



WHAT IS AN ONLINE GIVING PAGE?

If you have created a fund at the foundation and would like to accept online donations, we can help you set up an online donation page on our Web site. We would like to share the following checklist that provides tips to ensure your online donation page will attract visitors as well as donations.

HOW DO I SET UP AN ONLINE GIVING PAGE?

1 Fund description: Provide an overview of your fund by briefly describing your fund's history, purpose and goals (150 words or less).

Sample excerpt: San Fernando Valley community and business leader Charles "Chuck" Bloomfield passed away of pancreatic cancer on March 1, 2004, at home. The Betty and Daniel Bloomfield Fund, named for his parents, honors their memory as well as his. This fund supports individuals involved with the Cato Institute and the Ayn Rand Institute, and provides music scholarships to students of the Juilliard School.

at a glance

Online Giving Pages

- Create a page that keeps your networks apprised of your giving
- Offer opportunities for others to support your fund and your philanthropic mission online
- Inspire others through your giving

You are welcome to add more information at any time, and we will work with you to create the most effective layout of the page. Examples of additional content include:

- Grantmaking updates (details such as number of people served or how organizations you supported helped people).
- Relevant newspaper clippings about your fund or organizations your fund supports.
- For memorial funds, details about the person, such as causes close to him/her or a personal anecdote.

Please note that the foundation will revise your submitted copy to ensure consistency of style and formatting with foundation standards and throughout the website. Visit calfund.org/giving-pages for more examples.

2 Photographs: Submit 1-2 images to enhance the page and catch visitors' attention. You may indicate which image you would like us to use or CCF will select the best image for your page. You can send original photos or digital images. Please include brief, descriptive captions with your photos. To ensure superior image quality, we recommend the following attributes:

- Original photo dimensions should be between 3"x5" to 8-1/2"x11".
- Digital format: 300 dpi resolution in jpg file format. The file name should end with .jpg.
- To check the resolution, place cursor on file name or image, right-click and select "Properties." Click on "Summaries," and you should see the horizontal and vertical resolutions.

3 Linking external sites to your CCF-hosted donation page (optional):

If your fund has a separate website, you can link it to your CCF-hosted donation page to allow visitors to make online contributions. You may also link your online donation page to various external websites on related causes or to social networking sites such as Facebook.

TIPS

When writing your fund's brief description, we recommend you:

- Start with a bang: Place the most important information at the top.
- Be succinct: Say it simply so users won't have to scroll too much.

Keep your page fresh and updated by:

- Letting us know of any changes to your fund's mission and purpose.
- Sending new photos, especially action shots with people in them.
- Sending grantmaking updates and information about your fund's impact. We recommend you do this quarterly or annually depending on your fund's activity.

- Sending a newsletter or other periodic mailings about your fund. We will link either to the web page or PDF version of your mailing to provide more visibility.
- Sending us copies of any publicity garnered in the media by providing a link to the article, a PDF copy or the original hard copy article. We also have the capability to upload videos if you received broadcast media coverage.
- If the cause that your fund supports has a separate website, you may update that site and drive visitors to your online giving page.

CONSIDERATIONS

The California Community Foundation provides an online giving page for your fund as a service. CCF incurs a third-party administrative fee of 2.7 percent for credit card contributions. The foundation will charge the fee directly to the individual fund.

To learn more about **Online Giving Pages**, contact your Relationship Manager or the Marketing and Communications Department at (213) 413-4130.

IMPORTANT LEGAL DISCLOSURE

The information provided is general and educational in nature. It is not intended to be, and should not be construed as, legal or tax advice.

The California Community Foundation does not provide legal or tax advice. You should consult your tax advisor to properly determine the tax consequences of making a charitable gift to the California Community Foundation.

Contributions to the California Community Foundation represent irrevocable gifts subject to the legal and fiduciary control of the foundation's board of directors.

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