

## Charities Resource & Support Hub

*This section will be a hub within an existing website, dedicated to providing charities and foundations with the tools and information they need.*

### Homepage: Charity Resources & Support

- Purpose: To provide a clear overview of the resources available and guide users to the relevant sections.
- Content:
  - Headline: A welcoming and informative headline (e.g., "Empowering Charities: Your Hub for Resources and Growth").
  - Brief Introduction: A short paragraph explaining the purpose of this section and its benefits for charities/foundations.
  - Quick Links/Call to Action Buttons:
    - Find Volunteers: Direct link to the "Volunteer Resources" subpage.
    - Funding & Grants: Direct link to the "Funding & Grants" subpage.
    - Legal & Compliance: Direct link to the "Legal & Compliance" subpage.
    - Marketing & Events: Direct link to the "Marketing & Events" subpage.
  - Featured Resource/Tip: A highlighted piece of content (e.g., a link to a timely article, an upcoming webinar, or a featured grant opportunity). This section should be updated regularly.

# Charities Resource & Support Hub

## Subpage 1: Volunteer Resources

- Purpose: To connect charities with potential volunteers (individuals and groups) and provide tools for effective volunteer management.
- Content:
  - Headline: "Connect with Volunteers"
  - Sections:
    - Find Volunteers:
      - Information on how to post volunteer opportunities on relevant platforms.
      - Links to volunteer platforms (e.g., VolunteerConnector, JustServe, or even a local platform if applicable).
      - Tips for writing effective volunteer postings.
    - Manage Volunteers:
      - Resources on volunteer management best practices (e.g., recruitment, onboarding, training, retention).
      - Information on volunteer management software (e.g., Benevity for corporations or other simpler tools for smaller charities).
      - Templates for volunteer applications, agreements, and feedback forms.
    - Corporate Volunteering:
      - Information on how to engage with businesses for corporate volunteering initiatives.
      - Highlighting the benefits of corporate partnerships.
  - Call to Action: "Post a Volunteer Opportunity" (link to a form or relevant platform).

# Charities Resource & Support Hub

## Subpage 2: Funding & Grants

- Purpose: To help charities identify and secure funding opportunities.
- Content:
  - Headline: "Secure Funding for Your Mission"
  - Sections:
    - Grant Opportunities:
      - A curated list of relevant grant databases and websites.
      - Information on how to research and identify appropriate grants.
      - Tips for writing compelling grant proposals.
    - Fundraising Resources:
      - Information on various fundraising methods (e.g., online donations, events, peer-to-peer fundraising).
      - Links to fundraising platforms (e.g., CanadaHelps).
      - Guidance on developing a fundraising strategy.
    - Donation Management:
      - Resources on donor relations, stewardship, and reporting.
      - Tips for using technology to manage donations effectively.
  - Call to Action: "Find Funding Opportunities" (link to a grant database or a list of current grants).

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## Subpage 3: Legal & Compliance

- Purpose: To provide charities with information on legal and regulatory requirements.
- Content:
  - Headline: "Stay Compliant: Legal and Regulatory Guidance"
  - Sections:
    - Charity Law:
      - Information on relevant legislation and regulations (specific to the region/country).
      - Links to government agencies responsible for overseeing charities.
      - Resources on charity registration, reporting, and governance.
    - Financial Compliance:
      - Guidelines on financial record-keeping, reporting, and audits.
      - Information on tax requirements for charities.
    - Accountability:
      - Resources on transparency and accountability best practices.
      - Tips for developing policies and procedures to ensure ethical operations.
  - Call to Action: "Access Legal Resources" (link to relevant government websites or legal information pages).

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## Subpage 4: Marketing & Events

- Purpose: To help charities promote their cause, engage their community, and organize successful events.
- Content:
  - Headline: "Amplify Your Impact: Marketing and Events"
  - Sections:
    - Marketing & Communications:
      - Resources on developing a marketing strategy, branding, and communications.
      - Tips for using social media, email marketing, and other digital tools.
      - Guidance on storytelling and creating compelling content.
    - Event Planning:
      - Resources on planning and organizing fundraising events, awareness campaigns, and community events.
      - Tips for event promotion, logistics, and volunteer management.
    - Public Relations:
      - Guidance on media relations, building partnerships, and engaging with the community.
  - Call to Action: "Promote Your Cause" (link to marketing resources or event planning guides).

# Charities Resource & Support Hub

## Key Design Considerations (Based on the Document):

- User-Friendly Navigation:
  - Clear and consistent menu structure.
  - Use of headings, subheadings, and bullet points for readability.
  - Intuitive labeling of links and buttons.
- Filtering and Search:
  - Where applicable (e.g., in resource lists), provide filtering and search functionality to help users find specific information quickly.
- Accuracy and Relevance:
  - Ensure that all information and links are up-to-date and relevant to the target audience (charities/foundations).
  - Prioritize local or regional resources where possible.
- Clear Calls to Action:
  - Use prominent calls to action to encourage users to take the desired next step (e.g., "Post a Volunteer Opportunity," "Find Funding").
- Organization:
  - Present information in a well-organized manner, similar to Charity Central's structure, with resources grouped by topic.
- Avoid Issues Noted in the Document:
  - Minimize or eliminate intrusive ads.
  - Ensure links are working and that there are no broken links.
  - Make sure there is a "back" button so the user doesn't have to use the browser's back button.