

Tips when Posting Requests

The current limit (2020) is £150 for a specific item (eg. a suit and black shoes), £120 if it is a more general need (eg. clothing or food). If the item is in excess of £150, the request can **only** be posted on the Acts 435 website **if the applicant or the church/charity has the balance required to meet the full need or an additional source of funds has been identified.**

Acts 435 is for small, specific items. It should **NOT be used to raise larger sums**, for example by posting 3 identical requests to raise larger amounts. We particularly welcome requests for small amounts, eg. £10, £25, £40, and for unusual items which add variety to the website.

Applicants can apply for help up to three times **per household**. If exceptional circumstances should warrant further requests, please contact Rhona Ellwood on rellwood@acts435.org.uk to request authorisation.

1. The set format is **£x needed for ...** so whatever you write should follow on from this - eg. a bed. If you write 'for a bed', the request will read '£100 needed for for a bed'.
2. When you write the description please use full sentences. Bear in mind that your request is essentially in competition with the other live requests so you need to give enough information to make donors want to give to it.
3. Make it clear **what benefit the item requested will bring** to the applicant by explaining the current situation. (eg. for a bed, currently sleeping on a sofa, back problems, etc.)
4. It is best to avoid all reference to names, though the first initial could be used.
5. Please start the town/city with a capital letter.
6. If 2 categories apply to your request, choose both as this will mean your request appears in both lists when potential donors search online by category.
7. The default time when you post a request is 2 weeks. This will be extended to a month at the end of that period if the full amount hasn't been given. Only place for less than 2 weeks if there is a clear reason why it is more urgent than all the other requests.
8. If you are posting 2 or 3 similar requests it would be good to make each one a different expiry date. That way you will avoid them all appearing in a row on the website which doesn't always read that well.
9. Please consider promoting your individual request on social media. We will share it for you too. The short URL for your request is www.acts435.org.uk/RXXXXX where XXXXX is your reference R number.
10. BEST RULE OF THUMB: after posting a request **go to the actual website and check it**, putting yourself in the donor's shoes as to how it reads/looks. Just doing this will cover most of the above points as well as picking up any typos or spelling mistakes.