#) ▶



ING
FOR
ER



Facebook Mentorship



Charitable giving

Crisis Response

Health

Mentorship

Resources

Learning & support

Success stories

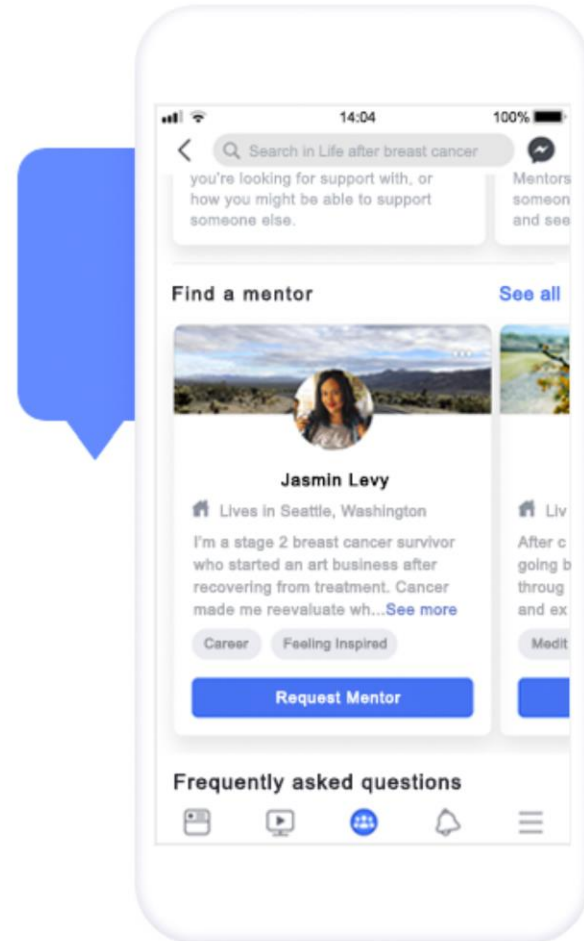
Product overview

When admins turn on Mentorship, group members can elect to sign up and add details about the experiences and expertise they can share as a mentor, or the topics and areas they're looking for help with as a mentee.

Anyone in a group can browse and choose their own mentorship partner based on the specific interests that people list when they sign up to participate.

They can get in touch directly with the partner with a request and communicate in a one-to-one space in Messenger with helpful prompts to guide them.

How it works ▶



Discussion: breakout rooms –
sharing best practice – what
have you used before?
Any other software to share?



Break



digital, smart, ethical

Ways to showcase impact

Stories & numbers



digital, smart, ethical

Memorable communications

How do you show impact in a way that is memorable?.

And use it to encourage others to participate?

The screenshot shows the Camfed website with a blue header containing navigation links: 'What we do', 'Where we work', 'About', 'Latest news', 'Get involved', and a yellow 'Donate' button. The main banner features a smiling woman with the headline 'Speaking for Ourselves: Cama Members on the World Stage' and buttons for 'Donate today' and 'Read more'. Below the banner is a dark navigation bar with icons for 'The Power of One', 'Speaking for Ourselves', 'Talent Fokola', 'Youth skills', 'Education', and 'Take action now'. The main content area includes a section for 'Check out the latest from Camfed' with two article teasers: 'Making room for girls' and 'Skull Social Entrepreneurs Challenge'. A 'Camfed on Twitter' widget is also present. Below this is a section for 'Join our worldwide community of supporters' with a call to action. The bottom section is titled 'Donate to an appeal' and 'Community activity', featuring two fundraising appeals with progress bars and a table of recent donors with their names, amounts, and dates.

Speaking for Ourselves: Cama Members on the World Stage

Donate today Read more

The Power of One Speaking for Ourselves Talent Fokola Youth skills Education Take action now

Check out the latest from Camfed

See the latest articles, press releases, films and social media from across Camfed's work. To ensure you always get notified of our latest content, [sign up](#) for email updates.

Making room for girls
Posted on 7, 2013 in Ghana, Nigeria, Tanzania, United Kingdom, United States, Zambia, Zimbabwe, Focus Countries
Economists see reducing sexual inequality in education as a vital part of promoting development. The failure to educate girls limits economic growth in the developing world by

Camfed on Twitter
[#infographic: The Cost of the Learning Crisis via @EFAReport](#)
<http://t.co/ndW5WiqXhy>
[@educationforall](#)

Skull Social Entrepreneurs Challenge
Posted on 10, 2013
The Skull Foundation, in partnership with The Huffington Post, is launching its first crowdfunding challenge designed to provide some of the world's leading social entrepreneurs with

Join our worldwide community of supporters

We need your help to educate more girls in Africa. Take a look at our latest appeals, make an online donation, send an e-card or find out how you can fundraise for Camfed.

Donate to an appeal

Community activity

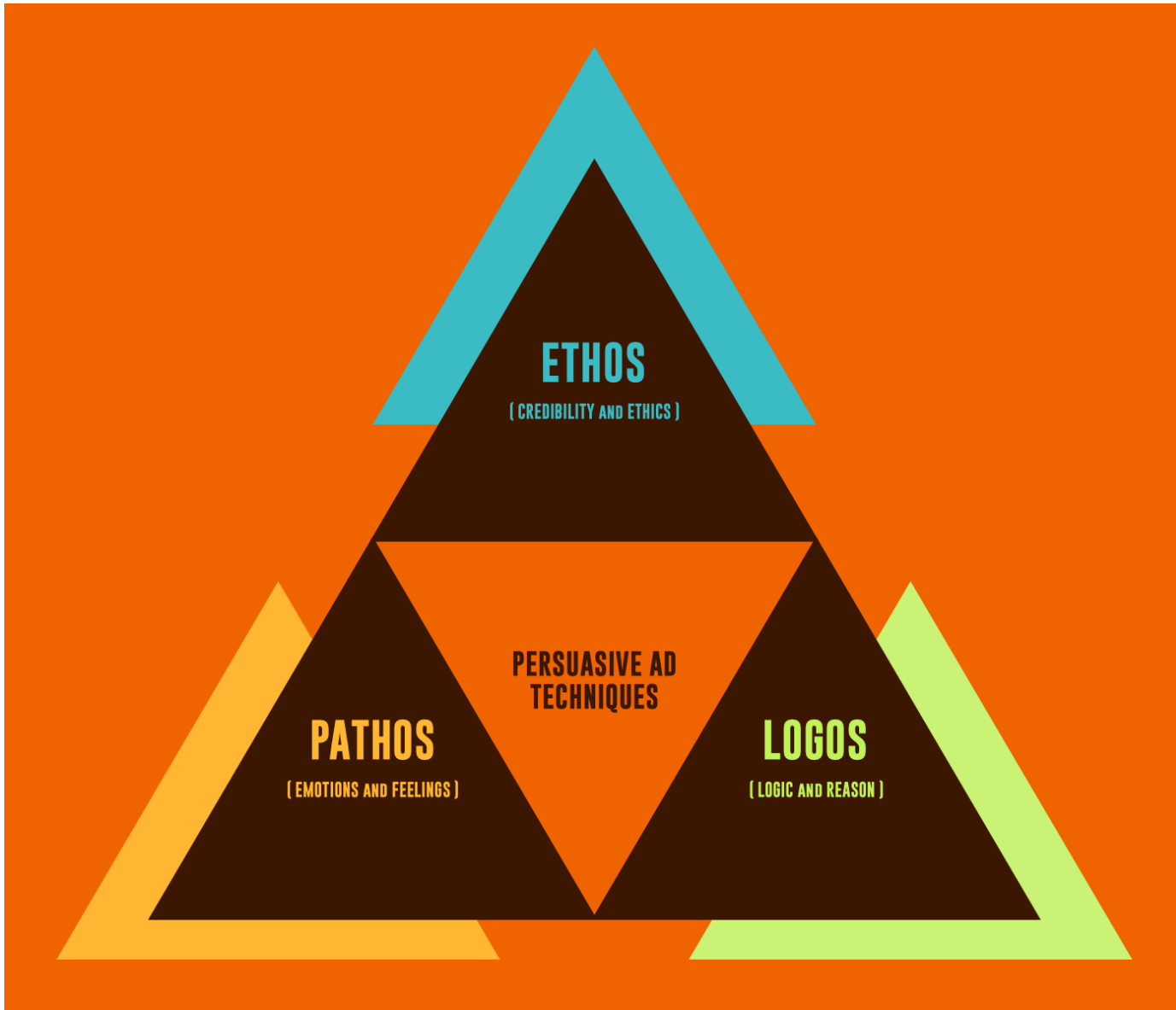
Thanks to our generous recent donors ...			
Ju Sheldiss Feb. 16, 2014	Donated \$25	Silma Umar Feb. 17, 2014	Donated \$2,637
elizabeth goldhammer Feb. 17, 2014	Donated \$25	Oya Ogoe Feb. 16, 2014	Donated \$700
Sheila Hoagie Feb. 16, 2014	Donated \$30	Rene-Jurgens Kammert Feb. 14, 2014	Donated \$5
Theodore Matlack Feb. 13, 2014	Donated \$50	Alice Lloyd Feb. 12, 2014	Donated £10

Sign up to our newsletter

Sign up to our newsletter and support our work for girls and young women in Africa. [View our newsletter](#)

First Name Last Name Email Address Sign

Creating impact that matters



digital, smart, ethical

Mix of Numbers/Stories & Ethics

Ethos

'Ethics'

Establishing
personal
credentials

Getting your
audience to
trust you

Pathos

'Pity'

Inspiring an
emotional
response

Getting your
audience to
feel

Logos

'Logic'

Arguing based
on reason and
facts

Getting your
audience to
think

Hyperbolit



digital, smart, ethical

**BELU.
WATER WITH
ETHICS.**



**HOW
REFRESHING.
ALL PROFITS
GO TO
WATERAID.**

We have partnered with the charity WaterAid since 2011 giving 100% of our profits to help to end water poverty. To date **we've given over £2.2M, transforming 146,671 lives** with safe water and sanitation. 100% of Belu's revenues are from trading, we do not receive and grants or subsidies.

WaterAid know how a relatively small donation can change someone's life. **Just £15 can enable one person to access to clean water for a lifetime.**

**BELU.
WATER WITH
ETHICS.**

**WATERAID
TRANSFORMS
LIVES.**



RICHARD MARTIN, BELU SALES DIRECTOR



**WE ARE AN
ENVIRONMENTAL
BRAND FIRST.**

“Success at Belu is measured by the reduction of our overall environmental impact, successful and sustainable trading, and the number of lives transformed in poor countries through access to safe water.”



MURPHSLIFE

[Home](#)

[Merch](#)

[Donate](#)

[Blog](#)

[Photos & Videos](#)



MURPHSLIFE

MAKE A CONTRIBUTION

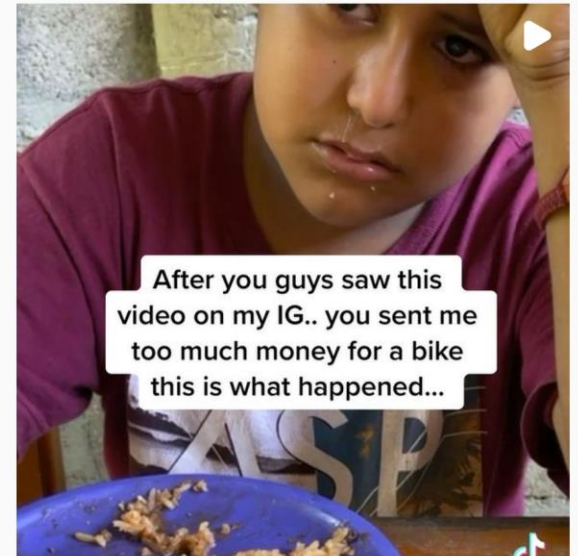
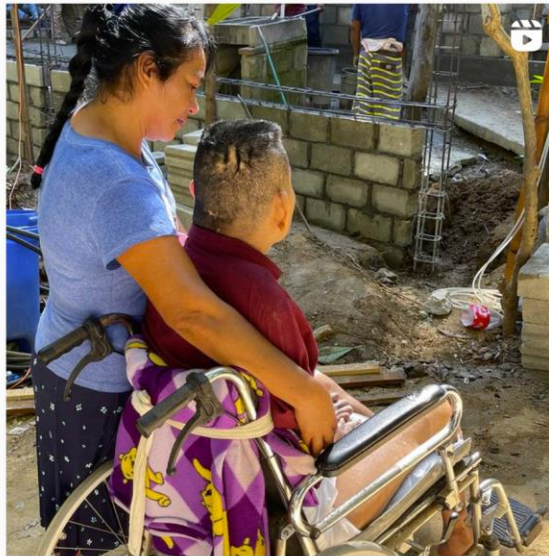
Change to Life

Instagram

Search

Log In Sign Up

...faced. I would suffer from sleep paralysis. I
...ars I would have nightly sleep paralysis. Even
... a child. For many it can be absolutely
...rifying. You see cloaked spirits, witches and
...her cultures, maybe a little creature sitting o
...ur chest.





murphslife ✓

Aaron Murphy



Follow

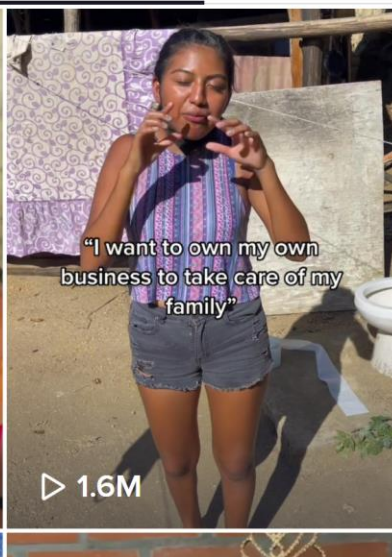
54 Following 2.8M Followers 66.3M Likes

Let's bless a stranger! Gofundme in Bio. Venmo- MURPHSLIFE24 PayPal MURPHSLIF

gofund.me/be49b1ce

Videos

🔒 Liked



Get app



HUMANS OF NEW YORK

Stories—Countries—Series

The latest stories from HONY, featuring interviews with thousands of people on the streets of New York City.



HUMANS OF NEW YORK

LATEST STORIES



• COUNTRIES • SERIES • ABOUT •

NEW YORK
TIMES N°1 BEST
SELLER



Importance of good photography

MEET SOME OF OUR YOUNG PEOPLE





Positive People

Annie's Story

Annie left school aged 15 with no qualifications. Her employment for the past 40 years has been hard physical work: cleaning, catering and care work. In January 2020 she found herself unemployed and because of health issues she was no longer able to do manual work.

At her Job Centre appointment, her adviser, Roz, discussed learning how to use a computer. Annie had complained that all the jobs were online, and she had to rely on her daughter to apply on her behalf. She explained to Roz that she found it difficult to learn new things and would get nervous when people were annoyed and impatient. Roz assured her that the **Positive People**

tasks that I found difficult without ever making me feel stupid."

Suzi taught Annie the basics of using a computer, from using a browser and Zoom to using Google Photos to free up space on her phone.

When the pandemic started, Suzi wanted to arrange telephone lessons. At first, Annie declined as she thought it would be impossible to learn over the phone. However, Suzi asked if she could call anyway, as Annie was living alone in the lockdown. Suzi phoned through a WhatsApp video call, another new skill for Annie, and she decided to carry on with her lessons.

How Positive People went Remote

Working on a project where the majority of the people supported are digitally excluded has been both difficult and inspiring over the last year. 2020 was the year the world went digital and for those who don't have access to devices or the knowledge to use this new world, it has been a very steep learning curve.

When the country went into Lockdown back in March 2020, the **Positive People** team wondered how they were going to be able to support the participants they worked with. They had to be innovative and focus on how to deliver the digital training as well as the social support their advisors give to the participants.

In the beginning, the team focused on the platforms they could use to deliver the training, and ensuring they had the knowledge in the team for using them. This meant creating How To Videos and guides for platforms such as Teams, Zoom, Whatsapp, Google and many others.

They spent the first few weeks ensuring that the participants had a phone call to check they were okay and identify those who had devices to work with and access to the internet. For those that didn't, they worked alongside the Change Coach

team to look at where they could access the funding to support with data and devices.

After a couple of months, the world that had seemed so strange in the beginning was becoming second nature. The adapted courses and workshops were delivered with a focus on being remote.

The team also wrote new content looking at wellbeing and safety online. This included a focus on the scams that were now very prevalent in lockdown. They created videos on internet banking, using the GP services online and how to get deliveries from supermarkets. A tech support line was set up to help those who didn't have access to support online.

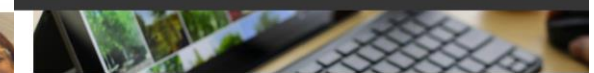
Since the start of this new way of working the **Positive People Project** have identified the good and bad and how they can continue to support those who are most digitally excluded.

We are looking forward to being able to have a hybrid version to support those who are happy to work remotely, as well as those who still need the human interaction for their digital and social inclusion.

Number of Participants Helped:

201 Somerset

151 Devon



Rita's Story

Rita came to live in England from Lithuania about fourteen years ago where she worked in a bank before starting a family. Her children are grown up now and when her husband passed away eight years ago, she suffered from depression and anxiety. "Even right now I can't listen to music and sometimes I can't be around people, especially if I don't know them".

Getting support from **Positive People** has helped Rita overcome some of these challenges. She says, "They found me interesting things to do like computer courses and activities".

As part of this support, Rita attended an English course at her local college and worked with **Digital** who commented "When getting support from her skills and they were sharing confident about using the when her daughter needed access to a digital device". Change Coach, a case was provided with her own **Positive People** project, big step forward for Rita

as she now has unlimited access to a tablet which opens up many new opportunities for her, including learning online and improving her skills in addition to job searching and looking for other opportunities".

Rita adds "I learnt how to check emails or write them. I am not a computer person but computer courses have helped me get basic skills".

Mike suggested a variety of different apps including some that Rita could use to help her continue improving her English skills and she found these to be interactive and fun. But having worked in a bank, she hadn't lost her passion for numbers and sudoku quickly became one of her favourite apps! She's now also able to use YouTube to indulge in another of her passions which is listening to opera and likes to go online to keep up to date with news and politics.

Working with her Change Coach, Mike also recommended some short online training courses to help Rita practice and improve her English. She found these to be comprehensive and enjoyable and completed them successfully saying, "I really enjoyed the computer courses, and it was a good experience for me".

Rita will still have occasional help from her daughter on her digital endeavours but plans to continue with her online learning and says her future goals include, "Be healthy and continue to learn something which helps me".

Training

Jacqui's Story

"12 months ago, I could send an email and do a Word document... and that was pretty much it".

One year on since March 2020 and Jacqui is speaking live on BBC Radio Devon, explaining her Digital journey: "The Zoom calls have been a massive hill, helping me to keep in touch with my clients and family".

Jacqui **Rend** runs one of **Slimming World's** 10,000 strong weight-loss support groups in Britain. She set up **Slimming World Okhampton**, in Devon, after attending another group herself. She successfully lost a stone 2 pounds through the programme of dietary, health and wellbeing support, and thought, "I wanted to help other people do that". Unfortunately, the impact of Covid-19 and lockdown in spring 2020 meant that Jacqui was "trapped into technological mayhem".

"When we first went into lockdown it was devastating. I had just built up my client-base in the 12 weeks since starting in Okhampton, and suddenly overnight I had no customers. It was a case of getting onboard with technology, or sinking. Thankfully I've kept onboard".

Jacqui registered for the **Growth Support Programme**. This programme, now in its fourth year, is funded by the **European Regional Development Fund** and is delivered in partnership with the **Heart of South West LEP**, the **Growth Hub** and a range of delivery partners. **Cosmic's Digital Business** advisors are able to support SMEs, just like Jacqui, with a range of digital training and advice. Over the course of several meetings, Jacqui met with

one of our **Digital Skills Trainers**, **Becky Cosmic** helped Jacqui to identify her needs and skills gaps, realising that her challenge during Covid-19 would be all around digital marketing and online communications. Jacqui got to grips with a range of tools and solutions, and really embraced the benefits of Digital.

"I've learnt how to use Whatsapp. I used to think what is that? I was terrified of it. I can now do a video broadcast for people and send it to them. It's blown my mind. Facebook has gone from being really scary, to me now doing live cookery lessons for my clients".

Not only has our Digital Skills training helped Jacqui keep her business going, but it has also given her the ability to support her own mother with new skills - posing on the Digital Inclusion across the community. "I've actually managed to teach my Mum, she's 81 and based in Cumbria. I taught her how to join us on Zoom for a party on VE Day. That was brilliant!"

"My generation, we're frightened to press buttons on technology, in case we break it or do something wrong. So, I say, 'don't be frightened to try'. My Mum started using her iPad when she was 80, and she's discovered YouTube and she's got a new lease of life, watching all her favourite musicians again".

We are thrilled to have supported Jacqui at this time, and her new found enthusiasm and fame is helping to pass on the message to so many other people.



Splash Projects

Splash Projects is an award-winning company that delivers innovative experiential learning programmes through real-life community projects.

With a head office in Exmouth, they help clients achieve their business objectives while also delivering life-changing building projects to charities and community organisations. It's a great way for a company to achieve team and leadership development, whilst creating and developing new physical assets for communities and charitable groups.

Over the duration of their projects, participants are invited to design, plan and execute in an unfamiliar environment - offering a spectrum of challenges and development opportunities for employees and senior managers alike.

As a small team, **Splash** understood the importance and potential value of developing a digital marketing strategy and overall social media presence. However, they had found it somewhat

difficult to find avenues for communications, gaps in targeted marketing and improving website performance.

"Maximising social media presence, especially LinkedIn, in their most valuable platform to reach their target audience".

"Developing original content for the website and articles to help work towards their goal of becoming a more influential provider in experiential learning & team/leadership development."

Toby Rix, Head of Marketing & Communication at **Splash**, said, "Kate has provided us with some invaluable insights into the digital marketing world and has helped guide the foundation of our digital marketing and communications strategy going forward. Kate has also worked with us to breakdown our goals into actionable tasks. We wanted to say a massive thank you for these Cosmic sessions. Anna and I have found these meetings incredibly insightful and have truly

"I must thank you again as you've prepared me for this very eventually (lockdown). You really did key me in to the future."

Digital Inclusion Hours Delivered across Positive People:

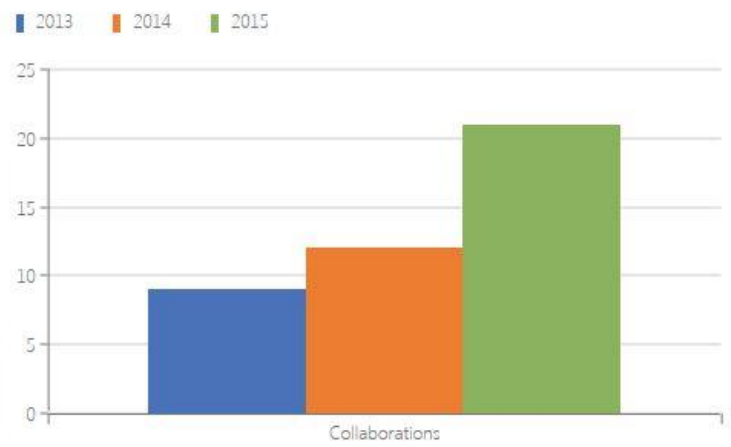
5712

MS Sway for Social impact Reports

Total Library Collaborations



Total Library Collaborations



A video review is harder to fake

Testimonials work because they tap into one of the most powerful, old school advertising methods — word of mouth.

In the digital age, word of mouth has got a makeover. It's no longer confined to friends and family, it's influencers you admire and reviewers you like.

Video takes word of mouth marketing to the next level.

A video is harder to fake. This is a real person, willing to associate their face and name with your product. It creates trust, and helps forge a real connection between the viewer, the person in the video, and the company.



72% of consumers say that reviews and testimonials make them trust a company more.

Video editing apps and software



Free (Windows, Mac, iPad and iPhone)

Free* (preinstalled on Mac, download from Appstore for iPhone/iPad)



iMovie



**Microsoft
Photos**

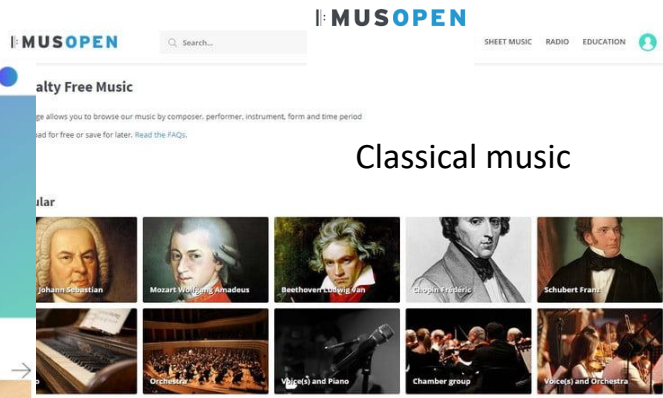
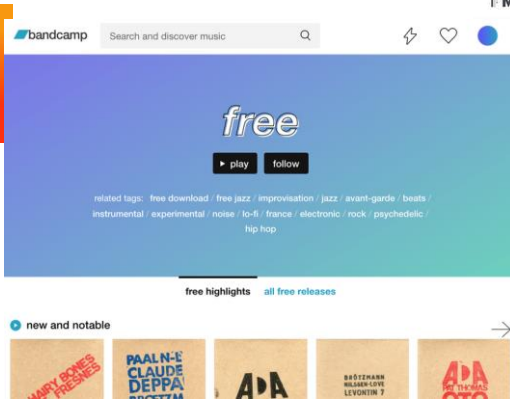
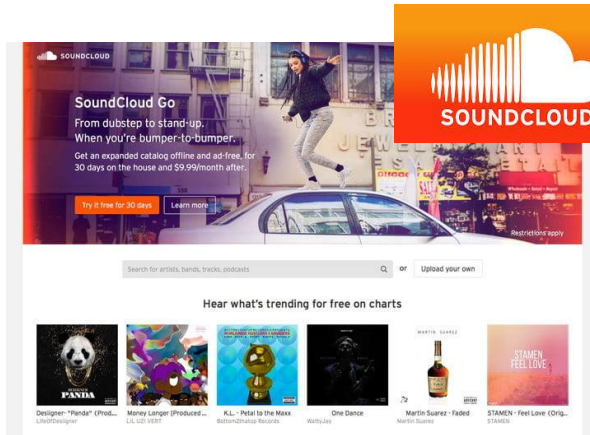
Free (Included with Windows 10)

Free (iOS and Android)



GoPro

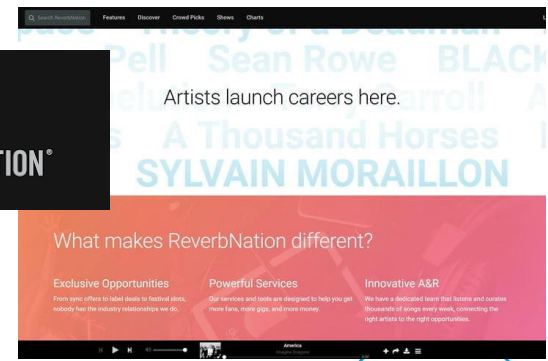
Adding or using music legally in your video's



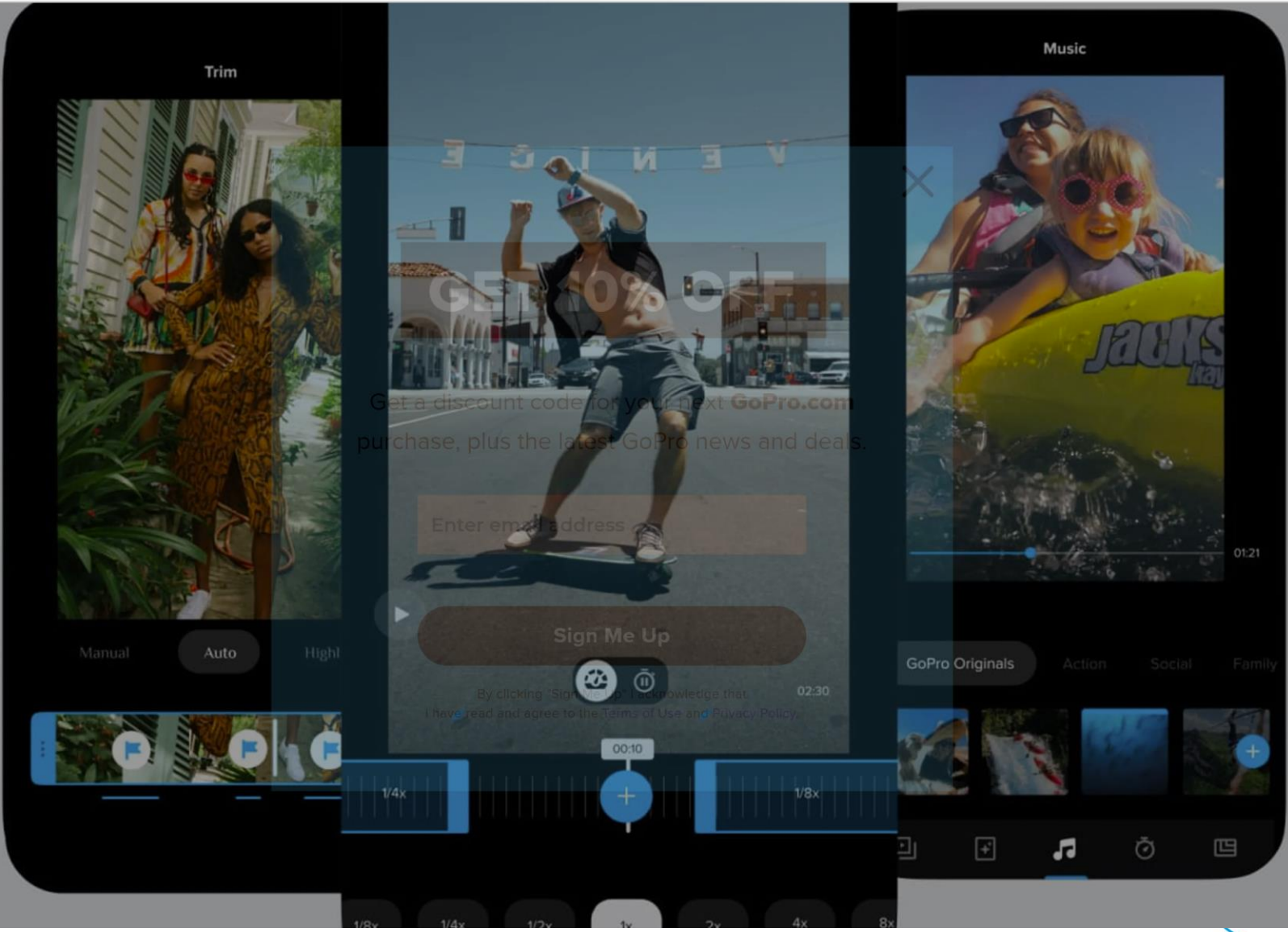
Lots of independent musicians



DatPiff
Hip hop / rap genre



<https://gopro.com/en/us/shop/quik-app-video-photo-editor>



Adobe Spark



Adobe Spark

Features ▾

Create ▾

Learn ▾

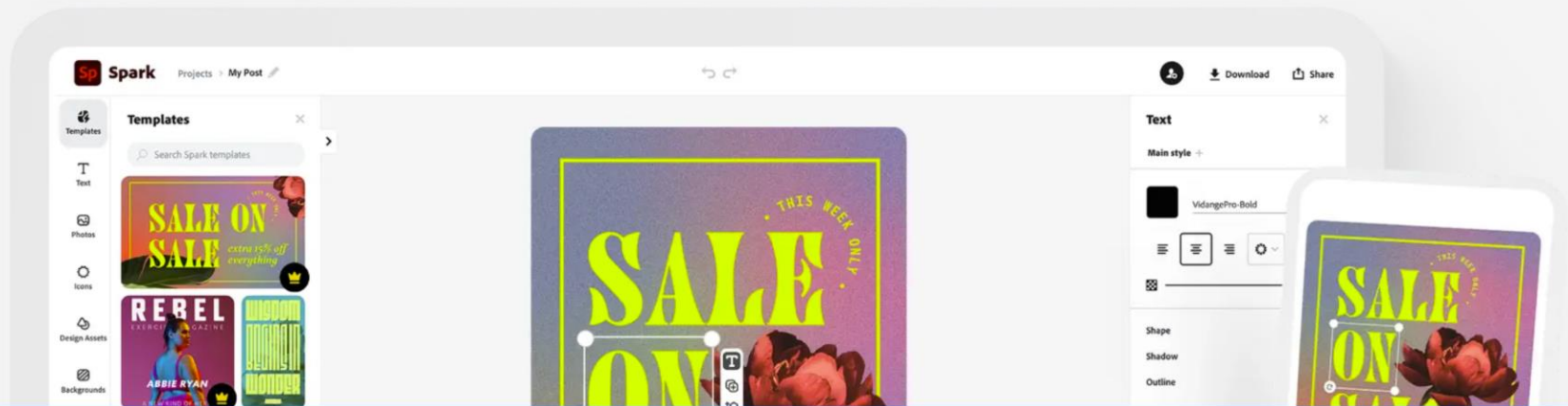
Compare plans

Start now

Sp Adobe Spark

Create graphics, collages, flyers, videos and animations that look professional in just a few taps.

Start for free



Canva video editor!

What will you design?

Custom size



For you



Presentations



Social media



Video



Print products



Marketing

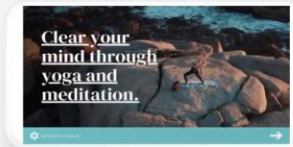


Office



More

Easy-to-assemble videos



Video



Facebook Video



Video Message



Mobile Video



YouTube Video

Does it need to be written?

Alternatives to written text

For those with dyslexia – or processing conditions

For those with low literacy

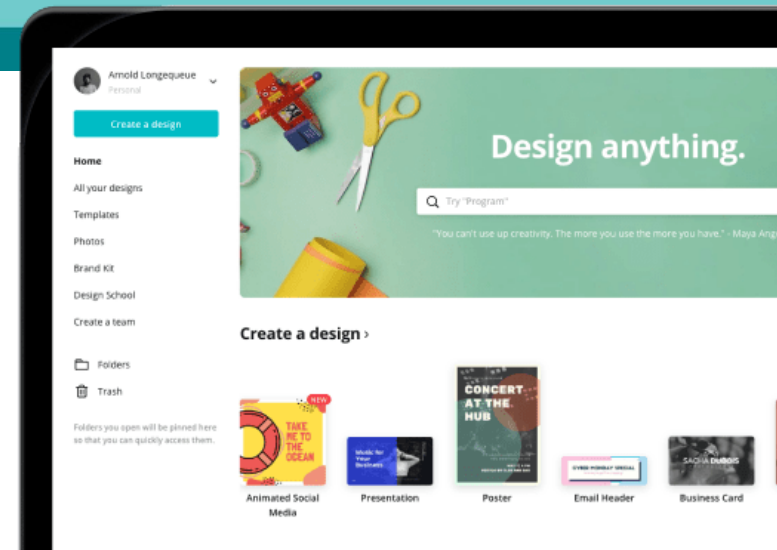
It's just easier to read and digest!

Inclusive design

Canva – drawings and diagrams, models or infographics

Tabular and bullet format

Highlight **key words** for easy reference



9 of the most popular types of infographics are:

1. Statistical infographics
2. Informational infographics
3. Timeline infographics
4. Process infographics
5. Geographic infographics
6. Comparison infographics
7. Hierarchical infographics
8. List infographics
9. Resume infographics



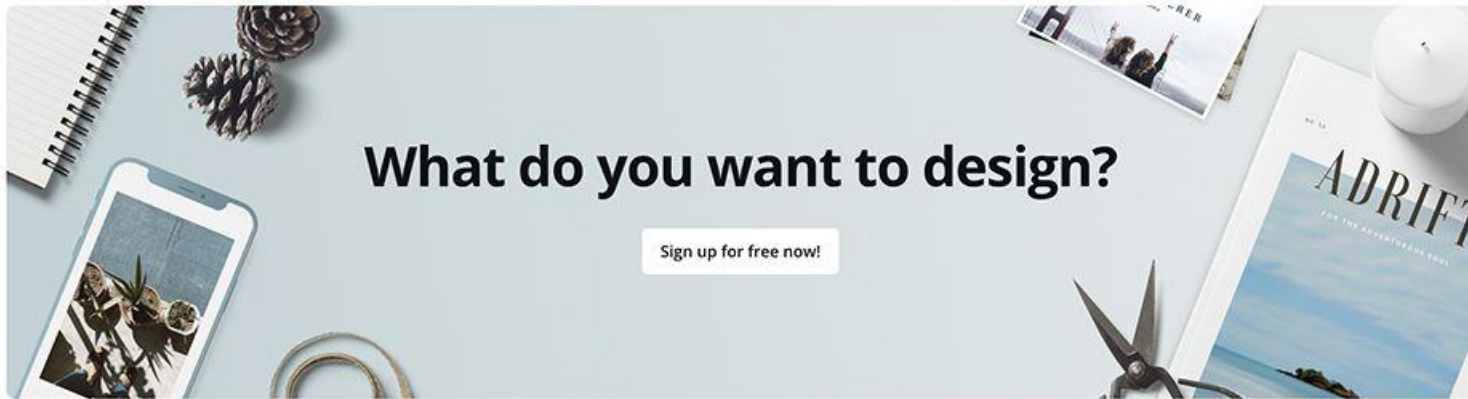
Infographics Canva

Need to make posters or images to share online? Use [Canva](https://www.canva.com), an online marketing and design tool which makes professional looking graphics easily. <https://www.canva.com>

Home Templates Features Learn Plans

Log in

Sign up



Popular designs

Discover everything you need to know about Canva's most popular document types. Access inspiring content, video how-to guides, free templates, and more.



Baby Shower Invitations



Brochures



Business Cards



Calendars



Christmas Cards



Facebook

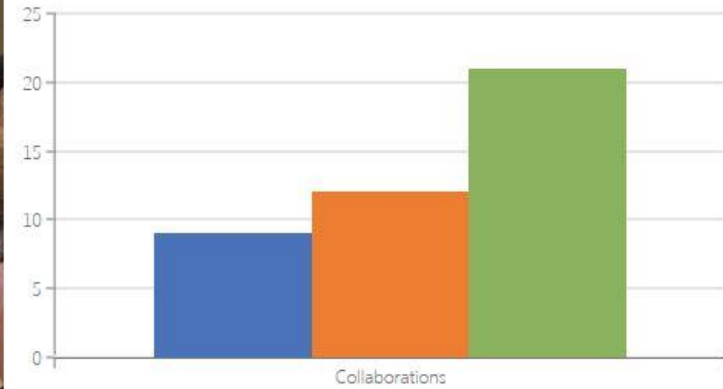


MS Sway for Social impact Reports

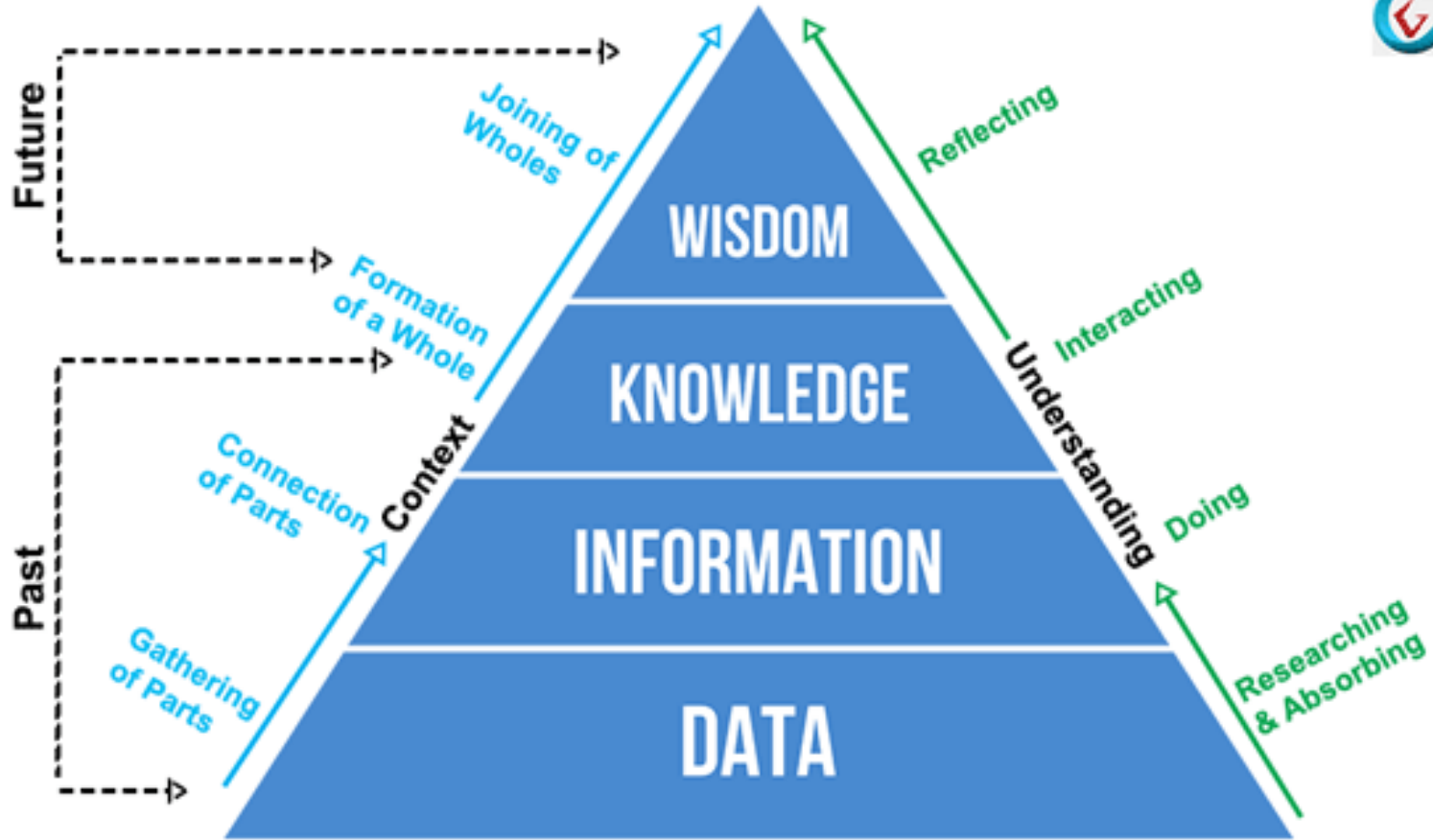
Total Library Collaborations

Total Library Collaborations

■ 2013 ■ 2014 ■ 2015



Number telling - DIKW triangle



DIKW Pyramid
CertGuidance.com



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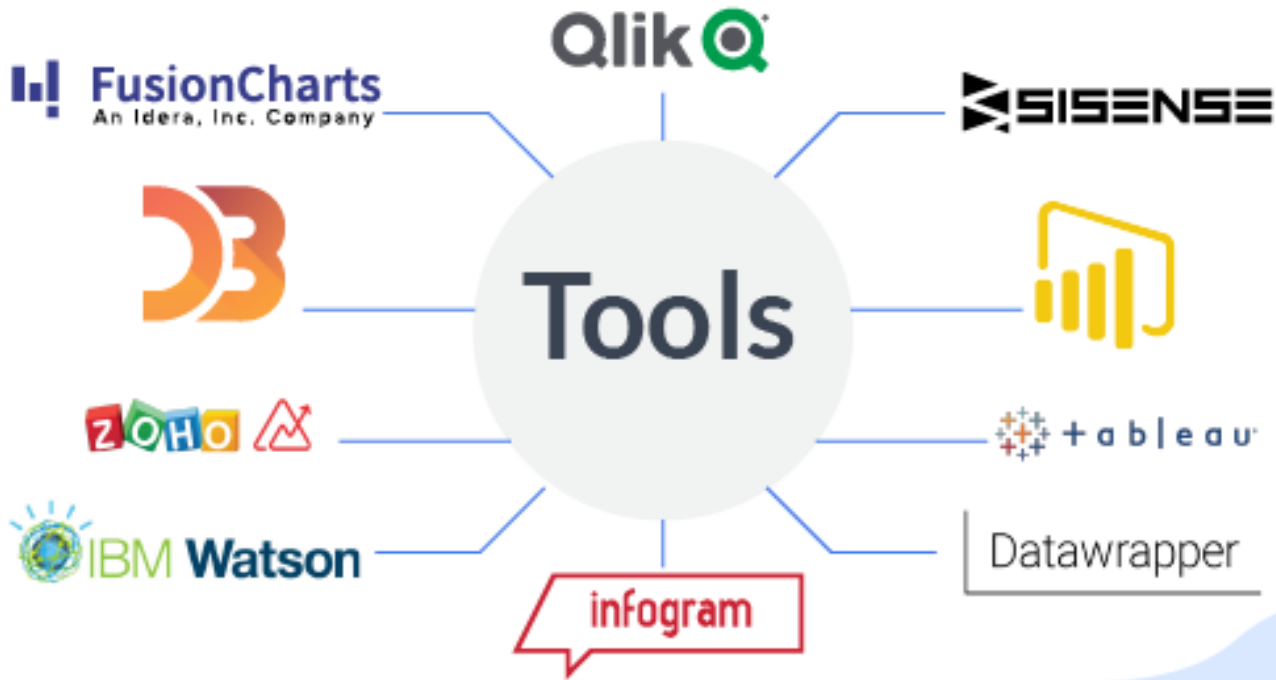
Number telling - PowerBI

Let's talk about numbers....



Data visualization platforms

Data Visualization Tools



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Google data Studio

Welcome to Data Studio! (Start here)

Reset

Share



- Interact with a report
- Copy and edit a report
- Edit and add charts
- Date range and filter proper...
- Connect to your data
- You want charts? We got ch...
- Share reports and data sour...
- Measure reports with Googl...
- Let anyone see their data in ...
- Next steps

Learn how to view, edit and create a Data Studio report

1 Interact with charts and tables

In view mode, mouse over charts to show more detail. You can sort tables and scroll through the data.



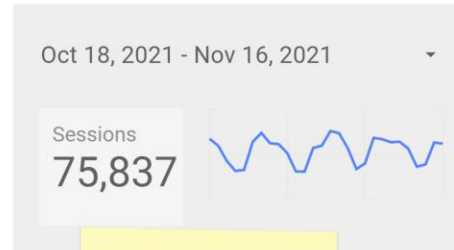
Source	Sessions
1. (direct)	67,201
2. google	8,149
3. Partners	264
	215
	4

1 - 7 / 7 < >

Click on a column header to sort the table by that column.

2 Set the date and filter your data

Change the time frame using the date range control. The checkboxes in a filter controls let you refine the data according to the dimension values you select.



User Type

- Returning Visitor
- New Visitor

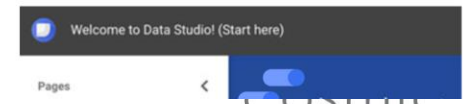
Top 5 mobile devices

- iPhone 48.3%
- iPad 42.8%
- Pixel 5
- others

what percentage of returning users were iPhone users?

3 Navigate through multiple pages

Want to show different aspects of your











Add data to report

Connect to data My data sources

Google Connectors (20)

Connectors built and supported by Data Studio [Learn more](#)

-  **Google Analytics**
By Google
Connect to Google Analytics.
-  **Google Ads**
By Google
Connect to Google Ads performance report data.
-  **Google Sheets**
By Google
Connect to Google Sheets.
-  **BigQuery**
By Google
Connect to BigQuery tables and custom queries.
-  **File Upload**
By Google
Connect to CSV (comma-separated values) files.
-  **Campaign Manager 360**
By Google
Connect to Campaign Manager 360 data.

BF Adventure Case study



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Discussion – breakout: What will you introduce to your work as a result of today?



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Infographics

How to make a Sway

How to create an infographic using Canva



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Does it need to be written?

Alternatives to written text

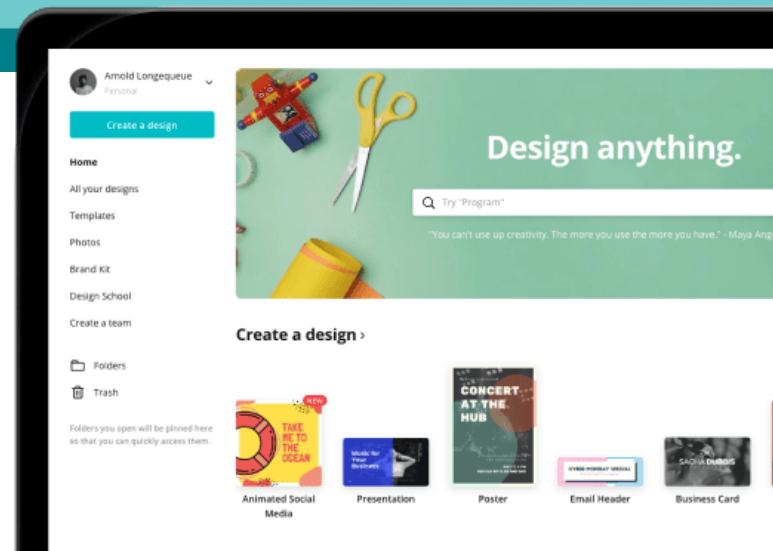
For those with dyslexia – or processing conditions

For those with low literacy

Canva – drawings and diagrams, models or infographics

Tabular and bullet format

Highlight **key words** for easy reference



9 of the most popular types of infographics are:

1. Statistical infographics
2. Informational infographics
3. Timeline infographics
4. Process infographics
5. Geographic infographics
6. Comparison infographics
7. Hierarchical infographics
8. List infographics
9. Resume infographics



Discussion

Any questions



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Wild wonder and wisdom storytelling ..

<https://www.smartline.org.uk/wild-wonder-wisdom>



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Thank you 😊

kate@cosmic.org.uk



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