

MuchLoved Tribute Fund platform - Technical specification

Tribute Features - Users

'Muchloved provides the highest quality, functionally rich Tribute features for your supporters'

Wizard set-up process - Simple 5-step process for new fund holders to create Tribute with follow up online Help section

Flexible bespoke URL - Ability for Fund holder to choose their Tribute URL (e.g. using nickname) plus option to amend

Permanent Free Hosting - All Tributes hosted in perpetuity without charge

HomePage - Includes Tribute title, words of tribute, activity pod, selected pictures plus soft donate

Lifestories - Add numerous different memory chapters with ability to link pictures slideshows, videos and music

Candles - A wide choice of virtual candles to reflect many motivations including 'Thought' Candles and 'Lasting' Candles

Galleries - A variety of display galleries including pictures (with ability to add descriptions), videos and music

Journal/Diary - A place to keep a personal diary and/or pass on news and information. Specific privacy option available

Timeline - Construct a timeline to show key life events and achievements as part of a legacy record

'Contact Me' - Option to enable Tribute guests to send a personal message to the Fund holder via the Tribute

Picture Support - Ability to display and share pictures plus formatting and slideshow options. Supported formats jpg, gif, png, tiff

Video Support - Integrated video and encoding facility to future proof videos. Available upload formats include mpg, wmv, avi, mp4, mov, flv

Music Support - Integrated music player with volume, pause/play and mute controls working in conjunction with tribute playlists

Extensive Storage - 100 mb of free storage for each Fund (unlimited text) with small top-up fee for users uploading more than 100 mb

Login/Password Control - Full Fund holder control with 'My Details' area to update login and passwords, plus deactivate option

Country Awareness - User country awareness to enable appropriate display of date/time content such as US date format

Joint Holder Option - Option to run the site with nominated others on a joint basis e.g. siblings

Settings Control - Ability for Fund Holder(s) to change display order and edit and/or delete all content of all postings at any time

Personalisation Options - A wide choice of themes, backgrounds and colours, including special themes for babies and young children

Privacy Control - Choice between private, public or restricted visitor access (private apart from specific invited guests)

Contributions Control - Option to approve guest postings prior to display on site along with posting notifications and Trusted User options

Notification Options - Various notification options including site postings, anniversaries, offline donations and site storage

Invitations - Tribute panel for adding chosen friends and family to receive an automatic invitation to visit Tribute

Social Networks - Full integration with Facebook, Twitter and other popular social networks, on all pages and to share specific postings

Fundraising Features - Users

'Muchloved provides the perfect hub for facilitating and recognising various ongoing Tribute fundraising efforts by multiple people and via multiple routes'

Optional Targets - Event and/or Fund-specific Targets including a range of dynamic total-o-meters to encourage donations

Personal Message options - Facility to display a personal message to site guests to explain reasons and objectives for the Fund

Event Creation - Simple wizard to enable a community to participate in events for a specific fund, including both formal and DIY Events

Optional Fundraising Events - Option to add non-fundraising Events such as a memorial service, memory walk or balloon release

Long Term Events - Ability to include ongoing Fundraising 'Events' such as book sales and to archive and then re-open Annual Events

External Fundraising Page integration - Option to link to 3rd party fundraising pages as part of overall Fund

Homepage option - Option to tailor name of the Fundraising Page and then to make it the default page for visitors to prioritise fundraising

Donation Processing

'Cost-effective collection of Tribute donations and management of income from other sources'

PCI compliant - secure https and PCI compliant processing of donations

Real-time donation updating - Including donor message and amount display options (with Partner override facility where requested)

Credit / Debit / Paypal options - All major credit and debit cards plus Paypal

Cheap processing and Gift Aid reclaim - Currently 3.6% inclusive of all card fees and automatic Gift Aid reclaim

Multi-Charity compatibility - Ability for Fund holder to nominate multiple charities for donations where requested

Multiple Event compatibility - Facility to record and edit all online & offline donations against specific Tribute Fund Events

Restricted Funds/Appeal compatibility - Ability to raise funds for a specific appeal, branch or charity project

Offline Donation integration - Full integration of offline donations (cash, cheques, 3rd party platforms) as part of overall Fund total

Bespoke Donor Thank-you - Option to customise text of donation receipt email sent to donor

Tribute Platform Branding

'Total control over scheme branding with sub-brand compatibility and the option to connect by API'

Scheme Microsite - Individual landing page with full content, graphics and links control from which to promote your service

Tribute Garden - Bespoke page to search and display your Funds, with flexible layered selection criteria and dynamic display

CName facility - Option to display your Tribute service within your own website domain

API widget - Option to automatically embed Tributes on specific pages on your website, with full control over display and appearance

Search Facility - Individual landing page with full content, graphics and links control from which to promote your service

Tribute Footer Links - Your logo and definable links and text

Partner Control Panel

'Your one-stop location to create and manage your Tribute Funds'

Multiple Logins - Unlimited individual logins for charity staff including Events team and optional branch awareness

Partner Tribute Creation - Ability to set-up Funds on behalf of supporters with optional handover

Partner Event Creation - Ability to set-up Events on behalf of supporters with optional handover

Retrospective activity recording - All event and donation data can be added retrospectively for both new and current funds

Tribute Management - Total on-going control over Tributes plus ability to light candles and add/edit other content in real-time

Event Management - Ability to manage all Tribute Events including content, targets, dates and offline donations

Partner Reporting

'Comprehensive and simple-to-use reporting of all key Tribute and Fundraising Information, accessed as part of your Partner Control Panel'

Secure Reporting Area - https real-time reporting accessed by individual Login

Standard Reports - Covering Tribute Creation, Donation Summaries, Donor Details and Event Details

Unique Partner Tribute & Event Reference Codes - Definable references that automatically flow into your reports

Report Filters - Helpful report filters to easily see and analyse data that is important to you

Export Options - Simple options and definable export-fields to download data into spreadsheets and software packages

Flexible Notification Options - Daily or periodic notification alerts of new Tributes and/or activity to nominated staff

Fund Holder Data Reporting - Optional Address, Telephone, Relationship data capture of fund holders

Event Participant Data Reporting - Contact details provided including email, subject to their privacy selection

Optional Modules

'Extra functionality offers you additional branding and Living Tribute opportunities'

Living Tributes - Version 1 released Autumn 2014

Bespoke Tribute Theme - Budget one-off design and implementation cost £400

Bespoke Candles - Budget one-off design and implementation cost £200

Technical Support

'As an ongoing service used by your supporters in-perpetuity, it is essential to have a long-term support and enhancement plan in place. MuchLoved provides you with this.'

Continuous Development - We commit to invest at least 50% of income into ongoing enhancements

Test Server - Available for pre-testing and training

Free Launch Support - Including artwork & graphics, website integration and staff training

24/7 Hosting & Backup - Leading hosting to minimise downtime or technical queries

Latest Internet Protocol & Standards - Always current as part of service and to maximise site performance

Data Protection - MuchLoved are a registered Data Controller

Broad Browser and mobile device Support - Including legacy browsers as far as possible to maximise access

Free online Info Centre - Sample copy templates, text, advice and tips on how to launch and promote your scheme

Email & Phone Support - Quick expert advice through technical mailbox and support phone line

'Contact Us' options - Flexible options to route all user queries through your Tribute team and/or MuchLoved support

Annual Scheme Health Check - Half-day free health check plus customisable assistance on request

Platform - Vital Statistics

'Muchloved is the pioneering tribute website organisation, benefitting from many years of sensitive development and user feedback, so that we are the leading option available to you today'

Launched in 2006 - after 6 years of planning & development

110 Charity Partners - Number of UK Charities contracted to platform as at Dec 2014, plus over 30 Funeral Companies

4,000 users/day - Average daily unique visitors as at Dec 2014

£15 million+ donations - Total raised via platform as at Dec 2014