
Proposal to the Board of Trustees

Common Good Digital Pioneer Partnership

Decision paper for trustees | September 2026

Decision requested

Approve the charity joining the Common Good Digital Pioneer Partnership at £79 per month, with a free standard website build, no minimum term, a 90-day money-back guarantee and 30 days notice to leave.

The proposal at a glance

- Upfront build fee: £0
- Monthly fee: £79, fixed while the charity remains subscribed
- Expected standard delivery: live draft within 10 working days and launch within around eight weeks, subject to charity feedback
- Risk protection: full refund during the first 90 days; no clawback for the free build
- Exit: 30 days written notice; domain, content and finished website belong to the charity

What the free build covers

The offer covers the complete public-facing website a reasonable charity would normally need: bespoke mobile-friendly design, core pages, news or blog, event listings, forms, downloads, donation links and Gift Aid setup, legal and trust information, accessibility, GDPR and AI-readiness reviews, hosting, security and ongoing normal content updates.

What is not part of the free build

Specialist systems or unusually large work are optional. Examples include gated member areas, paid booking systems, separate campaign microsites, CRM integrations, migrations over 50 pages, a full rebrand, case management or beneficiary portals. Most charities will not need these to receive a complete, effective website.

How extra costs are controlled

- No optional feature is obligatory.
- Common Good Digital explains the scope and price in writing before work starts.
- The charity is charged only after written approval.
- Fixed-price additions start at £45 per page or £75 for a newsletter signup, with a gated members area priced at £195 and a campaign microsite at £295.
- More complex work is scoped and quoted individually.

Value and risk

A typical agency may charge £3,000 to £8,000 for the build before hosting and support. The Pioneer Partnership is £948 in year one. Common Good Digital invests in the build because its value is in a long-term relationship, while the charity remains free to leave.

Governance protections

- 90-day money-back guarantee written into the agreement
- No minimum term, lock-in or exit fee
- Charity owns its domain, content, design and donor data
- Unlimited revisions before launch
- Normal content changes within 24 to 48 hours, quality checked and audit logged
- Website and content transferred at no cost if the relationship ends

Delivery journey

- Sign the agreement and enter the project space
- Complete the charity, stakeholder, community and accessibility questionnaire
- Existing website, content, search and AI-readiness review
- Review meeting to confirm understanding
- Charity supplies content and directions
- Live draft within 10 working days
- As many revision rounds as needed
- Launch, followed by ongoing care and updates

Suggested minute

The trustees approve entering the Common Good Digital Pioneer Partnership at £79 per month and authorise [NAME / ROLE] to sign the service agreement and approve only those optional additions, if any, separately authorised by the charity.

Documents to review

- Service Agreement, version 1.3
- Terms of Service, last updated 19 September 2026
- Privacy Notice