

The fourth in our series of TelTemplates is for a charity or non-profit organization (NPO). This example template has been put together from our research into the use of .tel domains names from charities and organizations such as <http://grwe.tel>, <http://walkthewalk.tel>, <http://canaryderby.tel>, <http://victimsupport.tel>, <http://vday.tel>, <http://zrodla.tel>, <http://britishsnoring.tel>, <http://ctia.tel>, <http://foodsresourcebank.tel>, <http://ccma.tel>, <http://aima.tel>, <http://fwe.tel>, <http://woucentral.tel>, <http://ymcavancouver.tel>.

So, what do we recommend?

1) Begin at the beginning – Use the header to highlight what your charity or NPO does. It may sound obvious, but some people are missing this out! Describe your mission, vision, values and work. This will enable people searching for you to get meaningful summaries in the search results and also make sure that if they're browsing on a mobile device, they will see a clear summary of what you do.

your-charity-or-npo

Describe your mission, vision and values, what activity you are currently undertaking and other important information such as registered charity number

- Your Emergency, Administration or Donation Line
- Your Premium Rate SMS Donation Number
- Your Administration or Donation Email
- Your Donation website, PayPal or Google Checkout Web Link
- Sub-folder of National or Local Offices or Staff
- Sub-folder of Community Social Networks and blogs
- Sub-Folder of Previous Reports and Activities
- Sub-folder of Upcoming Events or Fundraising Activities
- Your location record
- Your address and relevant charity or NPO registration details, key personnel, opening hours and out-of-hours support, further information, charity-specific keywords, total funds raised, bank account payment details, other ways of donating or getting involved and the SMS terms and conditions.

2) Put the most important piece of contact information first – remember, this can be accessed by any device, so which is more important? Your donation website or a crisis support telephone number? Don't forget, you may have visitors from abroad, so make sure it's accessible from international callers by using the + dialing code. Put your donation information at the top – it can't hurt! You may also accept donations by email, so why not put that there also?

3) Use meaningful keywords – Use the keywords section to explain further what you are aiming to achieve, the particular projects you might be focusing on, when the last update was and the amount you've raised so far. Of course, provide head office or administration information. Be specific about the fund-raising that you are undertaking.

4) Use sub-folders for deeper information – Perhaps you have national or local offices with locations and specific contact information for individuals? Or perhaps you can outline the different types of fund-raising (parachute jumps through to bring and buy sales, car boot sales or raffle tickets, etc) that people can do to raise money. You may have particular projects or themes that could benefit from a unique section with specific ways to donate. Alternatively, provide links to previous reports regarding your successes and achievements, such as the refurbishment of an orphanage with pictures and story links from the children. All of these can be structured under sub-domains for easy navigation.

5) Make it easy to donate – In many countries, premium rate SMS numbers* can be used to provide one-click donations to charities. Additionally, provide links to PayPal, Google Checkout or other ways of donating (not forgetting a physical address of your bank with the relevant account payable information. Remember, people may well be on mobile devices and want to pay there and then.

6) Participation – People may want to support your cause in other ways and through other means, so don't forget to put direct links to all of the groups you run on social media platforms, from Facebook through to Twitter updates. That way, people can also forward these on easily to friends or participate by uploading different pictures of their fundraising efforts, making the content current and providing search engines with good Search Engine Optimization material.

7) Corporate sponsors – You may also wish to use your .tel domain to put links to corporate sponsors in a sub-folder, to thank them for their participation in the good work you are doing and provide them with the direct benefit of people visiting your site in visiting theirs. This may be another way of fundraising through this method.

* When adding a premium rate SMS or phone number to your .tel, don't forget to select "Premium rate" in the "Location" menu.

Do you have any additional suggestions for this TelTemplate? Do you have a .tel template that you think shows an excellent example of how businesses and individuals can get the best out of the .tel domain? Then simply submit the information to community@telnic.org and we will see whether we can feature it on our website. Please keep the advice general to the type of business that might benefit, but if you have a specific example you would like us to promote, please feel free to reference this. These templates are for guidance only and may be changed or updated in the future.