Improving Digital Infrastructure for Community Impact

ACGC's new 'Improving Digital Infrastructure for Community Impact' project aims to build the capacity of community-based organizations to address the diverse social challenges their communities face by equipping them with easy-to-manage websites to better tell their story of impact, engage their communities, and attract and sustain much-deserved support.

This project is funded by the [Government of Alberta's Civil Society Fund](#), from 1 January 2023 - 31 March 2024.

At a minimum, this project will provide participating organizations with the following:

- A new basic WordPress website with built-in fundraising capabilities.
- Training videos for the new website
- Access to training, troubleshooting, and further guidance between November 2023 and March 2024

In order to be eligible to participate in this project, organizations must meet the following requirements:

- Be an Alberta-based civil-society organization (registered society, charity, or non-profit)
- Led by, operated by, or have a mission/mandate in support of diverse cultural communities in Alberta, with impact in Alberta. Additionally, those demonstrating national and/or international impact will be advantaged. Organizations must have a formulated mission/vision and a strong sense of brand (including materials such as an official logo and mission/vision statements).
- Demonstrate that their existing website (if they have one) does not meet the reasonable standards necessary for the organization's operation.
- Organization must *either*
    - (1) have a valid account with a recognized digital money transfer service (i.e. [Canada Helps](#) or [PayPal](#)); or,
    - (2) meet the criteria necessary to enroll in one such service. Criteria to enroll in such a service may include an organizational/professional bank account and registered charity status; or,
    - (3) *For non-profit/social enterprise* - if your organization is a social enterprise or non-profit that does not conduct traditional fundraising, please describe what form of support you seek from your audiences (i.e. donations of money, time, amplification, etc.)
- Demonstrate senior leadership and/or Board of Directors' support for participation in the project.
- Ready to appoint one person who will act as ACGC's main point of contact for the duration of the project and have reasonable availability between April 2023 and November 2023. This representative must know the organization's structure and needs

well (or have access to this information) and be able to work with the larger organization's decision-makers and key stakeholders for any feedback and/or decision-making.

Other Information

ACGC's communication specialist Rain Bossert, will provide individual coaching and guidance to organizations throughout the process to determine website content and capabilities, ensure a sense of brand, and support the organization with other communications advice. The ACGC project staff will be the contact between organizations and the contracted website designer and will provide primary support and guidance throughout the project.

Note: In order to have a larger impact, the websites provided to participating organizations will be based on standard, simple WordPress templates, and customization of the website will be very limited. This greatly reduces the technical cost and allows ACGC to have a larger impact. Therefore, organizations with existing basic WordPress templates *may not* be eligible to participate.

If you are unsure whether you are eligible, we encourage organizations to apply to have an assessment. Discussions with shortlisted organizations may take place to help assess if the project is the right fit for your organization.