



Fundraising Appeal Pages Guidance Notes

These guidance notes are designed to assist organisations considering setting up a fundraising appeal page in conjunction with Watford and Three Rivers Trust (W3RT).

Data Protection

Watford & Three Rivers Trust operates under the General Data Protection Regulation. Your privacy is important to us and [this statement](#) sets out information you might need about why we collect data, how we use that data and what rights you have over your data.

Eligibility Criteria

To be eligible to apply to set up an appeals page in conjunction with W3RT, organisations must:

- Be based in or operate in Watford, Three Rivers or West Hertfordshire
- Have a UK bank account registered in the organisation's name
- Be a registered charity/Charitable Incorporated Organisations, a Community Interest Company (CIC)/social enterprise, a Community Amateur Sports Club (CASC) or a charitable trust/

Proposed appeals pages must not:

- Have a religious or political aim unless there is a benefit for the wider community
- Breach the platform's terms of use
- Be deemed outside the eligibility criteria by staff from W3RT's Community Development Team
- Be for national or international charities because these activities will likely fall outside W3RT's charitable purposes (except where the organisation is local within Watford, Three Rivers or the wider Hertfordshire area).

Application Process

1. Organisations must complete the [application form](#) providing W3RT with details of their organisation, the proposed appeal, end date for the appeal, and their bank details to allow for payment to take place once the fundraising appeal has concluded.
2. Once an application has been submitted, W3RT Community Development Team staff will review it and confirm whether the proposed appeal meets eligibility for this platform. We will email the organisation within five working days to confirm the outcome. If the application does not meet eligibility criteria, we will include reasons in the email. The email will also include contact details of who organisations can contact should they have any questions about this decision.
3. Once an application has been approved, W3RT will then create the appeal page using the information provided in the application form. Once the appeal page has been set up, a link will be provided to the organisation for you to review the page and make any necessary amendments.

4. Once any amendments have been made, the appeals page will be published on W3RT's website and the link shared with the organisation. The organisation is responsible for sharing and promoting the appeal link but do speak with W3RT CVS if you would like any additional support in this area.
5. Once the end date for the appeal has passed, W3RT will:
 - a. Remove the appeal from the W3RT website
 - b. Email the organisation within five working days of the end date to share:
 - The total amount raised (*with gift aid itemised if included*)
 - A secure list of the donors with email addresses so you can thank them directly for their donation
 - A link to the relevant feedback form
 - c. Arrange for payment to be made to the organisation's bank account within five working days.

Gift Aid

All fundraising through W3RT.org is for W3RT. However, if donors tell us that they want W3RT to use their donation to support a particular CVS member or project, then we will treat this as a binding restriction placed on the donation and we will do our best to honour it or else we will refund the donation.

As a result:

- W3RT is not offering a free financial or fundraising service;
- W3RT is NOT a commercial fundraising partner to any external appeal or charity;
- Any monies raised through w3rt.org legally belong to W3RT until or unless we pay them on to their final destination.

As a result, when donors tick the Gift Aid box, we will forward Gift Aid with their donation on the assumption that the claim will be allowed. If HMRC declines the Gift Aid claim for any reason, we reserve the right to reclaim the amount from the organisation (most likely by deducting the amount from any future donations received via our website).

Charges

- W3RT does not charge organisations to host fundraising appeals through its website. However, due to there being small fees associated with receiving payments, these fees will be deducted from the total amount raised through the appeal page. This will be £0.20 for every successful transaction plus the following, as appropriate:

1.2% for EU Visa and MasterCard transactions

2.9% for Non EU and American Express transactions

For example, when W3RT hosted an appeal's page which raised £7,000 (excluding Gift Aid), the total that was deducted through fees was £185.

If you have any additional questions, please contact the W3RT CVS team via [email](#) or call 07908 209908

