

# Need help? We've got you.

A MUST READ GUIDE  
FOR NON-PROFITS



# How to use this site:

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## 1. Register as a member

Sign up with your email, and fill-up your profile information. Include a cover image, your profile photo/logo, a description of what you do and a URL to find out more.

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## 2. Head over to the Project Board

Choose the category that best fits your project and click in.

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## 3. Select "Ask a Question"

Fill in all relevant details like deadlines and requirements, and you're ready to go!

Your brief should have as much information as you're comfortable with sharing publicly, be aware that a vague project posting is difficult for members to assess. Do also include a gauge on the expected deadline / duration of the project and how much commitment will be involved.

Do comment when you've started working with a designer so that the site admin can mark the project listing as closed.

# Site Guidelines & Rules of Use

## **WHO CAN POST PROJECTS HERE?**

This platform was created because the creative community wants to do more to help non-profits in Singapore that are working hard for others.

As long as your organisation or community works for social good or a charitable cause (e.g. Charities, NPOs, NGOs, Community or Ground-up initiatives, Social Enterprises\*), you may list projects on this platform. However, do use this portal responsibly. Any entities who abuse this portal or attempt to use it for nefarious means will be blocked.

Any entities who are for-profit (excluding Social Enterprises) cannot post projects to get work done for free to save business costs. This is fraudulent and your business will be blacklisted and banned.

\*We will continuously review the Social Enterprises who join on a case-by-case basis. Making Meaning reserves the right to approve or disapprove or update guidelines without consultation or notice.

## **PROJECT SIZE/DURATION**

To qualify for pro-bono volunteer help, your creative project should be short-term and ad-hoc, and should not require more than 20 hours of work over 4 weeks for each.

Examples include designing a poster, social media posts or simple infographics, short copy-writing, copy-editing, a consultation session or workshop, laying out a short brochure or handbook under 16 pages, designing a logo, or creating an illustration for a campaign.

For longer projects that will span a few months, like detailed annual reports, a full rebrand or extensive research and writing, we recommend a 10 – 20% of the project value as a token of appreciation to the volunteer.

## **PROVISION OF PROPER BRIEF**

Please be clear and upfront with the brief and requirements from the very beginning. Ensure your management is on the same page as you to avoid changing the brief halfway into the project.

## **CLEAR, CONSOLIDATED FEEDBACK**

We understand that as an organisation or community, you may receive feedback from multiple stakeholders and may have to go through various levels of approvals. However, do consolidate your feedback to reduce unnecessary changes.

Creatives are helping out of their goodwill, so treat them well, just like you would any of your other volunteers! That means being fair about the time they spend and showing appreciation for the work they do.

### **RECOMMENDED TIME-FRAME FOR TURNAROUNDS**

Since this is a volunteer service, do respect the time of your creative by giving them sufficient notice for edits and revisions. Your volunteer most likely has a day job and is committing their free, personal time to work on your project. We recommend you provide at least 2 days notice for small edits and 1 week for bigger changes.

Unreasonable changes or general mistreatment of your volunteers will not be tolerated.

### **PLAGIARISM & COPYRIGHTS**

Plagiarism by either party will not be tolerated. If we come across any instance of plagiarism by a creative or a non-profit requesting for such work, the party in question will be banned from further usage of this service.

We are not liable for any inadvertent or purposeful violation of copyrights. Please check your content such as but not limited to stock images beforehand to ensure compliance to any copyright laws.

### **FILE A COMPLAINT**

If you encounter any members in violation of the guidelines set forth in this PDF, do not hesitate to reach out to us and file a complaint. We will conduct investigations and members will be issued a warning and advised to correct their actions. If they fail to comply, the member in question will be banned and blacklisted.

For any other feedback or questions about the site or guidelines, feel free to message us via the contact form.

### **COMMONLY ASKED QUESTIONS**

#### **Where are the volunteers from and how do I ensure they are reliable?**

As we are just a platform to facilitate connections, our volunteers come from all parts of the community, and have varying skill and experience levels. Before engaging a creative, do check their portfolios or interview them to ensure they are a good fit with your organisation's project needs.

#### **I have a creative job that is very rushed. Can I still post it?**

You can try, but we recommend that you buffer at least 1 week for a project listing to find a volunteer. While we understand that you may need things in a hurry, your creative also needs sufficient notice to respond and make revisions, so please plan ahead as far as possible to avoid such situations.

#### **I have a big project, but I can't afford to pay the token fee, can I still post it?**

If you're in this situation where you're really struggling and require help, please write in to us directly via the contact form and we'll see how we can assist you.

# How to Write a Creative Brief

## 1. Introduce

What's your organisation/community? What services do you provide?  
Who's your target audience? (Beneficiaries, General Public, Kids, Donors, etc.)

## 2. Describe

What's your requirements and delivery expectations? How much content/work is involved? Include specifications. (Number of pages/words, dimensions, etc.)  
Do you already have something in mind? Share examples of past works or references.

## 3. Explain

Why do you need help with this? What do you hope to achieve and how will this project impact others positively?

## 4. Conclude

Include a timeframe or deadline for the project.

**Making/Meaning**