A CAPACITY BUILDING OPPORTUNITY

GuideStar Nonprofit Profile Training

VISIBILITY CREATES AWARENESS

Every year more than 9 million people turn to GuideStar to understand nonprofits. With your support, we can help improve the visibility and value of your grantees in the communities they serve. Find out how we can help your grantees maximize their GuideStar Nonprofit Profiles through an interactive profile training workshop.

PROGRAM DETAILS

The Problems

A top concern among donors and funders is how nonprofits are using their charitable contributions. Without this knowledge, a lack of trust in nonprofits can develop. Yet, too often, it is difficult for donors and funders to find this information.

For nonprofits, fundraising can be time-consuming and inefficient. They enter the same information, again and again, diverting resources that could be more effectively spent on their missions.

The Solution

GuideStar Nonprofit Profiles offer U.S.-based nonprofits the opportunity to tell their full stories, to millions, for free. Organizations can provide timely, programmatic information that offers context to their work and supplements the data drawn from the IRS.

With a Nonprofit Profile Training, foundations deliver a capacity building service to their grantees, providing the support they need to update their profiles quickly and efficiently. Nonprofits learn how to present their data in a comprehensible and compelling manner.

The Results

• Greater transparency of nonprofits’ rich and textured stories (going beyond just financials and overhead ratios)
• Heightened visibility to GuideStar’s 9 million visitors each year (millions more access the information on 200+ websites driven by GuideStar data)
• Improved fundraising and grant-making efficiencies
• Shared learning and networking among peers and with their funders

GUIDESTAR NONPROFIT PROFILE LEVELS

GuideStar Seals of Transparency indicate that a nonprofit has provided key information to its Nonprofit Profile. This recognition shows a commitment to transparency.

“By upgrading their GuideStar Profile, each grantee will have more visibility and demonstrate greater transparency, making them more attractive to grantmakers. For Replogle, the training offers a way, beyond grantmaking, to build the capacity of our grantees.”

—Gwenn Gebhard, Executive Director
Luther I. Replogle Foundation

For more information, contact us at (202) 637-7610 or philanthropic.partners@guidestar.org
GuideStar Nonprofit Profile Training

GuideStar staff will provide hands-on training on how to claim and update a GuideStar Nonprofit Profile to an identified set of your grantees.

You may host a training independently, work with other foundations in your region, or with foundations that have similar funding priorities.

GuideStar will work with you to identify the scope of engagement; the level of financial investment will depend on the number of grantees/nonprofits participating.

Your investment will help strengthen each nonprofit’s ability to deliver results for the individuals and communities they serve. GuideStar staff will update you regularly on your grantees’ progress.

---

**1. EXPLORE**

• Analyze current grantees’ Nonprofit Profile participation level
• Establish baseline of organizations in need of profile status advancement and define clear indicators of progress
• Create structured communications plan to educate grantees on the value and benefits of their Nonprofit Profiles

**2. PREPARE**

• Set date, time, and location for workshop
• Implement marketing efforts leveraging invitation templates and registration landing page created by GuideStar
• Work directly with registrants to ensure they have access to their GuideStar Nonprofit Profiles

**3. EXECUTE**

• Host GuideStar-led two-hour workshop to help nonprofits get to the highest participation levels and offer insights on GuideStar’s:
  ◦ Comprehensive database
  ◦ Nonprofit Profile best practices
  ◦ Enhanced search capabilities
• Enable attendees to receive personalized instruction and assistance from GuideStar staff

**4. ASSESS**

• Receive post-event report from GuideStar on outcomes of the initiative:
  ◦ Grantee satisfaction survey results
  ◦ Pre-/post-workshop profile status
  ◦ Areas of success and improvement
• Receive recognition through GuideStar social media channels of organizations that reach Gold or Platinum, the highest Seals of Transparency

Workshop participants agree that in-person trainings deliver the greatest value. We are happy, however, to explore a customized webinar if that aligns more closely with your needs.

“**It was both helpful and motivating to attend the GuideStar in-person workshop. I made more progress filling out my organization’s GuideStar Profile in one hour with GuideStar staff available to help than working on it in bits and pieces for weeks prior to the training. Now, Gold is our goal!”**

—Erica Denner, program and Communications Director, Pride of Baltimore Inc.

---

**ABOUT GUIDESTAR**

GuideStar, guidestar.org, is the world’s largest source of nonprofit information, connecting people and organizations with data on 2.6 million current and formerly IRS-recognized nonprofits. Each year, more than 9 million people use GuideStar data to make intelligent decisions about the social sector. GuideStar Nonprofit Profiles are populated with information from nonprofits, the IRS, and partners in the nonprofit sector. Users also see GuideStar data on 200+ philanthropic websites and applications. GuideStar is itself a 501(c)(3) public charity.

For more information, contact us at (202) 637-7610 or philanthropic.partners@guidestar.org