

Why Your Guidestar Profile Matters



Financial advisors use Guidestar/Candid profiles as a research tool to find non-profit beneficiaries for their clients. Any non-profit with a tax exemption already has a profile on Guidestar. We will help you gain platinum status! This will help donors know that your non-profit is worthy of their support. BONUS: many of the elements of your Guidestar profile make excellent grant application copy!

Package includes:

- Bronze seal: Mission & Vision
 - Basic information + donation link
- Silver seal: Program descriptions
 - Branding, photos and/or a video
- Gold seal: Finances (990s and audits uploaded)
 - Board and Staff Demographics
- Platinum seal: Strategic information
 - Needs Statement
 - Strategies & Goals
 - Goals
 - Impact metrics