

Get Ready for GivingTuesday

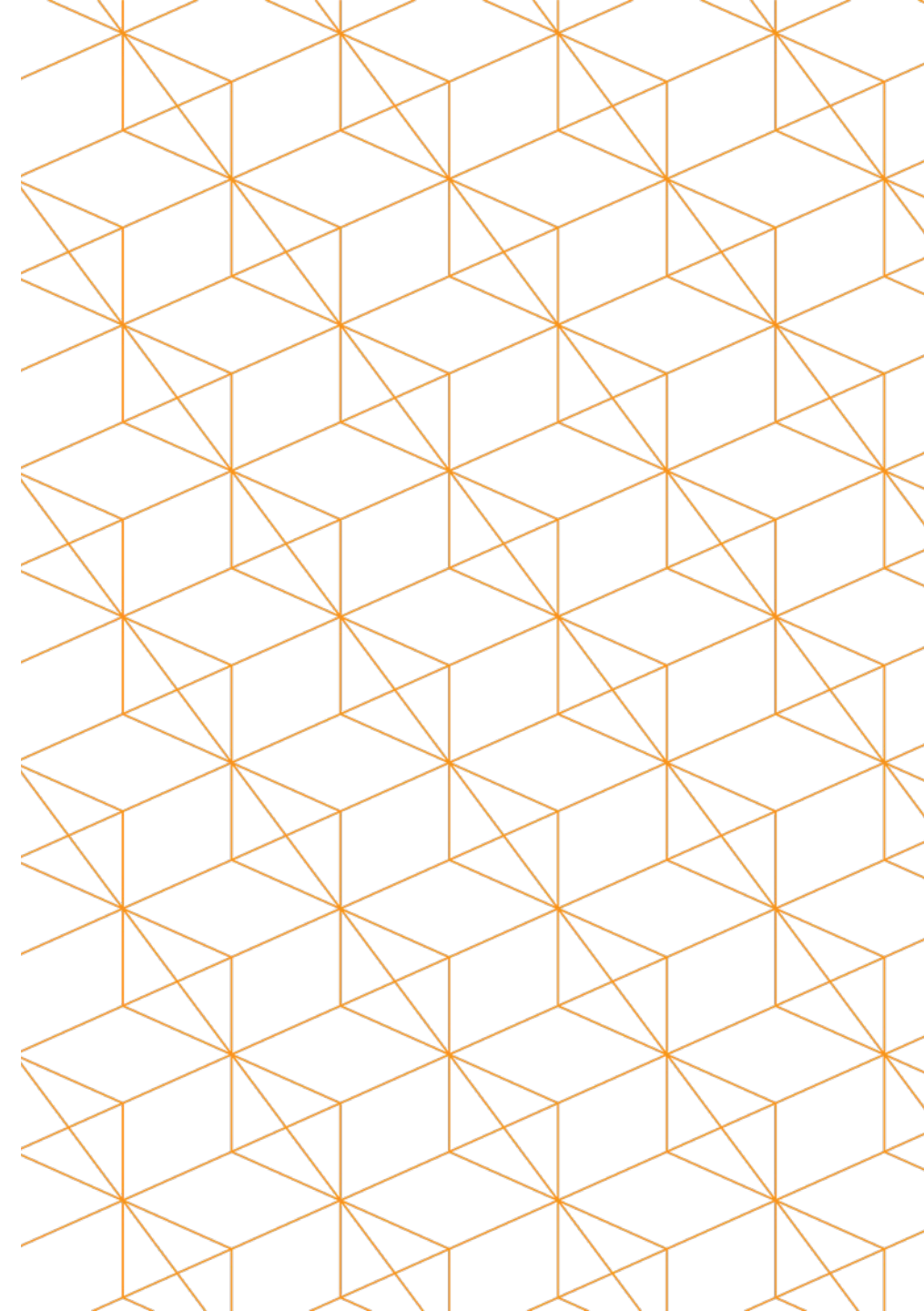
October 25, 2022 | Dorothy Ho



Candid.

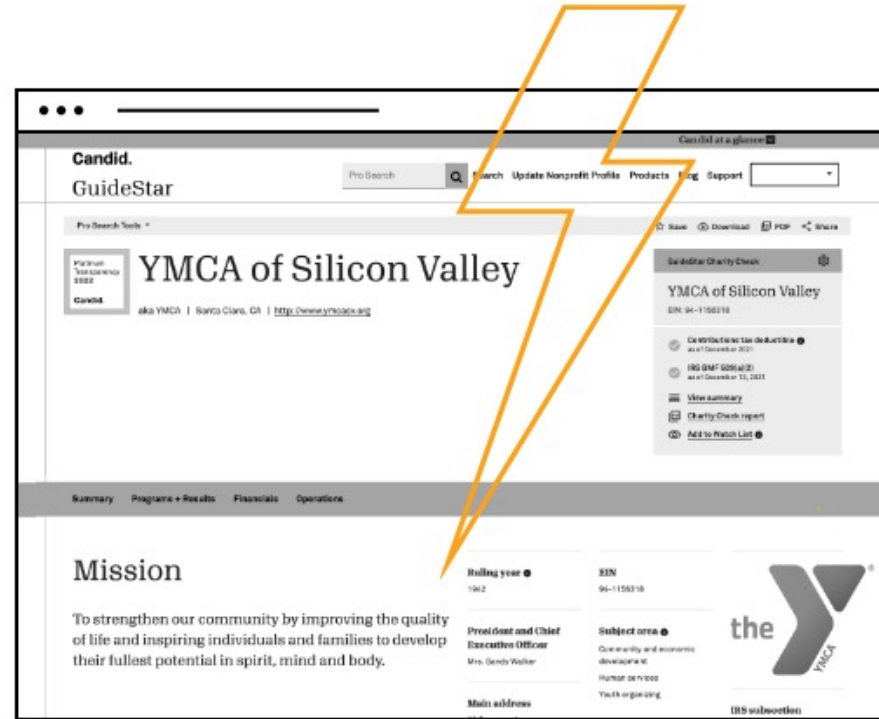
Agenda

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

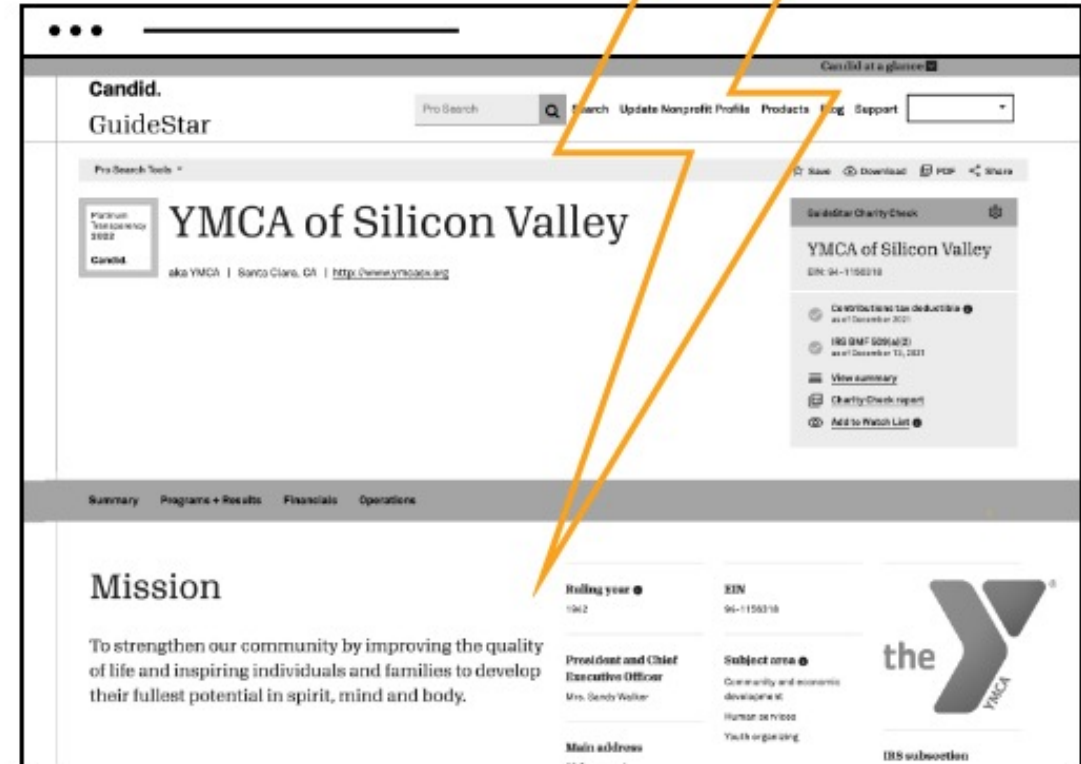
What is a Candid Profile?



💡 **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



Help donors find you

Share your mission and keep basic contact information up-to-date



Guide funding decisions

Provide program(s) information and brand details



Gain trust and support

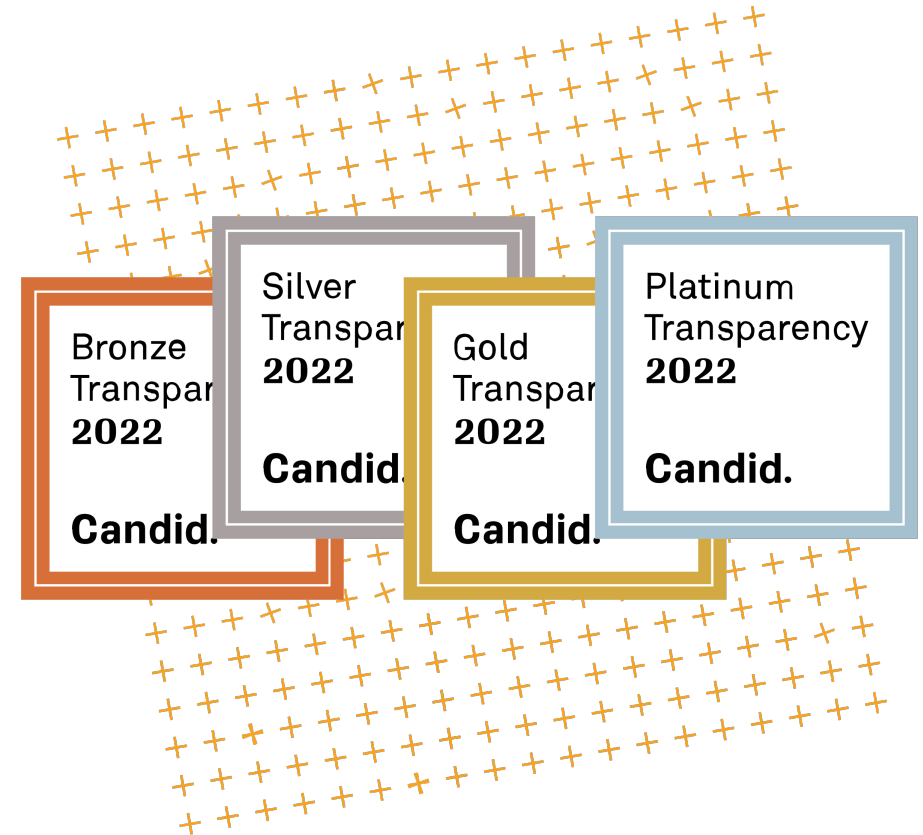
Provide financial and leadership information



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

Candid.
GuideStar


Search Update Nonprofit Profile Products Blog Support **Create account** **Sign in**

New! 2021 Nonprofit Compensation Report - [Get your copy](#)

Connecting you with the nonprofit information you need

Search GuideStar for the most complete, up-to-date
nonprofit data available.

GuideStar Basic Search **Search** Upgrade now (free)

An illustration featuring three stylized figures. On the left, a man is seated at a desk, focused on his laptop. In the center, a woman stands and points towards a large, abstract chart or diagram. On the right, a young child is sitting on the floor, engaged in play with various blocks and toys. The figures are rendered in a simple, modern style with some elements like the laptop and blocks highlighted in a light gray.

To claim your nonprofit's Candid profile, connect your account to your organization

Search for your organization

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.

Organization name or EIN

Select HQ location

Search for your organization by name or EIN

- Select location -

Search

Validate your connection

Validate your connection

Provide info to validate your connection to this organization and request to update its profile.

About your organization

Name

Candid

EIN

13-1837418

Doing business as

Website *

☐ We do not have a website.
(You'll have to provide more information)

* We do not accept Facebook pages or non-working websites

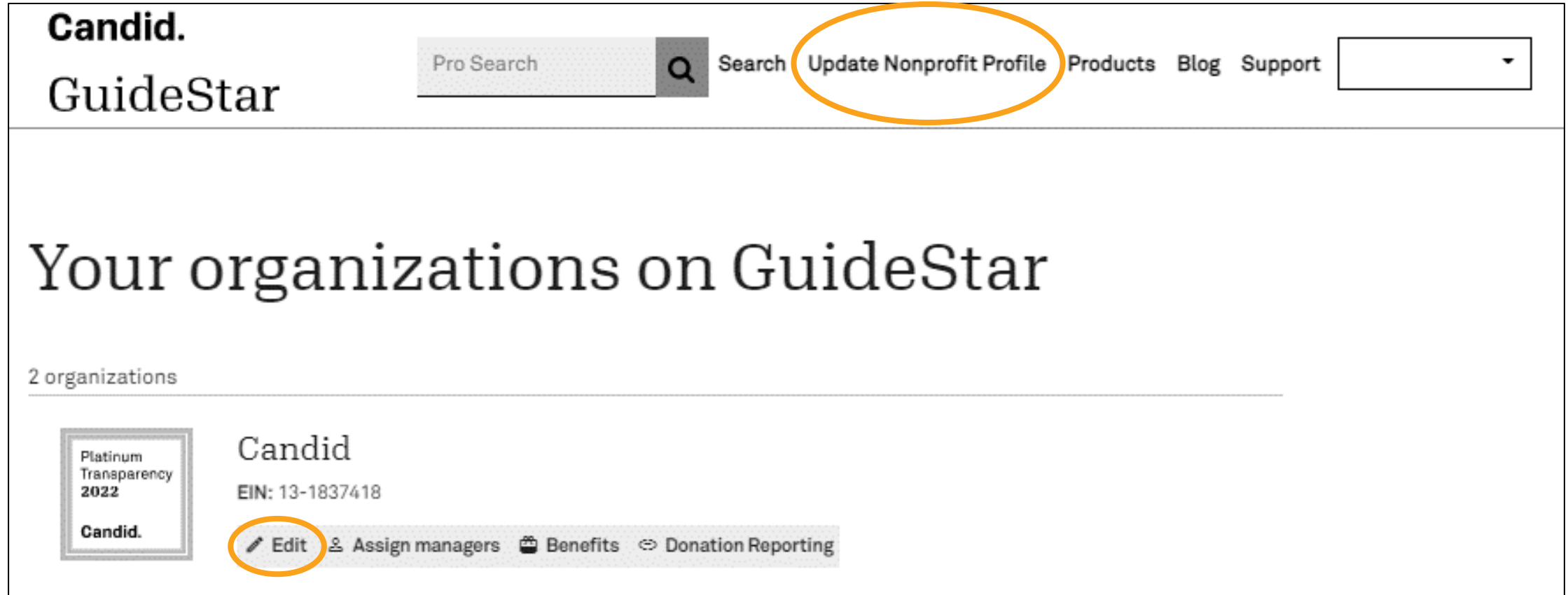
Phone

About you

First name *

Last name *

Once your connection is approved, log in to update your nonprofit's Candid profile



The screenshot shows the Candid GuideStar user interface. At the top, the logo "Candid. GuideStar" is on the left. In the center is a search bar with a "Pro Search" button and a magnifying glass icon. To the right of the search bar is a link "Update Nonprofit Profile" which is circled in orange. Further right are links for "Products", "Blog", and "Support", followed by a dropdown menu. Below the navigation bar, the heading "Your organizations on GuideStar" is displayed. Underneath, it says "2 organizations". A horizontal line separates this from the organization details. On the left is a "Platinum Transparency 2022" badge with the "Candid." logo. To its right, the organization name "Candid" and EIN "13-1837418" are shown. Below this, a row of action links is displayed: "Edit" (with a pencil icon and circled in orange), "Assign managers" (with a person icon), "Benefits" (with a gift icon), and "Donation Reporting" (with a bar chart icon).

<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

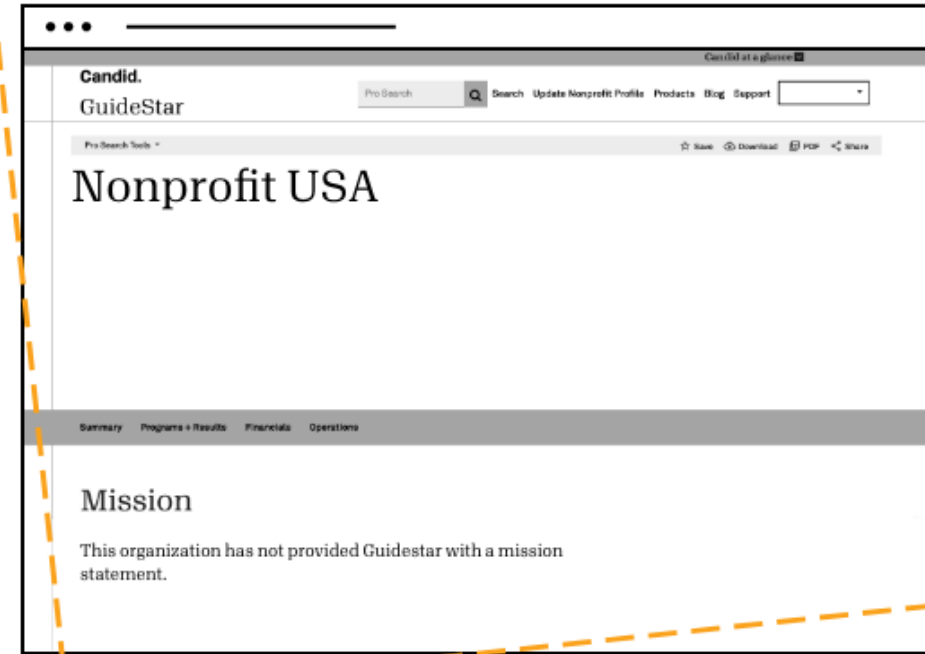
Access your profile

2

Update required info

3

Publish



Remember to publish!

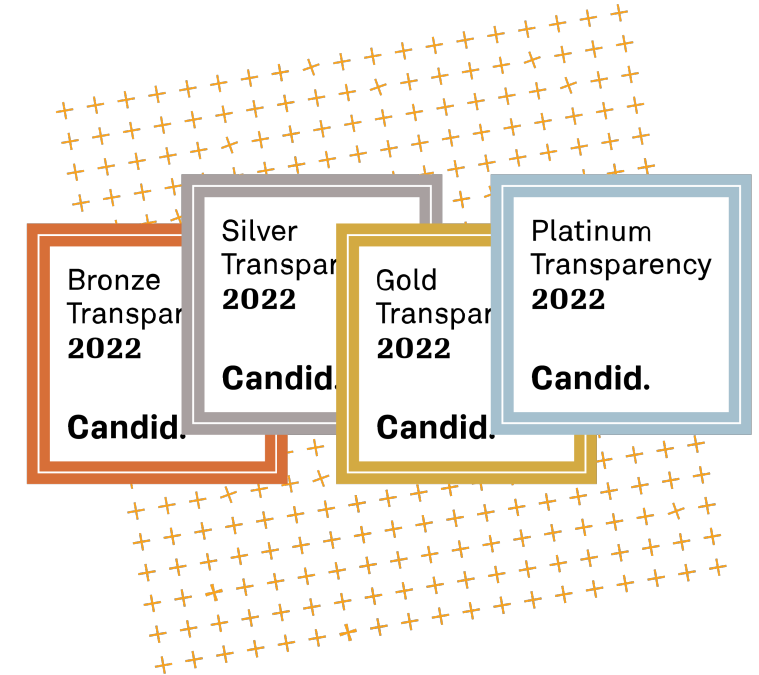
- You must click the “Publish” button for your updated information to appear on your profile
- Published changes can take up to 15 minutes to show up



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



Google
for Nonprofits

Donor Advised
Funds



FIDELITY CharitableSM



Giving
Platforms



crowdraise
by gofundme



Media

The
New York
Times

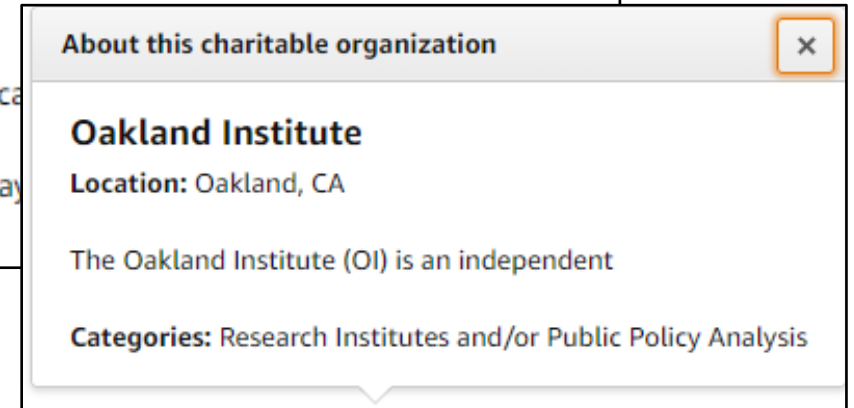
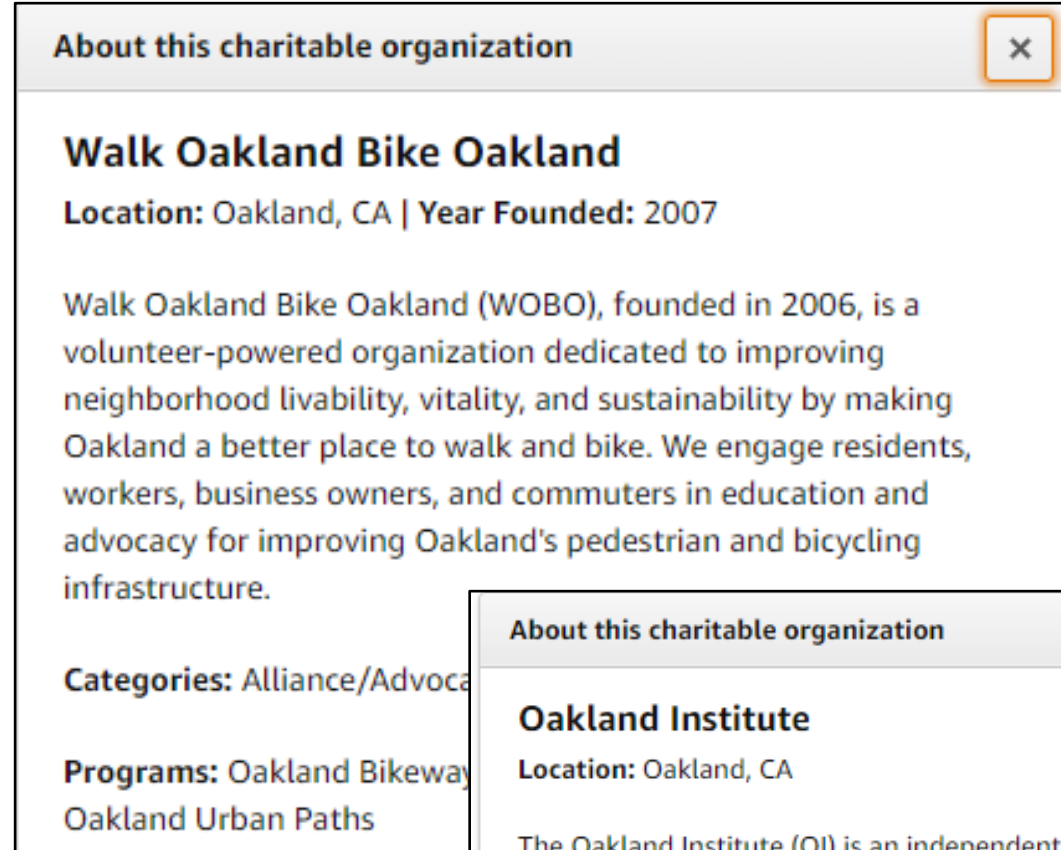


WSJ

The Washington Post

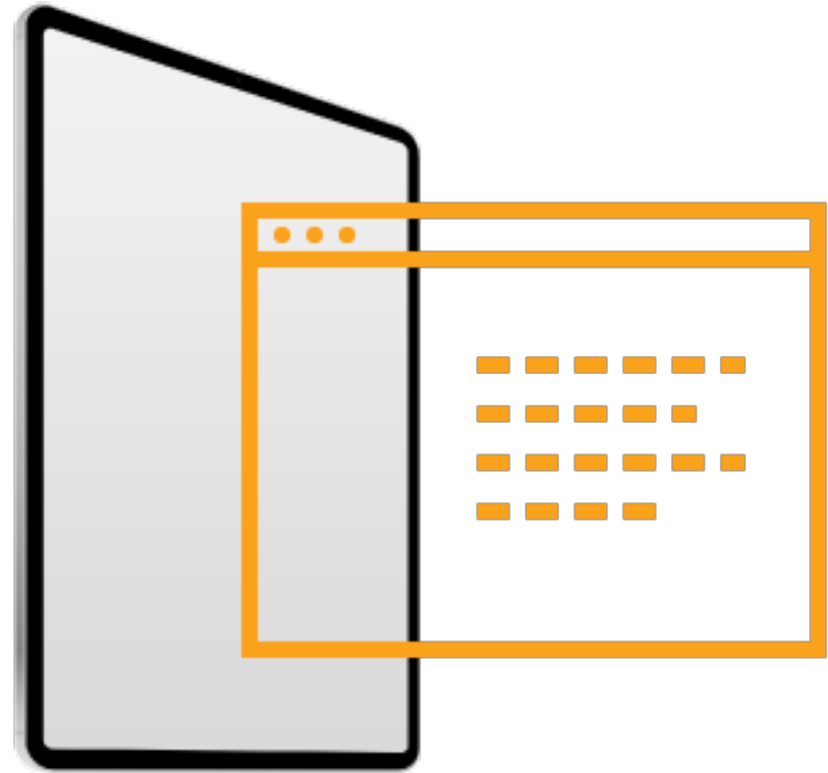
Example: Your profile info on AmazonSmile

- 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



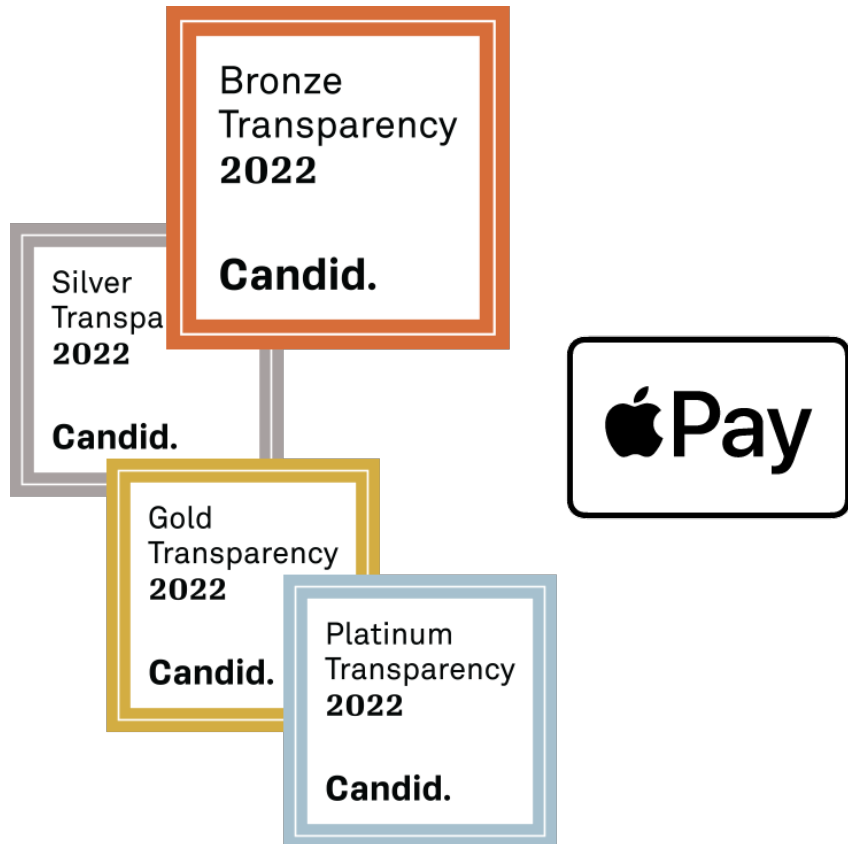
Special announcement!

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.

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Candid.

