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G-Cloud15
Access Raise
Service Definition

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1 Service Overview

Access Raise - Charity Digital Fundraising and Awareness Platform
Access Raise, formerly known as Access Charity Websites, is a comprehensive cloud-based platform that transforms how charities manage their digital presence, fundraising campaigns, and supporter engagement. The platform replaces multiple disconnected systems with a single integrated solution designed to help charities raise funds, awareness, engagement, and impact. Built on the Access Evo platform, Access Raise incorporates AI-powered functionality to streamline content creation, optimise campaigns, and provide actionable insights without requiring technical expertise.

Website Management and Content Management System
Access Raise provides a purpose-built charity CMS enabling organisations to create, manage, and update professional websites without developer support. The WYSIWYG (what-you-see-is-what-you-get) editor enables intuitive content updates, page creation, and campaign launches without coding knowledge. The flexible page builder supports creation of landing pages, appeal pages, event pages, blog posts, news updates, and custom content layouts.

Website design services are available through Access specialists who collaborate with charities on strategic planning, UX design, professional build, SEO optimisation, and ongoing support. These services ensure websites reflect organisational mission, engage supporters effectively, and support fundraising objectives. Charities can launch new websites or refresh existing ones with expert guidance throughout the process.

The platform includes comprehensive accessibility features with built-in accessibility checkers ensuring compliance with WCAG standards, enabling organisations to serve all supporters effectively. Mobile optimisation ensures seamless experiences across devices, addressing the significant portion of users accessing charity websites via smartphones and tablets.

AI-Powered Content Creation and Optimisation
Integration with Access Evo's Copilot AI assistant provides intelligent content generation capabilities. The AI generates website content, campaign copy, social media posts, and email communications in seconds whilst maintaining the charity's authentic voice. Tailored prompts guide content creation for specific purposes including appeal launches, event promotions, impact stories, and supporter communications.

Built-in SEO recommendations provide guidance on meta titles, meta descriptions, image alt-text, and keyword optimisation to improve search engine visibility. The AI analyses content performance and provides suggestions for improving engagement and conversion rates. Smart timing and messaging recommendations help charities optimise campaign deployment based on historical performance data and sector benchmarks.

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The AI Page Creator produces structured, SEO-friendly content following best practices for charity websites. Feed and Analytics capabilities track performance metrics, highlighting high-performing pages and identifying areas requiring improvement. Copilot can answer natural language questions such as "How are our appeals performing?" providing instant insights without technical expertise or complex report building.

Online Donation Processing and Fundraising

Integrated donation processing enables charities to accept one-off and recurring donations directly through their own websites, maintaining brand continuity and providing seamless donor experiences. Supporters can choose to "cover costs," increasing the net amount received by the charity. Multiple payment methods are supported including card payments, PayPal, Apple Pay, and other digital wallets, with secure processing through integrated payment gateways including Stripe.

Donation forms are created using the drag-and-drop builder, enabling customisation of colours, fonts, layouts, and branding elements to match website design. Forms can be embedded throughout the website or used as standalone landing pages. Form analytics track views, completion rates, conversion rates, and donation amounts, enabling continuous optimisation. UTM code tracking and Google Analytics integration provide comprehensive attribution for marketing campaigns.

Multi-currency support enables international fundraising with automatic conversion and reporting. Batch processing tools streamline management of offline donations, event income, and bulk imports from third-party platforms. Soft credit allocation recognises multiple parties involved in securing donations.

Fundraising Campaign Management

Access Raise supports diverse fundraising approaches including appeals, peer-to-peer campaigns, in-memory giving, challenge events, corporate partnerships, and legacy programmes. Campaign management tools enable planning, execution, tracking, and reporting from a central platform with real-time performance visibility.

Peer-to-peer fundraising functionality enables supporters to create personal fundraising pages directly on the charity's website rather than external platforms. This keeps traffic, donations, and supporter data within the charity's ecosystem whilst providing participants with tools to share their pages, track progress, and engage networks. Charity teams can approve and publish fundraiser pages with one click, maintaining brand consistency whilst empowering supporter-led fundraising.

Appeal pages can be created quickly using templates and customised with compelling imagery, impact messaging, progress thermometers, and donor recognition features. In-memory campaigns enable supporters to create tribute pages honouring loved ones,

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with donations allocated appropriately whilst maintaining sensitive, respectful presentation.

Gift Aid Management
Integrated Gift Aid software automates the entire Gift Aid process, reducing administrative burden whilst maximising tax recovery. Gift Aid declarations are captured directly on donation forms with clear, GDPR-compliant language. The system stores declarations securely and maintains complete audit trails for HMRC compliance. Gift Aid reports are formatted for HMRC submission, enabling claims to be processed quickly and accurately. Compatibility with the Gift Aid Small Donations Scheme ensures maximum recovery on eligible donations. Automated tracking of declaration status, eligibility checks, and claim preparation transforms a traditionally time-consuming process into streamlined workflow requiring minimal manual intervention.

Event Management and Ticketing
Comprehensive event management tools support planning and delivery of fundraising events, awareness campaigns, supporter gatherings, and community activities. Events can be promoted through the website with integrated ticket sales, attendee registration, and payment processing. Event pages include descriptions, images, dates, locations, ticket types, pricing, and availability information.

Ticketing functionality manages multiple ticket types, early bird pricing, group bookings, and promotional codes. Attendee management tracks registrations, dietary requirements, accessibility needs, and communication preferences. Integration with website CMS ensures event promotion flows naturally through site navigation and content.

Event reporting provides visibility of ticket sales, revenue, attendee demographics, and campaign performance. Eventbrite integration automates data synchronisation, eliminating manual transfer of attendee information between systems whilst maintaining complete records within Access Raise.

E-Commerce and Online Shop
Charities can establish online shops selling merchandise, publications, branded goods, or other products to generate income whilst promoting their cause. Product management includes descriptions, images, pricing, stock levels, and variant options. Shopping cart and checkout functionality provides secure payment processing with order confirmation and fulfilment tracking.

Inventory management tracks stock levels, generates low-stock alerts, and maintains purchase history. Order management supports processing, packing, dispatch, and customer service. E-commerce sales integrate with financial reporting and supporter records, providing complete visibility of trading income alongside fundraising revenue.

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Supporter Engagement and Personalisation
Access Raise enables charities to build lasting relationships through personalised supporter journeys based on behaviour, preferences, giving history, and engagement patterns. AI-driven personalisation suggests appropriate content, appeals, and communication based on individual supporter profiles and predicted behaviour.

Restricted content areas enable member-only sections, donor-exclusive updates, or service user portals with controlled access. Social media integration facilitates content sharing and campaign amplification across supporter networks. Engagement tools track interactions, identify highly engaged supporters, and flag those at risk of lapsing.

Reporting and Analytics
Comprehensive dashboards provide real-time visibility of website performance, donation revenue, campaign effectiveness, visitor behaviour, and engagement metrics. Customisable reports analyse donation trends, supporter acquisition costs, conversion rates, and return on investment for campaigns and channels.

Traffic analytics show visitor sources, popular content, user journeys, and conversion paths. Donation analytics reveal giving patterns, average gift sizes, recurring donor retention, and Gift Aid recovery rates. Campaign performance reports track appeal progress against targets, peer-to-peer fundraising activity, and event ticket sales. AI-powered insights summarise performance data in plain language, making analytics accessible to non-technical team members. Copilot can answer questions about data, identify trends, and provide recommendations without requiring complex report building or data analysis expertise.

Integration with Access Charity Ad Grants
Access Raise works seamlessly with Access Charity Ad Grants, which helps charities maximise Google's $10,000 per month Ad Grant programme. Access manages targeted Google Ads campaigns driving relevant traffic directly to charity websites, donation pages, and appeal landing pages. Campaign management includes keyword research, ad creation, ongoing optimisation, and performance reporting.

For many charities, Google represents a top referral channel for supporters seeking information, services, or ways to help. Professional Ad Grant management ensures charities without in-house digital marketing expertise can leverage this valuable resource effectively, with campaigns adapted to align with ongoing fundraising priorities and seasonal opportunities.

Integration with Access Not-for-Profit Suite
As part of the Access Not-for-Profit ecosystem, Access Raise integrates with Donorfy CRM for comprehensive donor management, Access Assemble for volunteer coordination, Access Charity CRM for alumni and membership management, and payment processing solutions. This integration creates connected supporter journeys

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from first website visit through long-term engagement, with data flowing seamlessly between systems.

Integration capabilities extend to external platforms including Mailchimp for email marketing, accounting software for financial reconciliation, and other charity-specific tools. This connectivity eliminates duplicate data entry, maintains synchronisation, and enables automation across the supporter engagement ecosystem.

Key Benefits
Charities using Access Raise report significant improvements in digital effectiveness and fundraising performance. Case studies demonstrate 30% increases in monthly donors, 400% growth in website traffic, substantial time savings through AI content tools, simplified Gift Aid processing, and improved supporter engagement. The platform enables small teams to manage sophisticated digital operations without technical expertise or extensive resources.

Consolidation from multiple systems to a single platform reduces costs, eliminates integration challenges, and simplifies training and administration. Supporter experiences improve through consistent branding, seamless donation journeys, and personalised engagement. Data-driven decision making becomes accessible through plain-language insights and AI-powered recommendations.

2 Onboarding

Select the planning approach that suits you:

1. **Headstart** is an intelligent tool that learns about your objectives, your audiences, and analyses over a decade of data from over 1,000 charity websites to suggest a best-in-class website design that will ensure you achieve your goals. HeadStart sorts through millions of potential permutations to help you build beautiful, emotionally engaging websites at no up-front cost.
2. **Strategy sessions**, where your team will work with an experienced not for profit digital strategist. At this point we focus on your objectives, creating a bespoke strategy that gets to the heart of how your website can help you achieve your organisation's goals. Following your strategy workshop, our design team will build a bespoke website from scratch, giving you a style and aesthetic unique to your organisation, informed by the experience of over 1,000 website projects.

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3 Additional Service Options

On top of the services included within the Starter, Standard & Enterprise packages, the link below highlights the additional value-added services that our consulting teams can provide. Please take some time to review these. https://www.theaccessgroup.com/en-gb/not-for-profit/

FlexPoints

Access FlexPoints are a cost-effective, flexible way to easily access and consume value added services including customisation, training, integration, analytics or reporting, as your business needs evolve.

Access FlexPoints provide a simple way to create an allocation of points that you can call on at any time to spend on Access services. Having a banked allocation of FlexPoints provides the reassurance that as your business needs evolve you can use them to extend and modify your use of the technology.

4 Service & Support Management Details

Providing you and your users with a high level of incident support is of prime importance to us. As well as being able to answer your queries, our support staff will also be able to inform you about the latest software releases, and provide hints and tips to ensure you are getting the most out of your product. To emphasise the importance of support to Access we have over 500 employees in the UK in our Support and Customer Success functions.

Support Commitment

We recognise that the systems, software and services we supply may be critical to the well-being of your business. Our aim is to ensure that you have continuous operational capability from our products. We will help you to achieve this by providing efficient support, resolving the majority of tickets at first-line contact.

We will help you maximise your return on investment by providing the best in technical assistance, advice and customer care. We own your support queries and will ensure that they are resolved as promptly and efficiently as possible.

We provide 3 main support plans as detailed below.

The Essential Plan

The online service The Essential Plan is available to all Access customers as part of your license fee and provides you with easy-to-access online support for all your queries, facilitated via our Customer Success portal.

The Standard Plan

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Get answers faster

As a Standard Plan customer you benefit from faster response times and can access our support teams via telephone and live chat, as well as through our Customer Success portal. To help your team be more productive, you are provided with continued access to our e-learning content as well as a programme of Success webinars, designed to keep you up to date with new features and share best-practice advice and guidance.

The Premier Plan

Boost productivity with direct access to the experts and achieve a higher return on investment

Our Premier Plan enables your team to achieve more and improve productivity through an ongoing relationship with your own designated Customer Success Manager. Your CSM will get to understand how you're using the technology and will advise you on how to get more from it.

Full details of our Customer Success Plans can be found here Access Customer Success Plans

Get to know our knowledge base

Knowledge Base is our huge database of commonly asked questions, articles and videos. All you need to do is Register and Login and you can find the answers you need any time of the day.

The advanced search function not only searches articles from Knowledge Base, but links up with our Community hub to display the topics that you need. So you've got everything you need all in one place.

Can't find the article to answer your question? Not a problem. Each article links to our Community so you can ask a question, or to raise a case with the Access team.

Got a question? Ask our Community

Community connects our customers together to help them solve problems and share how to get the very best out of their Access products.

Our customers know more about using our products in their jobs than anyone else. Community gives you the chance to receive – and share – friendly expert advice that goes beyond normal customer support. Discover best practice hints and tips from peers in your industry to help you make the most of your experience with your Access product.

Each of our products has its own dedicated Community, so you can get straight to the discussions that matter to you. No unnecessary searching needed.

If a question can't be answered by Community a member of the Access team will reply. We'll make sure that no query goes unanswered.

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5 Account Management & Customer Success

With over 160,000 customers using products supplied by the Access Group we have a large team involved with ensuring that our customers are able to build on their investment with Access.

This includes the Customer Success team who are specialists in specific products whose role is to ensure that our customers on Standard and Premier Success plans benefit from educational webinars to ensure that you are always taking advantage of new functionality and most importantly continuing to adopt best practice in the day to day use and set up of the software.

Our Account Management team work with our customers specialising in vertical sectors or specific products. Depending on the complexity of the customer these are either office based using the latest technology to provide our customers with the highest possible levels of service or will visit sites for face to face meetings.

Our Account managers work with you keeping our customers informed on the way emerging technologies can help their business. They prepare briefings on the business, technical and financial benefits of technology and collaborate with customers to ensure the customer is aware of the breadth of software and support that Access can provide.

6 Backup and Disaster Recovery

The solution has been designed to cater for disasters ranging from a database restore through to a complete datacentre outage. All backups are stored on disk and are retained for a period of 12 Months.

7 Business Continuity

The Access Group's full and most up to date business continuity plan can be requested by emailing buyer.enablement@theaccessgroup.com

8 ISO27001 Accreditation

The Access Group holds ISO27001:2022 accreditation across the entire organisation. This independently verified certification demonstrates our commitment to protecting your data. Maintaining this accreditation requires us to demonstrate effective security controls, regular staff training, and documented processes that are tested through independent annual audits.

9 Development Life Cycle

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As one of our core solutions, Access Raise has ongoing development of its AI Tool and the living dashboard. New functionality is added on a regular basis (usually every quarter).

10 Technical Requirements

Access Raise runs on any computer or mobile device (7" or larger) with a browser and Internet connectivity. The table below details the supported browsers:

Item	Description
Windows Desktop	Chrome (preferred), Firefox, Microsoft Edge
Mac	Safari
iOS	Safari
Android	Android Browser

11 Service Constraints

Maintenance windows as detailed above are minimal with the service so that we use all reasonable efforts to ensure that the SaaS Services are available for 99.70% of each calendar month.

As a true SaaS solution customisation is not available although the product can be configured to meet all standard set up requirements.

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