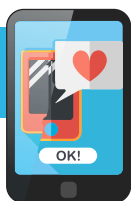


CHARITY USER GUIDE



The key to making Give as you Live Online a successful and stable source of income for your charity all lies within promotion. We try and provide everything you will need to make sure you can spread the word as far and wide as possible.

Follow the Activity Checklist to equip yourself with all the promotional tools you need!



KEY INFORMATION

Social Media

Once you have requested our Fortnightly Resources email you will be sent a selection of animated social media posts to promote Give as you Live Online which can be shared on Facebook, Twitter and Instagram. Simply copy and paste the supplied posts and start posting!

In the Activity Checklist one of the tasks is to download Tweet Deck. This handy tool allows you to schedule all your tweets for the upcoming fortnight.

Each time you download one of our seasonal or mini campaigns you will also be provided with a selection of images and GIFs that you can put straight into your social media feeds. Unlike emails, this can reach new people which will hopefully bring you new supporters! Try to keep your social media updated with news of Give as you Live Online as often as you can.

Social media is a powerful tool which shouldn't be underestimated!

REMEMBER

To edit your charity account, request materials or keep tabs on payments visit:
www.everyclickadmin.com

Charity Join Page

Each charity that registers with Give as you Live has their own join page linked to by a unique join page link.

You can find this join page link next to every post in the marketing toolkit. It's important to always include your join page link whenever you are communicating with supporters about Give as you Live Online, so they can sign up to support you in just one click.

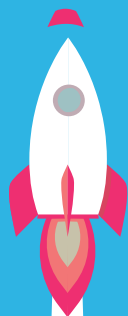
The Toolkit

In the toolkit we have provided you with a useful calendar of key events to help you promote Give as you Live Online to your supporters. It also includes a handy target poster which can be displayed in your office. Be sure to download and print, and to display it somewhere useful for the year ahead.



Give as you Live®
Online

Contact the charity team on
0800 883 8450



The Marketing Calendar

In your marketing toolkit you'll find a useful calendar. This gives you key dates to promote Give as you Live Online. Make sure to download and print yours from the toolkit.



ACTIVITY CHECKLIST

We want to make it as easy as possible for you to make the most out of your Give as you Live Online charity account.

We've compiled a short guide for your first four weeks, with tasks to accomplish and tick off each week. By following these simple steps you'll have the best chance of making Give as you Live a success for your charity!

☒ Tick off all the activities as you complete them!



Why not print off this checklist and keep tabs on how you are doing?

Remember, this is just a guide! If you want to do more (or less) it's completely up to you!

WEEK ONE

Signing up and weekly resources

- ☐ Sign up and log in to your charity admin panel to find your unique join page link
- ☐ Share your join URL to encourage your colleagues to sign up!
- ☐ Upload your charity logo to your account
- ☐ Request Fortnightly Resources updates from the marketing toolkit

WEEK TWO

Branded materials and emails

- ☐ Download your **Marketing Calendar** from the marketing toolkit
- ☐ Send a branded HTML email to your supporters. You can find this within the marketing toolkit
- ☐ Download your branded posters and flyers from the toolkit

WEEK THREE

Campaigns and social media

- ☐ Download our **Social Media Guide** from Useful Guides in the marketing toolkit
- ☐ Download our latest Seasonal Campaign materials
- ☐ Download Tweet Deck to schedule tweets which are included in our Fortnightly Resources.
- ☐ Upload Facebook and Instagram posts - also included in our Fortnightly Resources email

WEEK FOUR

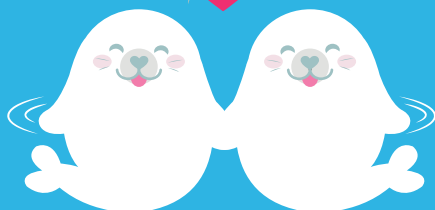
Website and business campaign

- ☐ Add your new webpage to your site
- ☐ Add a Give as you Live Online banner to your website homepage and link to your unique join page link
- ☐ Download our **Business Campaign** materials and encourage your supporting businesses to make their everyday purchases via Give as you Live Online

To edit your charity account, request materials or keep tabs on payments visit:
www.everyclickadmin.com



WELL DONE!
SEAL OF APPROVAL



Give as you Live®
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Contact the charity team on
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