



# **High Performing Charities Webinar Series**

**Charting Impact and GreatNonprofits**

**September 23, 2014  
2 p.m. EDT**

# Agenda

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→ Welcome and Overview

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High Performing Charities Initiative

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Keys to Completing Your Charting Impact Profile

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Insights on How to Leverage GreatNonprofits

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Questions



# **High Performing Charities Charting Impact and GreatNonprofits**



Robyn Neal  
Director, Member  
& Campaign Services



Lynne Filderman  
Vice President  
& Chief Marketing Officer

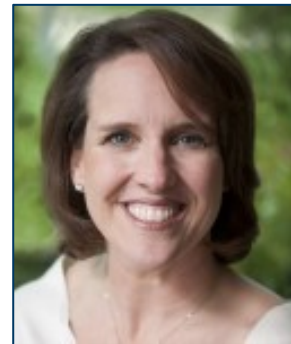


# **High Performing Charities**

## **Charting Impact and GreatNonprofits**



Kendall Joyner  
Director,  
Programs & Practice  
**Independent Sector**



Tara Verner  
Vice President,  
Marketing  
**GreatNonprofits**

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# High Performing Charities Initiative – How to Qualify

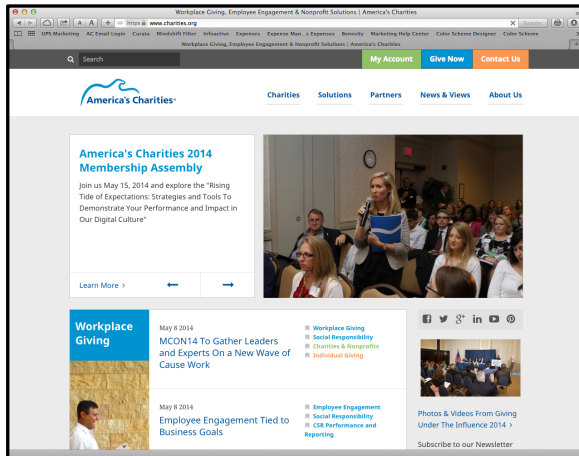
**GuideStar Gold Cluster** – To be included in the **GuideStar Gold Cluster** you need to achieve GuideStar Gold status, that includes completing your *Charting Impact* Profile.

**High Performing Charities Cluster** – To be included in the **High Performing Charities Cluster**, you need to meet the following qualifications:

- Achieve and maintain GuideStar Gold status
- Meet BBB Wise Giving Alliance (BBBWGA) 20 Charity Accountability Standards
- Achieve and maintain either a Charity Navigator (CN) 3 or 4 star rating OR a GreatNonprofits 4 or 5 star rating. (Charities already rated less than 3 stars on Charity Navigator may not substitute this with a GreatNonprofits rating.)



# High Performing Charities Initiative – How You Will Benefit



- ✓ America's Charities will present these **GuideStar Gold** and **High Performing Charity Clusters** to our private sector employers with the goal of incorporating these charity groupings in their employee engagement programs.
- ✓ **GuideStar Gold** and **High Performing Charities** clusters will be featured on our website, in *your* profile on our website, on our social networks and in blogs.
- ✓ You can leverage your "**High Performing**" status in many ways including on your web site, on your promotional materials, on social platforms, in grant proposals, and more.

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# **High Performing Charities**

## **Keys to Completing Your Charting Impact Profile**



Kendall Joyner  
Director, Programs & Practice  
**Independent Sector**



## Keys to Completing Your Charting Impact Profile

***America's Charities  
'High Performing Charities' Webinar Series  
Tuesday September 23, 2014***

**Kendall Joyner**  
*Director, Programs and Practice  
Independent Sector*



BBB Wise Giving  
Alliance



## What is Charting Impact?

*A framework for advancing strategic thinking.*

*A standardized method for sharing concise information with key stakeholders and the public.*



BBB Wise Giving  
Alliance



# The Five Questions

## The Five Questions:

1. What is your organization aiming to accomplish?
2. What are your strategies for making this happen?
3. What are your organization's capabilities for doing this?
4. How will your organization know if you are making progress?
5. What have and haven't you accomplished so far?

## Benefits Include

1. Encouraging people to invest their money, time, and attention in effective organizations.
2. Highlighting the difference your organization makes.
3. Sharpening your approach.
4. Positioning your organization to work with and learn from others.



BBB Wise Giving  
Alliance



## Suggested Time and Staff

We recommend involving 5 – 6 people, from all parts of your organization

Over a period of about two or three weeks

Pilot test suggests 7 to 14 cumulative staff hours



BBB Wise Giving  
Alliance



## Reference Documents

1. Mission statement
2. Vision statement
3. Strategic plan
4. Logic model
5. Theory of change
6. Program descriptions
7. Evaluation plans
8. Annual report
9. Other documents

# Writing and Review Process

Each organization will have a unique process, potentially including:

## Discussions

- Senior management team meeting
- Board of directors meeting
- In teams or departments
- Before, during, and after writing process

## Writing and Review

- Collaborative - assigning responsibility for each question
- Centralized - involving limited or multiple reviewers
- Straw-man before conversations vs. Full draft developed after



BBB Wise Giving  
Alliance





## When Writing, Consider These:

How are your answers to each question connected to each other? Are you telling a cohesive story?

What assumptions are you making in your responses? Which should you explain?

Include specific example and measures where appropriate.

Keep your external audience in mind – be concise, direct, and specific.



BBB Wise Giving  
Alliance



# The GuideStar Exchange



# Value Proposition to NPOs: Data Distribution

## Data Coming into GuideStar:

Data about **1.5M** 501c3 nonprofits

\*IRS

\*GuideStar Exchange

\*DonorEdge Community Foundations

**140,000+** nonprofit reviews from beneficiaries, volunteers:

\*GreatNonprofits

Impact assessments about **600+ nonprofits** from **5 Expert Partners** (via TakeAction at GuideStar):

\*Philanthropedia, GuideStar

\*GiveWell

\*RootCause

**GuideStar**

## Data Reaching...

**10M** annual visitors to GuideStar.org  
**49K** social media followers

**8 Top Donor Advised Funds:**

\*Fidelity Charitable Gift Fund

\*Schwab Charitable Gift Fund

**20** Donation Processing Sites Processing **\$150M+** annually:

\*Network for Good

\*Just Give

**5 Major Online Destinations:**

\*Facebook Causes

\*Search Engines

**100s** of other clients and partners

# Gold Level: Impact Information



Requirements	Benefits
Charting Impact report (goals, strategies, capabilities, indicators, progress)	Widget to add Gold Participation Logo to organization's Web site
Nonprofit's confirmation that Charting Impact information is up to date and accurate	Silver benefits
Silver level requirements	Bronze benefits
Bronze level requirements	1 free seat (annual subscription) of GuideStar Premium, a \$1500 value
	Completely waived Eventbrite service fees*

\*Standard Eventbrite Service fees are 2.5% + \$.99 per ticket. Please note that standard credit card processing fees still apply. Eventbrite offer valid only for new customers through



**GuideStar USA, Inc.**

AKA GuideStar  
Williamsburg, VA

**Donate Now**

## GUIDESTAR QUICK VIEW *Everything you need to know...*

Print Report

Like 2

Tweet 1

Share 13

### GuideStar USA, Inc.

Also Known As: **GuideStar**

Physical Address: **Williamsburg, VA 23188**

EIN: **54-1774039**

Web URL: [www.guidestar.org](http://www.guidestar.org)

Blog URL: [trust.guidestar.org/](http://trust.guidestar.org/)

Leadership: **Mr. Jacob C. Harold**

*Detailed Financial and People Data included in the GuideStar Premium Report*

	<b>GuideStar Exchange</b>	Committed to transparency
	<b>Registered with IRS</b>	Legitimacy information is available
	<b>Financial Data</b>	Annual Revenue and Expense data reported
	<b>Forms 990</b>	2012, 2011, and 2010 Forms 990 filed with the IRS
	<b>Mission Objectives</b>	Mission Statement is available
	<b>Impact Summary</b>	Impact Summary from the nonprofit and Charting Impact Report are available



Average rating from 17 Personal Reviews | Write a Review

### Legitimacy Information

- This organization is registered with the IRS.
- This organization is required to file an IRS Form 990 or 990-EZ.

Institutional funders should note that an organization's inclusion on GuideStar.org does not satisfy IRS Rev. Proc. 2011-33 for identifying supporting organizations.

Summary Financials Forms 990 & Disc People Programs & Help Contract >



**This organization is a Gold-level GuideStar Exchange participant, demonstrating its commitment to transparency.**

*Is this your organization's report?  
Update your organization's information today!*

## GuideStar USA, Inc.

### GuideStar Exchange Charting Impact Report • Prepared 12.12.2013

This report represents GuideStar USA, Inc.'s responses to Charting Impact, a joint project of **BBB Wise Giving Alliance**, **GuideStar USA Inc**, and **Independent Sector**. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.



GuideStar USA, Inc.  
4801 Courthouse St Ste 220, Williamsburg, VA  
23188  
202 -637-7614  
[www.guidestar.org](http://www.guidestar.org)

## GuideStar USA, Inc.

### GuideStar Exchange Charting Impact Report • Prepared 12.12.2013

#### 1. What are we aiming to accomplish?

GuideStar aims to be the central information system for the nonprofit sector—providing information to the sector, and using that information to build the knowledge the sector needs to operate more efficiently and the public needs to give more effectively. Our goal is for people to make better decisions about social change based on good information about nonprofits. To achieve this end, we have developed a system for all nonprofits to add data, stories, and mission-critical information into one central repository and then be able to easily share this information across multiple websites, software systems, and fundraising venues.

#### 2. What are our strategies for making this happen?

GuideStar has three main strategies for realizing this vision over the next five years. (1) Data Collection: GuideStar began 18 years ago by creating a system that helped nonprofits more efficiently share information with the general public. This open platform led to the public display of the IRS Form 990, a financial document hundreds of thousands of nonprofits must file annually with the IRS. Over the years, we encouraged tax-exempt organizations to move beyond this one financial document. As a result, we have begun collecting data about the programs in the sector, the beneficiaries of those programs, and the effectiveness of the organizations achieving social change. We will expand our data collection across multiple

# The Charting Impact Resource Center

## RESOURCE CENTER

for Completing your Report

ABOUT
BENEFITS
YOUR REPORT
RESOURCES
REPORTS

### Identify your Goals. Share your Results.

At the heart of Charting Impact are five powerful questions that require reflection and promote communication about what really matters – results.

For each nonprofit or foundation, Charting Impact encourages strategic thinking about how it will achieve its goals. Responding to the five questions creates a unique report that shares concise, detailed information about plans and progress with key stakeholders, including the public.

Research conducted in 2012 shows that demonstrating impact to donors, the community or major funders is the number one reason why organizations complete their reports. This “aha” moment comes once they discover the added value that grows out of the Charting Impact process.

### The Five Questions:

1. What is your organization aiming to accomplish?
2. What are your strategies for making this happen?
3. What are your organization’s capabilities for doing this?
4. How will your organization know if you are making progress?
5. What have and haven’t you accomplished so far?

COMPLETE YOUR REPORT  
AT GUIDESTAR.ORG

**Watch these videos to hear the what, why and how of Charting Impact.**

▶ The 2 C's of Charting Impact

▶ Charting Impact - More Than a Report

▶ The Value is in the Process

SECTOR IMPACT

**CHARTING IMPACT**

- About
- Benefits
- Your Report
- Resources
- IS Member Reports

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**VALUE OF VOLUNTEER TIME**

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**SCOPE OF THE SECTOR**

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**THE SECTOR'S ECONOMIC IMPACT**

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**WHAT IS A NONPROFIT?**

Why**YOU** should join IS

"IS connects and supports developing leaders."

- Timothy J. McClimon  
American Express Foundation

# The Charting Impact Resource Center

Discover more information on Charting Impact

- ✓ The history of Charting Impact
- ✓ Benefits of the reports
- ✓ Tips for completing your report
- ✓ Resources for completing your report, including
  - Each question
  - Grant Applications
  - Sub-Sectors

[www.independentsector.org/charting\\_impact](http://www.independentsector.org/charting_impact)



# Thank you!



BBB Wise Giving  
Alliance



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→ Insights on How to Leverage GreatNonprofits

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**High Performing Charities**  
**Insights on How to Leverage**  
**GreatNonprofits**



Tara Verner  
Vice President, Marketing  
**GreatNonprofits**

# Transparency, Engagement and Showcasing Impact Online

A perspective from [GreatNonprofits.org](http://GreatNonprofits.org) –  
the Yelp for Nonprofits

# Hurricane Katrina & How We Started



# A Citizen Feedback Tool for Nonprofits

**GREAT★Nonprofits**  
Real people. Real reviews about nonprofits.

The screenshot displays the GREAT Nonprofits website interface. At the top, there is a navigation bar with links for 'Welcome, Rosalyn2', 'Tour for Nonprofits', 'About Us', 'Blog', 'Contact', 'Write a Review', and 'Follow us' with social media icons for Facebook and Twitter. Below this is a search bar with the text 'Find a nonprofit or charity (e.g. "United Way")' and 'Zip code or city (optional)'. A 'Search' button is located to the right of the search input fields. Below the search bar, there are dropdown menus for 'Or browse by: ISSUE', 'CITY/STATE', and 'AWARDS'. On the left side, there is a 'NEARBY CITIES' section with links for SANTA ROSA, PETALUMA, SONOMA, NOVATO, and NAPA, and a 'ZIP:' field with a 'GO' button. Below that is a 'TOP ISSUES' section with links for ANIMALS, ARTS & CULTURE, and BREAST CANCER. The main content area features a 'Featured Reviews and News' section with a photo of two women holding a large brown paper bag labeled 'LOW'. The review is for 'Save The Bay' and is rated with five stars. The text of the review reads: 'Save The Bay works hard to do exactly that- Save the San Francisco Bay. I feel that my donations are being well-used, and I enjoy the work they do, things like bans on plastic bags (to keep them out of the Bay) and volunteer events to plant native plants... more »'. Below the review, it says 'REVIEWED ON 05/09/13 BY eastpoint'. To the right of the featured review is a 'Write A Review' button and a section for 'AWARDS PROGRAMS' with the text 'Help recognize outstanding nonprofits:' and a photo of a group of people holding a sign that says '2013 GREATNONPROFITS TOP-RATED AWARDS'.

- 1.8mm Nonprofit & project profiles
- >5,500 US City & Issue Pages
- ~200,000 reviews
- >20,000 Nonprofits

# Open Syndication of Content



***Content syndication partnerships across nonprofit information platforms to audience of 20million***

# Samples of How your reviews are syndicated...

**GUIDESTAR QUICK VIEW** *Everything you need to know...*

**LITTLE KIDS ROCK INC**  
 Also Known As: LKR  
 Physical Address: 271 Grove Ave, Bldg E2, Verona, NJ 07044  
 EIN: 94-3396568  
 Web URL: [www.littlekidsrock.org](http://www.littlekidsrock.org)  
 Blog URL: [www.littlekidsrock.org](http://www.littlekidsrock.org)  
 Leadership: Mr. David Wish

✓ <b>GuideStar Exchange</b>	Committed to transparency
✓ <b>Registered with IRS</b>	Legitimacy information is available
✓ <b>Financial Data</b>	Annual Revenue and Expense data reported
✓ <b>Forms 990</b>	2012, 2011, and 2010 Forms 990 filed with the IRS
✓ <b>Mission Objectives</b>	Mission Statement is available
✓ <b>Impact Summary</b>	Impact Summary from the nonprofit is available
★★★★★	Average rating from 37 Personal Reviews   Write a Review

*Detailed Financial and People Data included in the GuideStar Premium Report*

**Legitimacy Information**

- This organization is registered with the IRS.
- This organization is required to file an IRS Form 990 or 990-EZ.

**Summary** Financials Forms 990 & Docs People Programs & Help

**GUIDESTAR Exchange SILVER PARTICIPANT**

**This organization is a Silver-level GuideStar Exchange participant, demonstrating its commitment to transparency.**

*Is this your organization's report? Update your organization's information today!*

**globalgiving** giving cart create an account login

FIND A PROJECT GIVE GIFT CARDS GET INVOLVED

Home > Find an organization > Guitars in the Classroom (#6576)

**Guitars In The Classroom**

Since 1998, Guitars in the Classroom (GITC) has been inspiring, training and equipping classroom teachers to integrate music making across the academic curriculum through "song-based instruction" so students of all ages have educational, musical access & opportunity at school every day. Our work prepares educators to lead music, employing it as a dynamic tool for reaching all learners, teaching all subjects, and building character, creativity and community. Programs & materials are free.

**donate**

An anonymous donor is matching new monthly recurring donations!

ONE TIME MONTHLY RECURRING GIFT OR IN-HONOR OF

\$25 Donation amount

Make this donation a gift, in honor of, or in memory of someone? [No]

**Reviews of Guitars in the Classroom**

**GREAT Nonprofits**

Read and write reviews about Guitars in the Classroom on GreatNonProfits.org.

**Map (142)**

**Save Their Lives & Enrich Their Futures with Music by Guitars in the Classroom**

United States Education

In some GITC communities, life everyday is a struggle for survival. Children living in poverty and danger come to school seeking nourishment, safety and comfort. Their teachers go far beyond providing essential instruction. In these places, GITC teachers become life savers, role models, bringers of hope. What else delivers immediate help to the worried mind and heavy heart more than music? This microproject will empower GITC to bring special musical aid to 3 such communities.

22 DonationsReport 1 \$1,995 Raised \$405 Remaining

give now

**Lift Hearts and Shape Young Minds Through Music by Guitars in the Classroom**

United States Children

Young children around our country are going to school everyday in places where music no longer fills the air. In



# Getting Started : Complete Profile

**GREAT★Nonprofits**  
Real people. Real reviews about nonprofits.

## Add:

- Logos
- Website
- Social sites




## Invite Reviews



**Feed The Children, Inc. Overview** AdChoices


Overview | All Reviews | Photos & Video



**Profile** (more ▾)

Phone: 800-627-4556  
PO Box 36  
Oklahoma City  
Oklahoma 73101  
USA  
[Website](#)

[Edit Org Profile](#)



**TOP-RATED NONPROFIT**




[Tweet](#)  
[Share](#)


**Mission:** Feed The Children is an international, nonprofit relief organization with headquarters in Oklahoma City, Oklahoma, that delivers food and other essentials to individuals, children and f ... [more ▾](#)

**Results:** In FY 2011, Feed The Children distributed more than 104 million pounds of food and other essentials to children and their families in all 50 states and internationally. ... [more ▾](#)




Add:  
Your mission statement


**Invite Reviews**    **INVITE FRIENDS AND COLLEAGUES TO SHARE THEIR EXPERIENCES WITH THIS NONPROFIT**

**121 Reviews** Average rating:  [Write A Review](#)


[See all >](#)

**THE RIVER FUND NEW YORK**  06/26/13

Feed the Children is an exceptional organization that has been able to make a significant impact in the lives of thousands of children by partnering intelligently with effective direct-service organizations in every part of the country that care for needy kids. As Chief Production Officer for one ... [more >](#)

**cricketts6**  06/25/13


We are a very small rural district and do not qualify for many services for our Homeless population. Feed The Children provided us with backpacks and supplies to help us support our students. We appreciate all that they do... [more >](#)

**kmadrone**  06/21/13

Feed The Children has helped the North Carolina Homeless Education Program provide backpacks, food, and books to children across North Carolina. The backpacks are distributed to school districts who then give them to their neediest children. This helps the school districts use their local resources ... [more >](#)


[See all 121 reviews >](#)

**Photos & Video**  
[See all >](#)



**Support This Nonprofit**

 See what \$25 will do for this nonprofit [>](#)

 See what 3 hours of volunteer time will do for this nonprofit [>](#)

**Promote This Nonprofit** Great


Nonprofits allow you to raise awareness of your favorite organizations on your own web sites, for text link or graphic badge.

[Get badge](#)




Read reviews about Feed The Children, Inc. Volunteer. Donate.


You might also be interested in organizations working on similar issues...





**LOVE WITHOUT BOUNDARIES FOUNDATION**  
Edmond, OK USA  




**HUGS PROJECT INCORPORATED**  
Oklahoma City, OK USA  




**World Neighbors**  
Oklahoma City, OK USA  




**OKLAHOMA BAPTIST HOMES FOR CHILDREN**



Add  
Photos  
Videos



Add  
Impact  
statements



Add  
Badges to  
your site;  
marketing

# Getting Started : Invite Reviews

## INVITE REVIEWS

**Foundation for Sustainable Development** Overview All Reviews Photos & Video

**Profile** (more ▾)  
Phone: 415-283-4873  
1000 Brannan Street  
Suite 207  
San Francisco  
94103  
USA  
Website

**TOP-RATED 2012**

Mission: FSD supports the efforts of grassroots development organizations in Africa, Asia and Latin America that are working to better their communities, environments, and the economic opportuni... more ▾

Results:

Invite Reviews ✉ f t

122 Reviews Average rating: ★★★★★ Write A Review Photos & Video See all »

1 INVITE FRIENDS AND COLLEAGUES TO SHARE THEIR EXPERIENCES WITH THIS NONPROFIT

I traveled to Uganda... through FSD. I was with a group of 13 other... development study abroad project. The entire FSD team in Uganda was incredibly helpful and my host family was accommodating at all times. The team made our experience... more »

donbaker ★★★★★ 11/30/12  
After a career working with companies in developing countries, I sought an opportunity to work with a US based non profit. After thorough investigation I saw that FSD results far exceeded other organizations that focused on service learning. The FSD model allows for funds earned or raised to be ... more »  
See all 122 reviews »

You might also be interested in organizations working on similar issues...

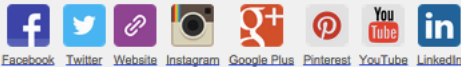
Child Family Health International Universal Giving™

Support This Nonprofit  
Donate Volunteer



Out of the 1.8 million charities listed by Great Nonprofits, a respected and independent evaluator of charities, Cambodian Children's Fund is ranked as one of the [top international charities for 2014](#). We're proud of the positive experiences described by our supporters on the website.

Now, we need a few minutes of your time. If you've been involved with helping us turn Cambodia's most impoverished children into tomorrow's leaders, we'd love for you to [write a few words](#) and describe your experience working with us. Thanks for your support.



Copyright © 2014 Cambodian Children's Fund, All rights reserved.

Here is an example of how the IRC uses its reviews in its newsletters:

**Spread the Word**  
It doesn't take a lot to let others know how JustGive makes it easy to support causes you care about. Your review helps us fulfill our mission.

**Like Us on Facebook**  
On Facebook we'll join in on your message about how making a difference through t...

[Review Us](#) [Join Us](#)

**HELPFUL LINKS:** [About JustGive](#) | [Giving](#)

**LATEST BLOG POSTS:** [Skin Cancer: Know](#)

Why support the IRC? Here's what some of our donors say:

"The IRC is one of the most effective and ethical organizations I know when it comes to **helping real people** on the ground in the **most urgent situations.**"

- Rita posted on [GreatNonprofits.org](#)

"Their **integrity and transparency** are outstanding."

- David posted on [GreatNonprofits.org](#)

"When my mother passed away, I selected the IRC as my recommended charity for anyone wanting to make a donation in her memory. She was a Holocaust survivor, the IRC was involved then, and continues to be involved, helping people flee unimaginable lives. ... I **wouldn't be here to recommend the IRC if they hadn't begun their work almost 80 years ago**, but a lot of people owe their lives, and the quality of their lives, to this organization's mission."

- Peter posted on [GreatNonprofits.org](#)

We are a sound and effective place to put your charitable dollars.

# Sample Outreach: Your Website

Just Give.org  
The Destination for Online Charitable Giving®

Find a Charity  Search [Advanced search](#)

Follow us: [f](#) [t](#) [w](#)

Donations Gift Cards Registries **Nonprofit Resources** Corporate Services

Donor Login »

Give Basket (0)

Donations Gift Cards Registries **Nonprofit Resources** Corporate Services

Build Your Social Network

Promote your organization's JustGive donation page on Facebook, Twitter or any social network in just a few steps. It's a quick and easy way to inspire giving and raise awareness among fans and followers.

Related Links

- Sign Up
- Update Your Listing
- Nonprofit FAQ
- Contact Us
- Login

Get Started ▶

CONFERENCE NOW

Join Us Ways To Donate News Contact

Navigation: [About MAD](#) | [Our Team](#) | [FAQ](#) | [Children's Profiles](#) | [Donors & Partners](#)

**DONORS LOVE YOU**  
Ask them to show it and leave their comments in a review.

[GreatNonprofits](#)



**Our Dream**  
Our dream is to help children rise out of poverty and become leaders within their countries.

**MAD's Mission Statement**  
MAD's mission is to support quality educational opportunities for vulnerable children and youth in developing countries.

**Why We Help Tanzania**  
Tanzania's economy is among the bottom 10 percent of the world. Over 40 percent of the people who live in Tanzania are aged between 0-14 years old. A high risk of diseases exists in the country along with the poverty situation which leads to Tanzania having a very young life expectancy rate and an Infant mortality rate of 66.93 deaths/1000 live births. There are numerous schools in Tanzania. However, 75% of the children whom attend primary government school don't go on to secondary school. They are taught in Swahili but their entrance exams for secondary school are in English. In order to make sure that more children graduate from primary to secondary school, MAD sends children to schools which teach English so that they may pass their exams and continue on to secondary school. Read about our programs in Tanzania

**Get Monthly MAD News**  
Updates on the kids and details on events!

Enter your Email address

[Sign Up](#)

**GREATNONPROFITS 2013**  
**TOP-RATED NONPROFIT**

**Donate**  
PayPal

VISA DISCOVER

**DONATE NOW**  
using  
Just Give.org

# Sample Outreach: Press



# Sample: Social Media & Marketing

"When I discovered JustGive, I rediscovered the gift of giving! I started giving the gift cards to friends, family and teachers just to name a few. The joy and gratitude I got in return was a gift in and of itself to me!"  
— Megawork, via GreatNonProfits



**JustGive.org**  
2,770 likes · 49 talking about this

Non-Profit Organization  
The Destination for Online Charitable Giving®

About · Suggest an Edit

Photos · Donate Now · Our Newsletter · Our Staff

About · Suggest an Edit

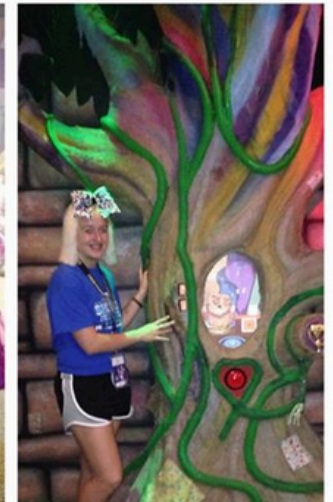
The Destination for Online Charitable Giving®  
Non-Profit Organization

Photos · Donate Now · Our Newsletter · Our Staff



**Give Kids The World**  
March 14

Our #AngelSpotlight this week is Bre, from Orlando, Florida. She is a sophomore in high school and started volunteering at Give Kids The World to fulfill her service hours. Bre said as soon as she started volunteering here she fell in love. It slowly became part of her weekly routine. Bre is working on having her whole cheer team come out and lend a helping hand. We are so thankful for you Bre and to all of our volunteers. #AmazingAngels



# For More Ideas on Social Media. See Tagboard: #GreatNP14

#tagboard Search any #hashtag Create a tagboard

**Atlanta GLOW** @AtlantaGLOW  
Help us get a @GreatNonprofits Top-Rated Award (#GreatNP14). Review us! [greatnonprofits.org/reviews/writer/...](http://greatnonprofits.org/reviews/writer/)  
9 Sep 10:19am

**Birds of VT Museum** @BirdsofVermont  
Help us get a @GreatNonprofits Top-Rated Award (#GreatNP14). Review us! [greatnonprofits.org/reviews/writer/...](http://greatnonprofits.org/reviews/writer/) Deadline Oct 31.  
9 Sep 10:05am

**TC Society** @TCSociety  
Help us renew our @GreatNonprofits Top-Rated Status (#GreatNP14). Review us! [bit.ly/1AXBKRs](http://bit.ly/1AXBKRs) it only takes 2 minutes.  
8 Sep 4:05pm

**ENACT** @enactinc  
Help us get a @GreatNonprofits Top-Rated Award (#GreatNP14). Review us!... [fb.me/6XmUlviK](http://fb.me/6XmUlviK)  
8 Sep 12:41pm

**GreatNonprofits** a day ago  
Here's a heartwarming review about the [Chelsea Hutchison Foundation!](#)  
Learn more about them and other Top-Rated #nonprofits at GreatNonprofits!  
<http://bit.ly/1eTehou>  
#GreatNP14

**Can You Identify Me?** a day ago  
Nominate us for the @GreatNonprofits Top-Rated List (#GreatNP14)! <http://greatnonprofits.org/reviews/write/can-you-identify-me>  
Like · Comment

**CPLFoundation** @CPLFoundation  
Help us get a @GreatNonprofits Top-Rated Award (#GreatNP14). Review us! [greatnonprofits.org/reviews/writer/...](http://greatnonprofits.org/reviews/writer/)  
8 Sep 7:35am

**Jonathan's Place** @JonathanPlace

**HOPE Helps, Inc.** @HOPEHELPSINC

**DressforSuccessSNV** @DFSSNV  
Help us get a @GreatNonprofits Top-Rated Award (#GreatNP14). Please review us! [greatnonprofits.org/reviews/writer/...](http://greatnonprofits.org/reviews/writer/)  
7 Sep 7:31pm

**FamilyHealthM** @familyHealthM  
Nominate us for the @GreatNonprofits Top-Rated List (#GreatNP14)! [greatnonprofits.org/reviews/writer/...](http://greatnonprofits.org/reviews/writer/)


**\*TOP-RATED REVIEW HIGHLIGHT\***  
"I have never met such a dedicated family going the extra mile everyday to help their child live on. The love done for other is amazing."  
- Hutchison Foundation

**Monroe Co United Min** @MCUMorg  
Hey #Volunteers! Help us get a @GreatNonprofits Top-Rated Award. Review us! [ow.ly/B91Ro](http://ow.ly/B91Ro) #GreatNP14 #volunteer  
6 Sep 10:30a

**Pastoralist Child Foun** @KenyaChildFund  
Nominate us for the @GreatNonprofits Top-Rated List (#GreatNP14)! [greatnonprofits.org/reviews/writer/...](http://greatnonprofits.org/reviews/writer/)

**m25m\_org** 30 Jul 8:57am

Thank you Great Nonprofits for naming us a 2014 Top-Rated Charity




Thanks to all our supporters for the many positive reviews and to Great Nonprofits for naming us a 2014 Top-Rated Charity! #m25m #GreatNP14

Sign in with Instagram to Like or Comment


**Summit Adventure** about a month ago

Have you had an experience like this one with Summit Adventure? Please support us by writing a short review!  
<http://greatnonprofits.org/reviews/write/summit-adventure> (#GreatNP14)!



Like · Comment

**GREAT Nonprofits** 2014 TOP-RATED NONPROFIT



SUPPORT FOR FAMILIES OF CHILDREN WITH DISABILITIES

Congratulations

Your community has selected your organization as one of the 2014 Top-Rated Nonprofits using GreatNonprofits. You are among a distinguished few to receive this community endorsement.

*Perla Ni*  
Perla Ni  
CEO Greatnonprofits

**Support For Families Of Children With Disabilities**  
WOW, that was fast! We've gotten over 15 reviews from our wonderful community (you!) since 4pm yesterday, so we're a 2014 Top-Rated Nonprofit (#GreatNP14)! THANK YOU!! <http://greatnonprofits.org/org/support-for-families-of-children-with-disabilities>

5 Sep 11:00am

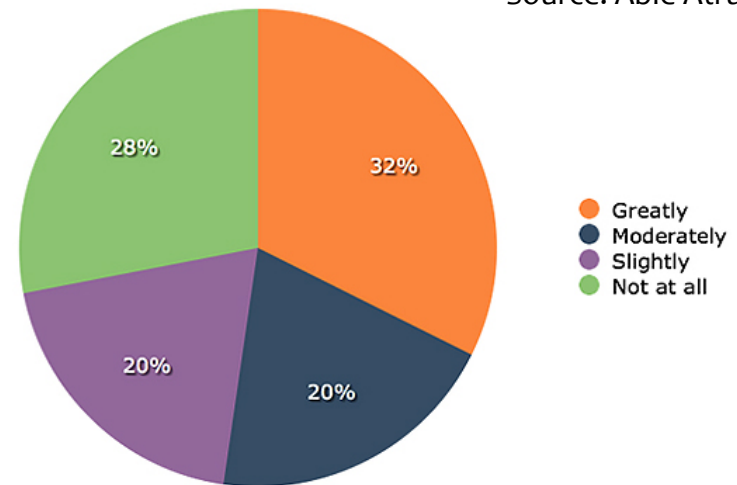
# The Importance of Third Party Endorsements - Seals

## WHICH RATINGS SEALS IMPACT GIVING DECISIONS?



## Likelihood the Presence of Ratings Seal will Increase Giving

Source: Able Atruist





# Lessons Learned



- ✓ Feedback needs to be easy, fast and inexpensive to collect
- ✓ Feedback needs to be easy to understand - for everyone
- ✓ Feedback needs to be dynamic, and part of continuous management improvement
- ✓ Feedback should not be edited
- ✓ Feedback should be public

# Why Reviews Matter

92% of consumers trust recommendations from friends & family

70% of consumers trust online reviews as much as personal recommendations

  
A one-star improvement on Yelp leads to a 9% increase in revenue

Source: [Nielson](#)

GREAT Nonprofits

### SOCIAL MEDIA & MARKETING KIT



To help you field more reviews, GreatNonprofits is publishing this comprehensive Marketing and Social Media Kit. Use this resource to get on the list or spread the word of your nonprofit's stories of impact.

## Social Media & Marketing Guide...

Guides will be emailed; you can also get a free copy of the guide below:

Click here: <http://slidesha.re/1dyOW4l>

Email: [tara@greatnonprofits.org](mailto:tara@greatnonprofits.org)

Or Visit: [greatnonprofits.org](http://greatnonprofits.org)

Other information:

[Greatnonprofits.org](http://Greatnonprofits.org)

@GreatNonprofits



GREATNONPROFITS

**2014 TOP-RATED AWARDS**

DONATION  
BOX

# Agenda

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Welcome and Overview

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High Performing Charities Initiative

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Keys to Completing Your Charting Impact Profile

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Insights on How to Leverage GreatNonprofits

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→ Questions