How to Spot a "Good" Non-Profit

Today's Presenters - VolunteerHub

- Corbit Harrison
  - VP, Business Development @ VolunteerHub
  - Advocate & industry presenter for constituent engagement best practices
  - Over 10 years of active involvement with supporting nonprofits
  - Contact: 877-482-3340 x83 or charrison@volunteerhub.com

- Christine Litch
  - Sales Manager @ VolunteerHub
  - Selling/training VolunteerHub (SaaS) for 7 years
  - Serving hundreds of nonprofit clients
  - Contact: 877-482-3340 x 81 or clitch@volunteerhub.com

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Today's Presenters - GuideStar

- **Lindsay Nichols**
  - Communications Director @ GuideStar
  - Manages all aspects of GuideStar's communications, public relations, media relations and social media activities
  - GuideStar project lead on Money for Good: www.guidestar.org/moneyforgood
  - Contact: 202-637-7614, lnichols@guidestar.org

Today's Agenda

- How to build trust in an online environment
  - What data do stakeholders seek out?
  - How can my NPO distribute such data?
  - What about my organization's website?
  - How are other organizations building trust?
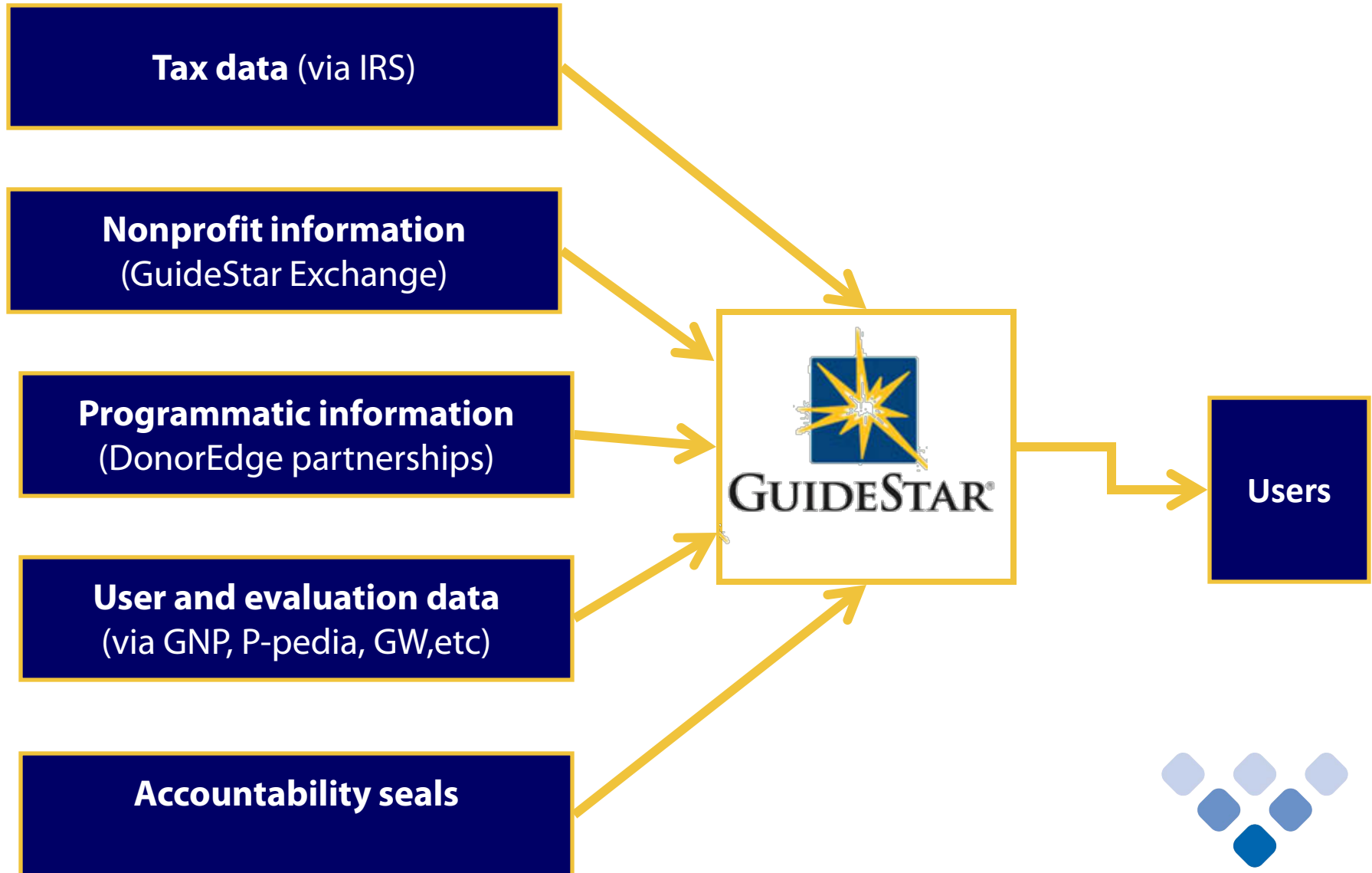 - Are there other online tools to help build trust?

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GuideStar's Mission

To revolutionize philanthropy and nonprofit practice by providing information that:

- advances transparency,

- enables users to make better decisions, and

- encourages charitable giving.

Data GuideStar Collects

Tax data (via IRS)

Nonprofit information
(GuideStar Exchange)

Programmatic information
(DonorEdge partnerships)

User and evaluation data
(via GNP, P-pedia, GW,etc)

Accountability seals

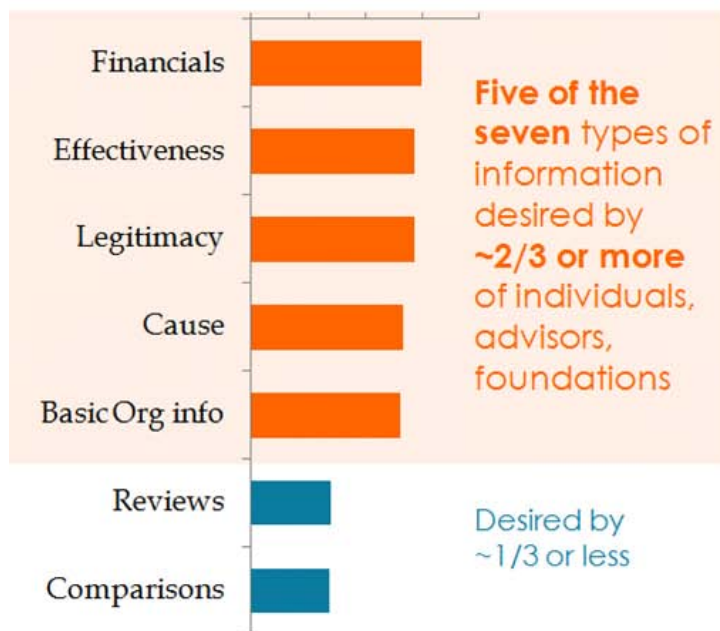GUIDESTAR®

Users

The Era of Assumed Virtue is Over

- Greater demand for transparency and accountability

- Greater personal engagement in philanthropy

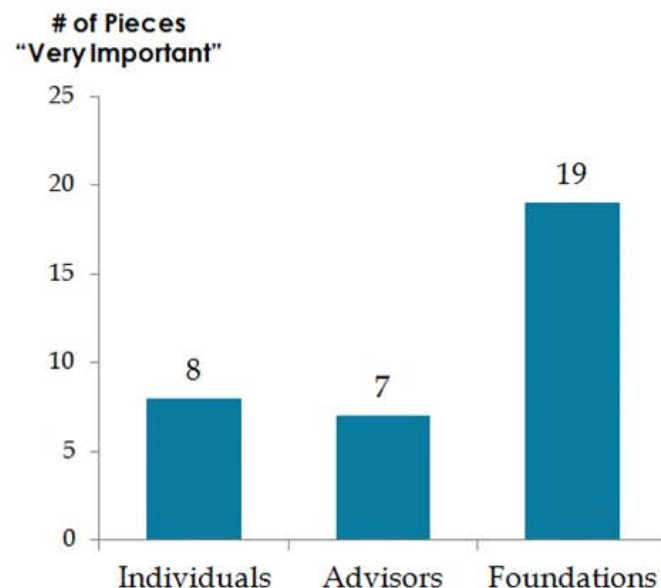- Greater demand for data on which to base decisions

Money for Good II

People want several types of information:

Desire Several TYPES of Information...

Financials
Effectiveness
Legitimacy
Cause
Basic Org info
Reviews
Comparisons

Five of the seven types of information desired by **~2/3 or more** of individuals, advisors, foundations

Desired by ~1/3 or less

...And Multiple PIECES of Data

\# of Pieces "Very Important"

Individuals: 8
Advisors: 7
Foundations: 19

www.guidestar.org/moneyforgood

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New Nonprofit Report Design

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

✓	**GuideStar Seal**	Committed to transparency
✓	**Registered with IRS**	Legitimacy information is available
✓	**Financial Data**	Annual Revenue and Expense data reported
✓	**Forms 990**	2010, 2009, and 2008 Forms 990 filed with the IRS
✓	**Mission Objectives**	Mission Statement is available
✓	**Impact Statement**	Impact Statement and Charting Impact Report are available
★★★☆☆		Average rating from 13 Personal Reviews

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Volunteer Needs

Volunteer support is the engine that drives HFHMD's success. Without the more than 7,000 yearly volunteers who donate their time and energy on Habitat construction sites, we would not be able to maintain our ambitious building schedule. Both skilled and unskilled individuals assist our partner families in building their homes. In addition, more than 300 volunteers assist us regularly at the Habitat office, Habitat Outlet Stores, and on 14 committees that help us do our work. Volunteers come from many of our partner organizations, including churches, faith groups, and corporations who seek to provide their members with a way to give back to the community where they work. We also have a longstanding AmeriCorps program through Habitat International, and each year, 8-11 AmeriCorps volunteers work on the construction sites as well as participate in many behind-the-scenes activities to help us accomplish our goals.

Organizational Statistics

Number of Full-Time Employees: 51
Number of Part-Time Employees: 5
Number of Volunteers: 10000

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Steps for Building Trust

COLLECT COMMUNICATE CONNECT

1. **Focus on impact.** The unmet need. Show how well you are achieving your goals

2. **Chart your impact**. Answer five key questions that will bring you and your donors clarity on your approach and accomplishments. For more go to www.chartingimpact.org

3. **Update/complete your GuideStar Exchange profile** at http://bit.ly/GuideStarExchange

4. **Use GreatNonprofits** to gather **input from stakeholders** at www.greatnonprofits.org

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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?

  – A framework for advancing strategic thinking.

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

Benefits Include:

- Encouraging people to invest their money, **time**, and attention in effective organizations.

- Highlighting the difference your organization makes.

- Sharpening your approaches.

- Positioning your organization to work with and learn from others.

What is the GuideStar Exchange?

- Comprehensive database of nonprofit information

- Designed to connect nonprofits with current and potential supporters
  - Millions of people come to GuideStar to learn more about nonprofits each year

- Allows nonprofits to share a wealth of up-to-date information with grantmakers, potential donors and volunteers

Valued Partner

GUIDESTAR Exchange

PARTNERS IN TRUST

The GuideStar Exchange seal appears on Exchange members' report pages.

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GuideStar Exchange Membership

- Exchange members are nonprofits that have updated their nonprofit reports to the **fullest**—sharing:

    - Program information, annual reports, and audited financials with GuideStar's vast audience of potential supporters

- In exchange for the information they provide, Exchange Members receive

    - The **GuideStar Seal** on their report page

    - Ability to post the GuideStar Seal on their website

    - Up-to-date information automatically distributed to partner network

    - Access to new fundraising tools

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Benefits

- The GuideStar Exchange Seal on your report page

- The opportunity to display:
    - The GuideStar Exchange Seal on your organization's Web site
    - The GuideStar Exchange Seal on your print materials

- Access to our Promotional Tool Kit, which includes a sample press release, e-mail, and social media posts to promote your GuideStar Exchange Seal

- Access to an embeddable Search Toolbar for your supporters that will allow them to donate $0.01 to you every time they do a search online

- Special 20% discount on online development training

- First access registration for GuideStar Webinars

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Claim Your GuideStar Exchange Form

www.guidestar.org

More Money for More Good Guidebook

The Guide Includes:

– **Info:** In-depth findings on how individual donors, advisors, and grant-makers use information today, and are likely to use information tomorrow

– **Insights:** How nonprofits can increase fundraising and help create a more effective sector

– **Applications:** Case studies of organizations that use information to drive donor engagement

– **Tips**: 10 tips to help nonprofits **collect** better information, **communicate** their story, and **connect** with donors

– Document will soon be available at www.guidestar.org/moneyforgood

– Questions? Email Lindsay at lnichols@guidestar.org

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Did you know…

3,600 people search for the term
"top nonprofit organizations"
each month?

Making a First Impression

- Does your site build credibility?
  - Stanford: 46% say design is most important
    - http://bit.ly/RhCACf

- Elements of a trust-building site
  - Proper color combinations
  - Fonts & content placement
  - Clean navigation
  - Media selection & placement
  - Calls-to-action
  - Browser considerations
    - http://bit.ly/SztoeB

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Colors & Fonts

- Learn more about CityTeam International: http://cityteam.org
- Learn more about web safe fonts: http://bit.ly/VIcGbE

Navigation & Media Placement

– Learn more about Dayton Habitat: http://www.daytonhabitat.org/

Calls-to-Action

- Learn more about Accounting Aid Society: http://accountingaidsociety.org
- Learn more about calls-to-action: http://bit.ly/VIhcqF

Beyond Firefox

- Don't just assume everyone's using Firefox

Browser	Market Share
Chrome	43.7%
Firefox	32.8%
Internet Explorer	16.2%
Safari	4.0%

http://bit.ly/VIiVfG

- Does your site build trust in all browsers?
- How about mobile devices?

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Content Is King

- Content drives Google (and Bing, etc.)
  - Does your site tell the entire story?
  - Does your site cater to what people look for?
    - Examples: "best charities" gets 15,000 searches/mo

- Tips for building content
  - Start with your mission
  - Use keyword tools (http://bit.ly/VIogDC)
  - Build pages & blog articles
  - Don't overdo it; make it sound natural

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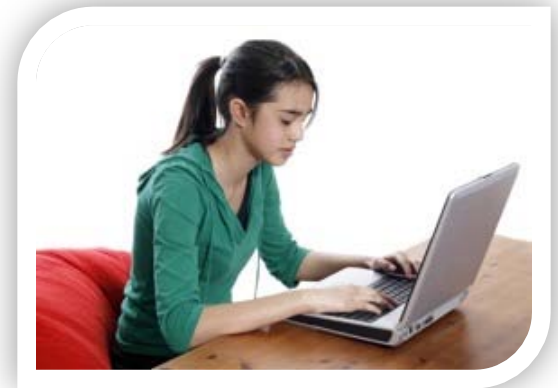
Tips for "Engaging" Visitors

- Your engagement toolbox
  - Video
  - Social media
  - Blog
  - Online donation systems
  - Volunteer management tools
  - Email marketing

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Videos Build Trust

- Some food for thought…
  - Video content has increased 75% in two years
  - 75% of executives watch videos regularly
    - 50% use Youtube to watch business videos
  - 60% of viewers stop watching within 2 minutes
    - http://bit.ly/SzHug4

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Social & Blog Integration (Examples)

Online Donations

- Is your organization missing out?
  - $22.10 billion given online in 2010
  - Accounts for 8% of all giving, growth expected
  - Average online gift is $140
    - http://bit.ly/VIzbxf

- A few solutions to consider
  - eTapestry
  - Raiser's Edge

Volunteer Management Calendar

- Is your organization missing out?
  - 31% of nonprofits use an online volunteer tool
  - 25% are planning to adopt system soon

- How it builds trust
  - Shows you're active in the community
  - Volunteers can browse and register online
  - Adds another way for stakeholders to connect

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Volunteer Management (Tips)
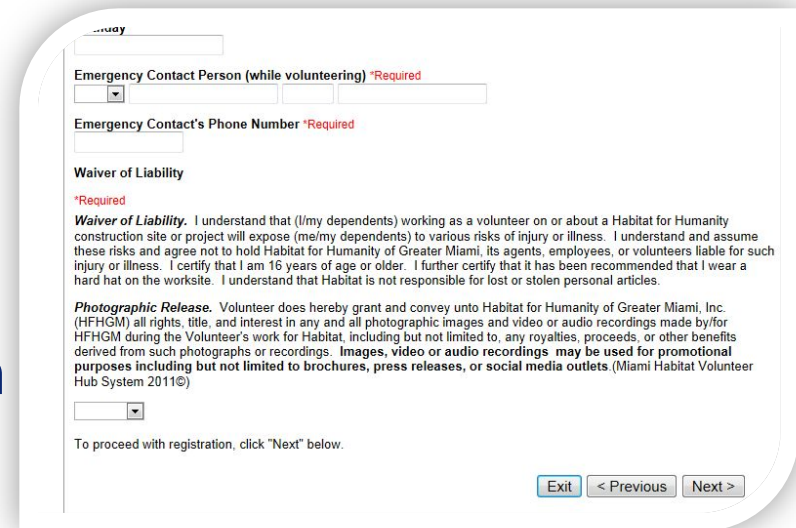
- What to look for when purchasing a Volunteer Management tool
  - Use a solution that alleviates your workload
    - Self-registration
    - Self signup and cancellation
    - Automated communication
    - Waitlisting
    - Group Registration
    - OnSite Check-In

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Volunteer Management (Tips)

(Continued)

– Reduce paper

- Customizable user form
  - Require questions
  - Ask about skills & interest
  - Include your waivers

- Manual email generation

- RSS & iCal feeds

Volunteer Management (Tips)

(Continued)

– Make sure it's user-friendly

  • Easy to navigate

    – Few things to click on

    – Area's to include instructions

  • Look and feels like it's part of your website and organization

Questions?

Connect With Us!

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