

Creating Company Offers on whatimpact

There are two routes for companies to create offers for charities and social enterprises – **SET OFFERS** and **PROACTIVE OFFERS**. Organisations can create a mix of Set Offers and Proactive Offers, depending on the nature of the donation.

SET OFFER MODEL

ready for applicants to apply

A way to use the company profile for tangible offers:

- All money offers
- New and used products
- Free service packages

These offers should generically be less location specific, or applicable for a wide area.



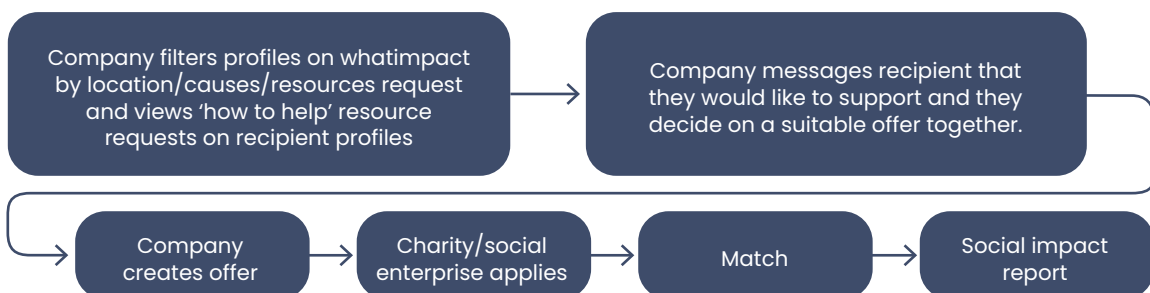
PROACTIVE OFFER MODEL

create offers collaboratively

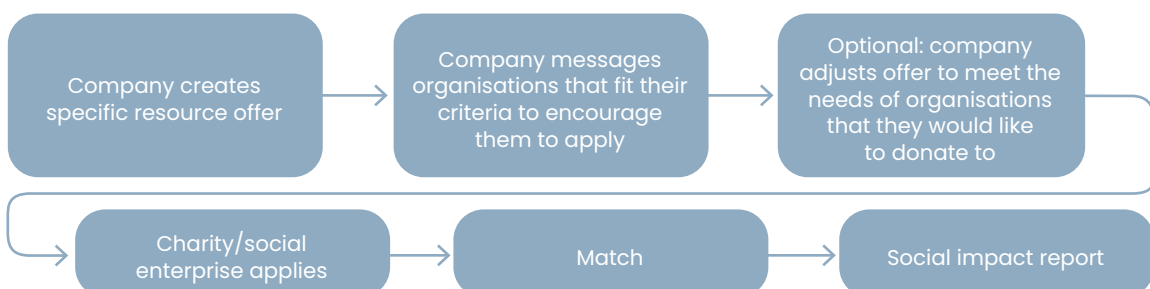
A way to manage bespoke company resource offers to create a customized partnership. Good for the following resource offers:

- Geographically targeted offers – money, skills, goods and services
- Flexible offers
- Multi-resource offers
- Conditional offers
- Specific skills-based volunteering

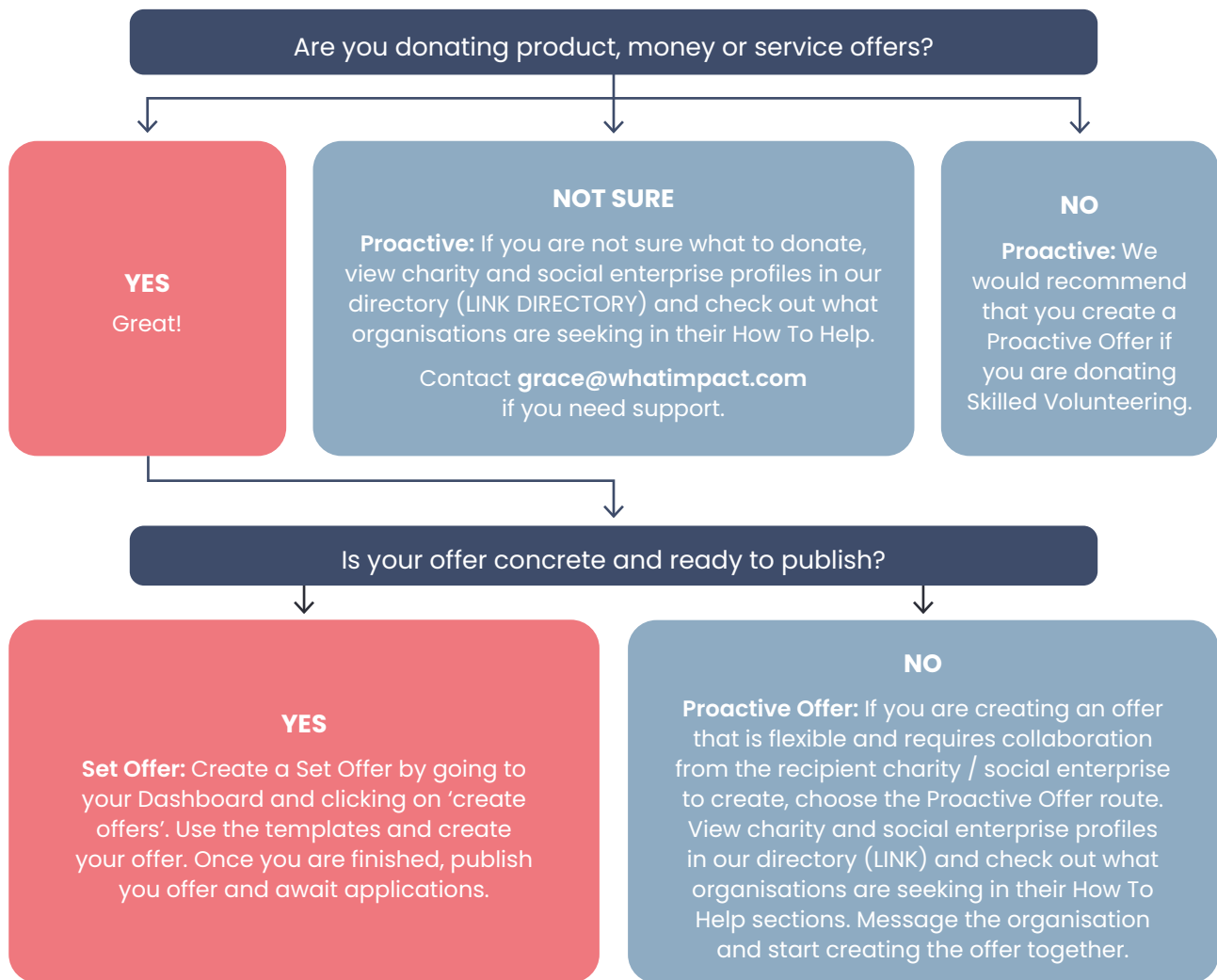
PATH 1



PATH 2



Which one should I choose?



How do I create a set offer?

- 1. Decide what you are offering** charities and social enterprises – money, products or services. Use our suggestions below to help you.
- 2. Assign a monetary value to your donation**, for example the retail price of the product or the value of the grant. The value will define whether you receive a longer or shorter version of an impact report delivered by the recipient organisation. The threshold for a long report is £3,000–5,000 agreed with a recipient.
- 3. Create an offer.** Try to keep your criteria broad to ensure you get the most number of applicants.
- 4.** Use the due diligence and messaging system to **select suitable applicants**.
- 5. Shortlist applicants** and then match.
- 6.** Once you have donated, the charity will fill in a short or extensive **Social Impact Report**, depending on the value of the donation.

Here are some examples:

MONEY	SERVICES		PRODUCTS	
Restricted grant	IT / Tech	Data analysis, Data storage, Website design, Software access, App design	Electronics	Computer, Laptop, Tablets, Chargers, Mobiles, Headphones, Speakers, Printers, TV
Unrestricted grant	Media / Marketing	Photographer, Email cleansing, Social media, Videographer, Communications, Social media, Advertising, Printing	Home Electronics	Fridge, Washing Machine, Dishwasher, Toaster, Vacuum Cleaners, Microwaves
Charity of the year donation			Groceries & Toiletries	Food, Skin, hair and body products, Sanitary Products
Fundraising	Legal	Office buildings, First aid training, Allergy awareness, Disability awareness, Equality and Diversity	Recreation	Crafts, Stationary, Games, Music, Haberdashery, Sports equipment, Medals
One-off donation	Cleaning Training		Household	Office and residential furniture, Gardening tools, Plants
	Financial	Landscaping, Maintenance, Installation, Decoration	Medical & Disability	PPE, First Aid, Wheelchairs
	Gardening		Free Tickets	Events
	Construction	Plumbing, Electrics, Building, Carpentry	Construction & Building	Machinery, Materials (wood, metal)
	Property			
	Transport			

How do I create a proactive offer?

Route 1.

1. **Find charities/social enterprises** in the whatimpact directory. Use filters to meet your specific criterias.
2. **Visit charity/social enterprise profiles** and find the support they need in their 'How to Help' sections.
3. **If you see a resource request that you would like to donate, message the organisation.** Together you can collaborate to create a resource offer specific to their needs.
4. Once agreed, visit your Dashboard and **create the offer**, ready for the organisation to apply to. This could be the start of a longer term partnership!
5. **Accept the application and award the match.**

Route 2.

1. Start donating by going to your Dashboard and **creating an offer**. This offer will be promoted on our platform to charities and social enterprises.
2. If your offer is not receiving applicants, visit the whatimpact directory and **search charities and social enterprises** who fit your criteria.
3. **Message the organisations** and encourage them to apply to your offers. You can also collaborate to tailor your offer to their needs to create bespoke donations.
4. Once the charity/social enterprises have applied, **shortlist the applicants** and then award your match.
5. After your donation, the charity will **fill in a Social Impact Report**.