Get Ready for GivingTuesday

October 25, 2022 | Dorothy Ho
Candid.
Agenda

1. Use your Candid nonprofit profile to tell your story and build trust
2. How to earn Seals
3. Why Seals matter
4. Special announcement
Use your Candid profile to tell your story and build trust
What is a Candid Profile?

**Hint:** It’s a tool for sharing your organization's story and building trust.
Candid Profiles

• Give donors the information they need to guide giving decisions – don’t make them look

• Powers giving platforms like AmazonSmile and Facebook
Candid Seals of Transparency

Bronze Transparency 2022
Candid.
Help donors find you
Share your mission and keep basic contact information up-to-date

Silver Transparency 2022
Candid.
Guide funding decisions
Provide program(s) information and brand details

Gold Transparency 2022
Candid.
Gain trust and support
Provide financial and leadership information

Platinum Transparency 2022
Candid.
Highlight your impact
Share your measures of progress + results
How to earn Seals of Transparency
Get your 2022 Seals in three easy steps

1. Access your profile
2. Update required info
3. Publish

https://www.guidestar.org/Account/Login
Accessing your profile: First, sign in or create an account
To claim your nonprofit’s Candid profile, connect your account to your organization

Search for your organization

Validate your connection

Now, let's match you with your organization on GuideStar

Searching by your Employer Identification Number (EIN) is the surest way to find your organization.
Once your connection is approved, log in to update your nonprofit’s Candid profile

https://www.guidestar.org/ManageNonprofit/Reports
Get your 2022 Seals in three easy steps

1. Access your profile
2. Update required info
3. Publish
Earn Bronze in 5 minutes or less

- Contact information
- Donation information
- Mission and categorization
- Grantmaker status - Does your organization make grants or donations? (Yes or No)
- Leader name

♀ Tip: Use the 2022 Seals of Transparency Guide to identify fields that you need to complete.
Tip: Ensure organizations and individuals know where to send their donations.

Check your payment/billing address for accuracy.
Get your 2022 Seals in three easy steps

1. Access your profile
2. Update required info
3. Publish
Remember to publish!

- You must click the “Publish” button for your updated information to appear on your profile.
- Published changes can take up to 15 minutes to show up.
Why Seals matter
Benefits to earning a Seal

- Creates or enhances your online identity (for free)
- Gives donors the information they need to fund you
- Increases your visibility on guidestar.org and our 220+ partners
- Saves time — all your most critical information in one place

**Tip:** Seal holders can send full profile to funders using the unique sharable full profile link
## Candid data partner network

### Social Media & Tech
- ![AmazonSmile](https://example.com/amazonsmile.png)
- ![Facebook](https://example.com/facebook.png)
- ![Google for Nonprofits](https://example.com/google.png)

### Donor Advised Funds
- ![Fidelity Charitable](https://example.com/fidelity.png)
- ![Vanguard Charitable](https://example.com/vanguard.png)
- ![Schwab Charitable](https://example.com/schwab.png)
- ![National Philanthropic Trust](https://example.com/npt.png)

### Giving Platforms
- ![Salesforce.org](https://example.com/salesforce.png)
- ![Network for Good](https://example.com/network.png)
- ![Crowdrise by GoFundMe](https://example.com/crowdrise.png)
- ![JustGive.org](https://example.com/justgive.png)

### Media
- ![The New York Times](https://example.com/newyorktimes.png)
- ![CNN](https://example.com/cnn.png)
- ![WSJ](https://example.com/wsj.png)
- ![The Washington Post](https://example.com/washingtonpost.png)
Example: Your profile info on AmazonSmile

- More than $215 million donated to charities as of 2020
- Enables AmazonSmile users to access any IRS-recognized nonprofit
- Candid handles maintenance and updates to the database
Example: Your profile info on Fidelity

— Over $9B in donor-recommended grants made in 2020

— Donors can search for your charity within their account

— Donors can see your full Candid profile from their account
Special announcement!

New benefit for Seal holders
Apple Pay for donations
How do nonprofits become eligible for Apple Pay for donations?

1. Simply earn a 2022 Bronze Seal
2. Contact your donation platform to enable
3. If your donation platform isn’t set up for Apple Pay, don’t worry. Email support@candid.org for help

To learn more visit our Apple Pay FAQs
https://help.candid.org/s/article/Apple-Pay-FAQs
Thank you.

@candiddotorg

candid.org

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