

The Good Exchange

'Ask the Expert' Open Q&A

4th August 2021

Agenda and Speakers

Topic	Speaker
How to ask your Question	Marina Stedman
Top 3 Questions and Answers	Marina Stedman Misha Wallace Julian May
Open Q&A	Team Experts: Misha Wallace – Client Support Manager Julian May – Head of Collaborative Funding Marina Stedman – Head of Marketing Jill Owen - Greenham Trust Grants team

Top 3 Questions and Answers

Marina Stedman

Misha Wallace

Julian May

Q1. How can I use The Good Exchange to reach specific funders and also crowdfund? *(Marina Stedman)*

Three steps to joining and using The Good Exchange:

1. Personal Account	Create a personal account that you will use to log-in (unique to you as an individual) https://thegoodexchange.com/login
2. Organisational Registration	Register your organisation (what your charitable organisation does generally, for whom & where it does it)
3. Fundraising Project	Create and submit a fundraising project (your grant application, fundraising and donations page)

How to Register on The Good Exchange: <https://thegoodexchange.com/resources/register-applicant-organisation/>

How to Create a Fundraising Project: <https://thegoodexchange.com/resources/create-fundraising-project/>

Project submitted, reviewed & live on The Good Exchange

Project acts as one single application, matching automatically to ALL eligible funders who review & shortlist according to their funding timelines & criteria

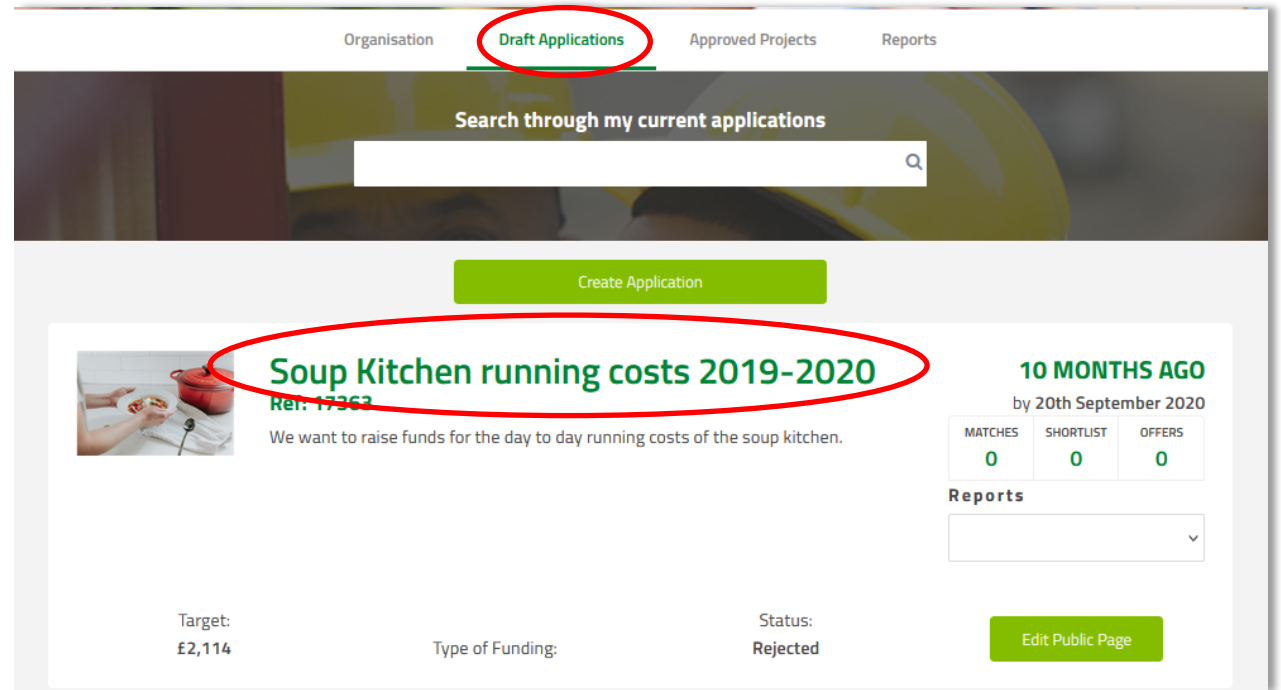
Funding offers sent via platform emails.
Review/sign/upload Ts & Cs and accept offers via the Applicant Dashboard

At the same time **Donations** can be made by individuals & businesses and proceeds from **fundraising** activities paid in (via your project page). These may be matched if match funding is available).

Q2. How do I continue working on my draft project and submit it for review? (Misha Wallace)

To do this, select [My Dashboard / Draft Applications /](#) then **Click on the project title.**


Complete the remainder of the project details in each section, clicking [Save and Continue](#) as you go and then click [Submit Application](#) on the final [Summary](#) page.
Please note: *The Good Exchange will not be able to review your project until you submit it.*



Organisation **Draft Applications** Approved Projects Reports

Search through my current applications

Create Application

 **Soup Kitchen running costs 2019-2020**
Ref: 17362

We want to raise funds for the day to day running costs of the soup kitchen.

10 MONTHS AGO
by 20th September 2020

MATCHES	SHORTLIST	OFFERS
0	0	0

Reports

Target: £2,114 Type of Funding: Status: Rejected [Edit Public Page](#)

Always **click on the project title** to update the fundamental details of a project, such as continuing with and submitting your draft; editing your live project; accepting funding offers; closing your project, etc.

The [Edit Public Page](#) button should only be used for updating the visual details of your live project page, such as adding/amending images; adding videos; adding comments for donors; adding project updates, etc.

[Edit Public Page](#)

Q3. How can I add funds raised outside of The Good Exchange to my live project? (Julian May)

You can add proceeds from fundraising events or funds raised outside of The Good Exchange in one of the following ways:

1. Click **Donate Now** on the project page to donate the funds by credit/debit card or BACS. Be sure to state how the funds were raised in the *Messages* field.
 - Takes advantage of any match funding in place on the project (for eligible donations)
 - Incurs a platform fee (which the donor can contribute to)
 - Visibility of support from external funders attracts other funders to give to your project(s) and incentivises donations
2. List the funds as '**externally raised**' so that they are visible in and accounted for in your fundraising target.
 - Not all funders on the platform will match externally-raised funds
 - It is free to add externally-raised funds
 - Visibility of support from external funders attracts other funders to give to your project(s)

To refer to funder T&Cs on a match funding offer, select: **My Dashboard / Approved Projects / Click on the project title / Funding Offers**

For further help with donating, refer to our Donations Guide: <https://thegoodexchange.com/help-support/#make-a-donation>

More information on adding externally raised funds: <https://thegoodexchange.com/help-support/#add-external-funds>



Resources & Support

Find a funder on The Good Exchange	https://app.thegoodexchange.com/search?text=&sort=Relevance&simple&type=Funder&pageNumber=1&pageSize=6&searchOnLoad=true
How to Register on The Good Exchange and add your Fundraising Project	https://thegoodexchange.com/resources/register-applicant-organisation/
How to set up Gift Aid on The Good Exchange	https://thegoodexchange.com/help-support/#claim-gift-aid
How to Accept a Match Funding Offer on The Good Exchange	https://www.youtube.com/watch?v=B_T-JSPNw8U
How to Support a Project as a Public Fundraiser on The Good Exchange	https://thegoodexchange.com/help-support/#fundraising-activity-guide
The Good Exchange - Fundraiser Case Study	https://thegoodexchange.com/resources/imogen-dental-ark/
How to Donate to a Project on The Good Exchange	https://thegoodexchange.com/help-support/#make-a-donation
How to add Externally Raised Funds to a Project on The Good Exchange	https://thegoodexchange.com/help-support/#add-external-funds
The Good Exchange Help & Support Page (FAQs; Videos; Help Articles; User Guides; Contact Form)	https://thegoodexchange.com/help-support/
Fundraising Tools, Videos, Case Studies, User Guides & Resources	https://thegoodexchange.com/resources/

Open Q&A

Team Experts

Thank you!

Visit our website Help & Support page for FAQs/Help Articles; How to Videos; User Guides: <https://thegoodexchange.com/help-support/>

For any further questions, contact support@thegoodexchange.com