Get Ready for GivingTuesday

October 25, 2022 | Dorothy Ho

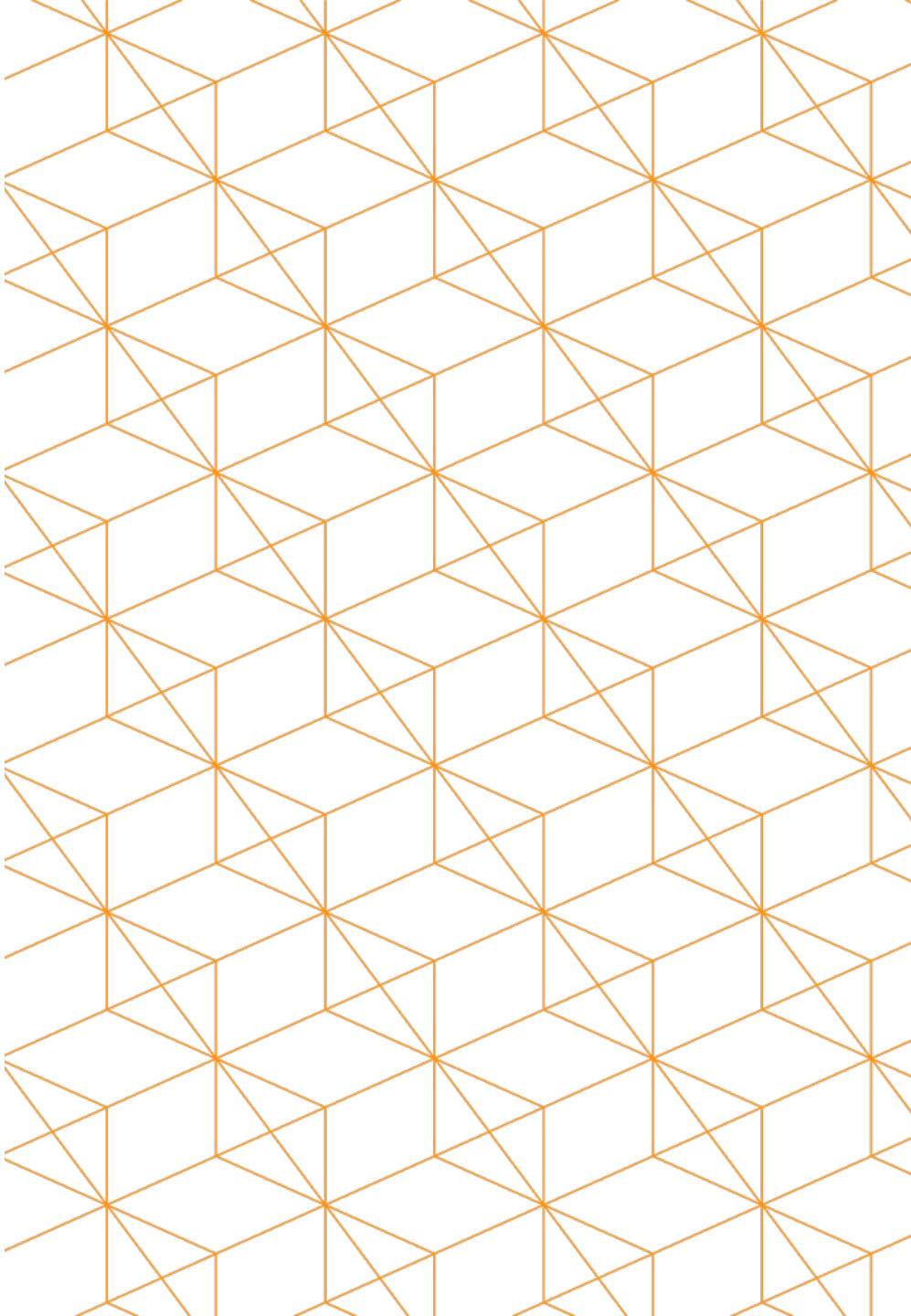
GUIDESTAR®

FOUNDATION
CENTER

Candid.

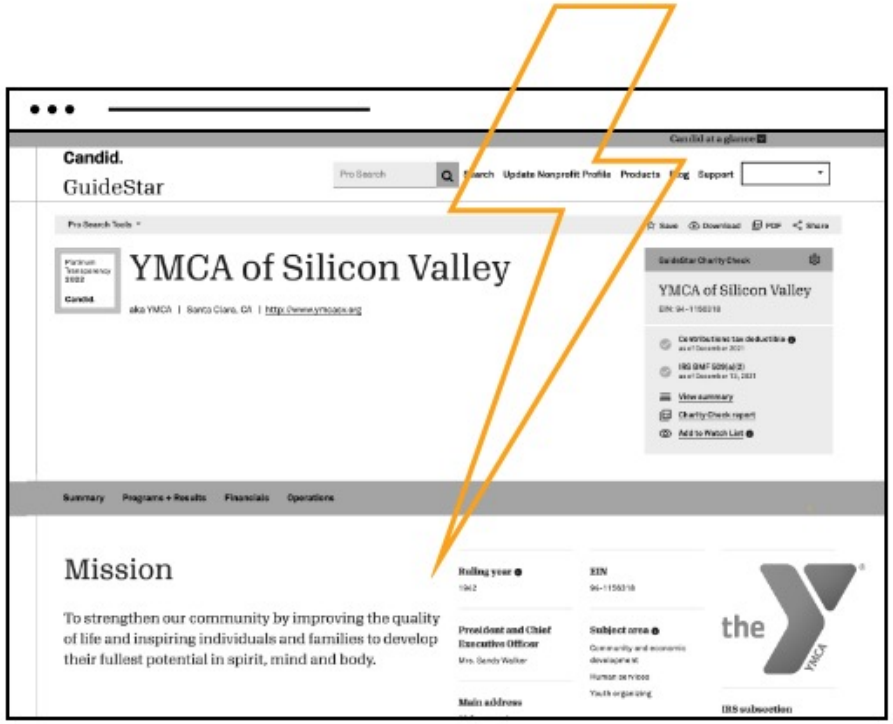
Agenda

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?

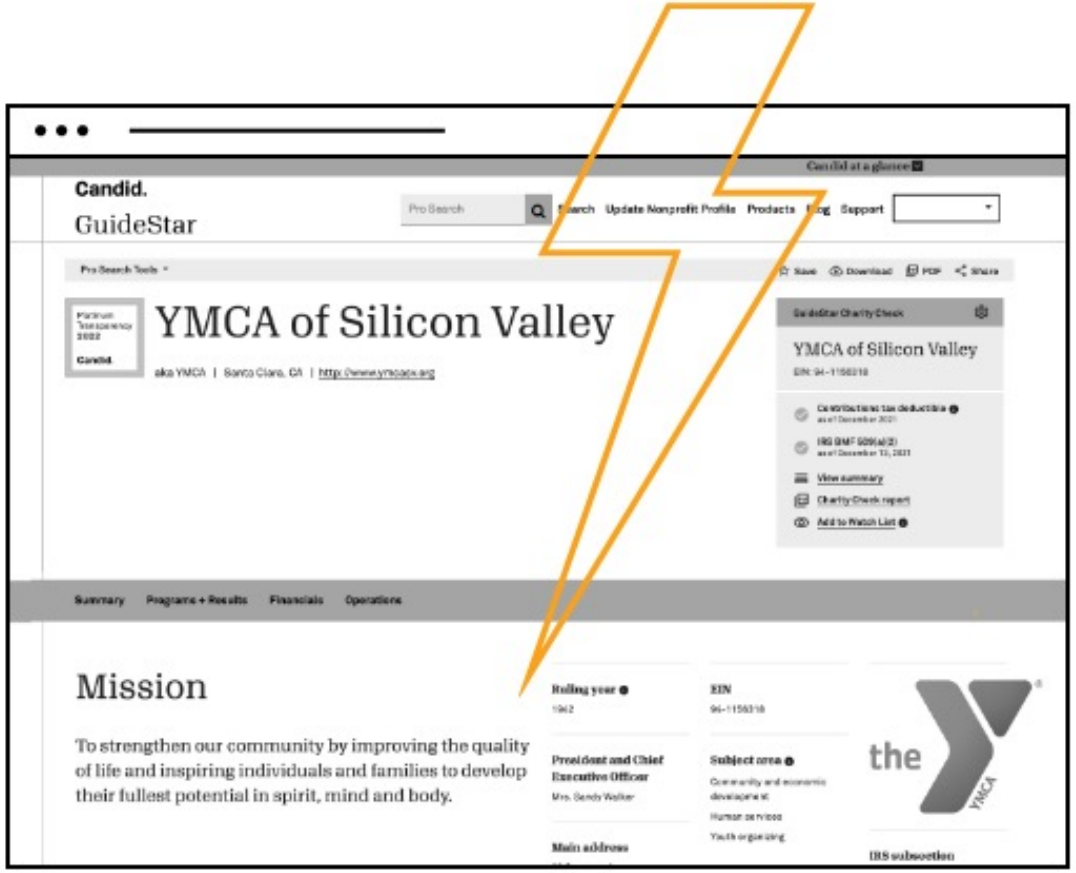


Hint: It’s a tool for sharing your organization's story and building trust.

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

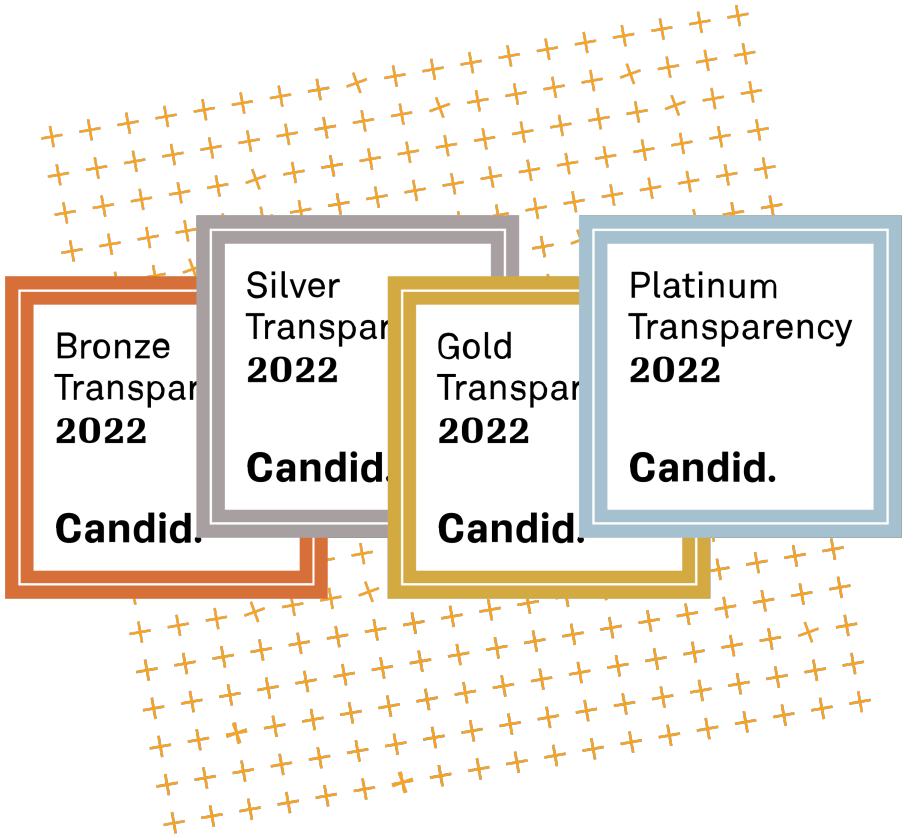
Gain trust and support

Provide financial and leadership information

Highlight your impact

Share your measures of progress + results

How to earn Seals of Transparency

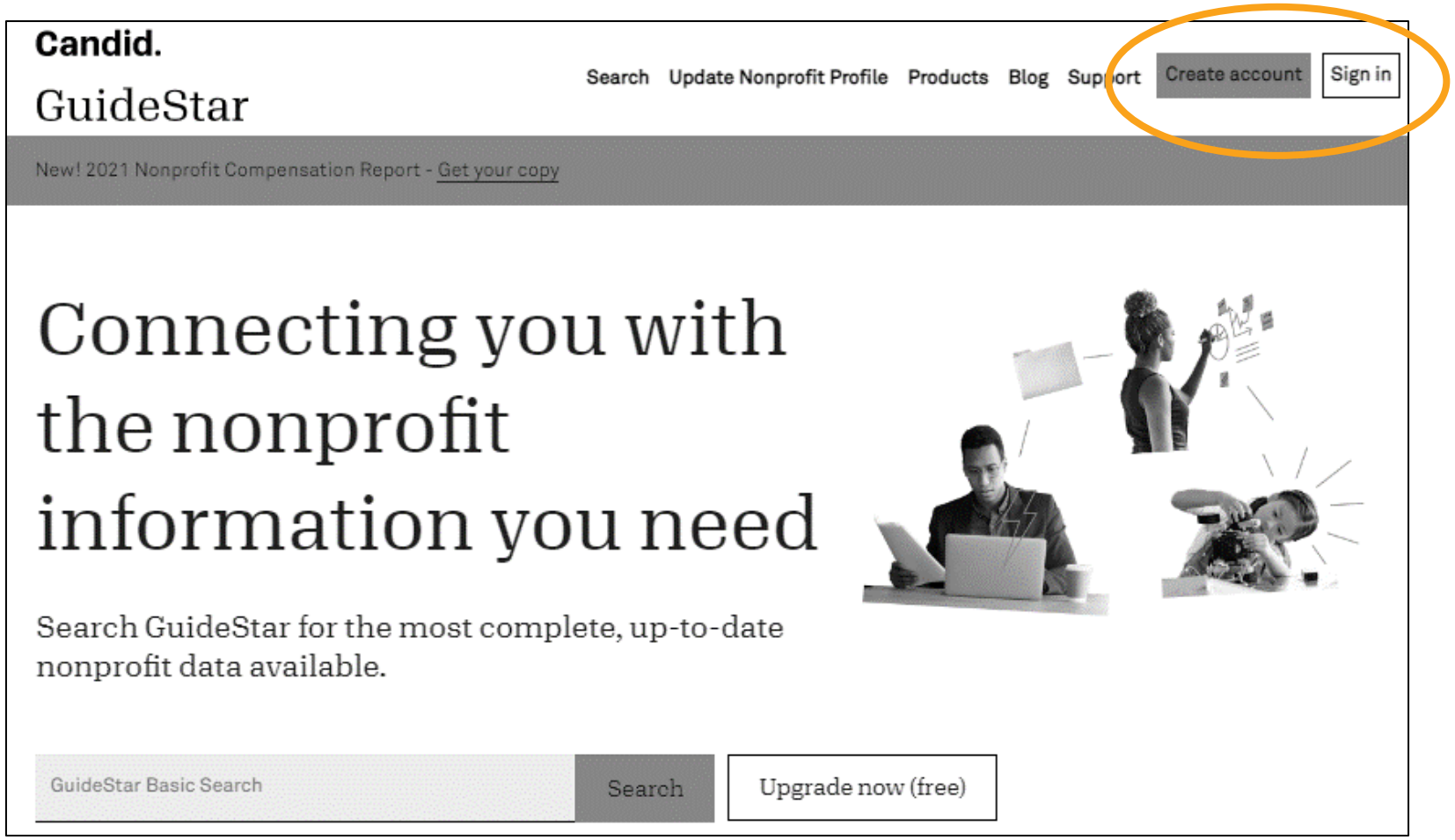


Get your 2022 Seals in three easy steps

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

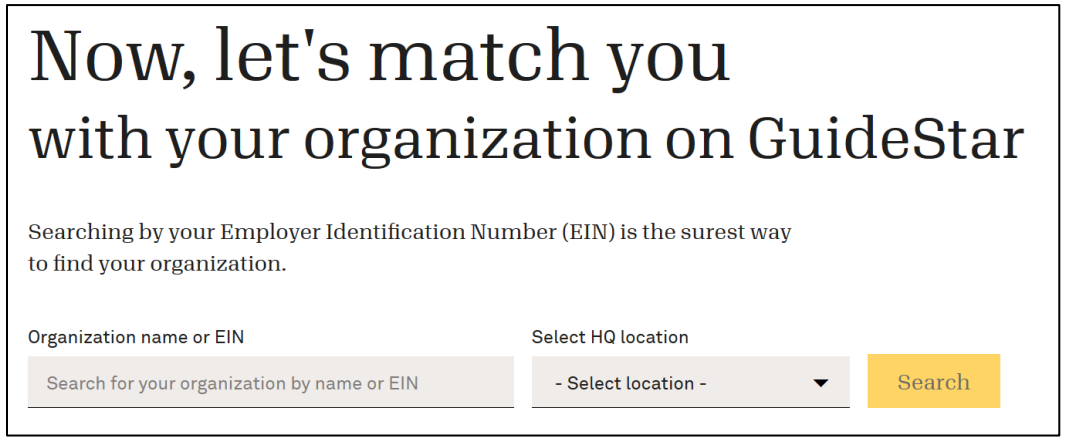
https://www.guidestar.org/Account/Login

Accessing your profile: First, sign in or create an account

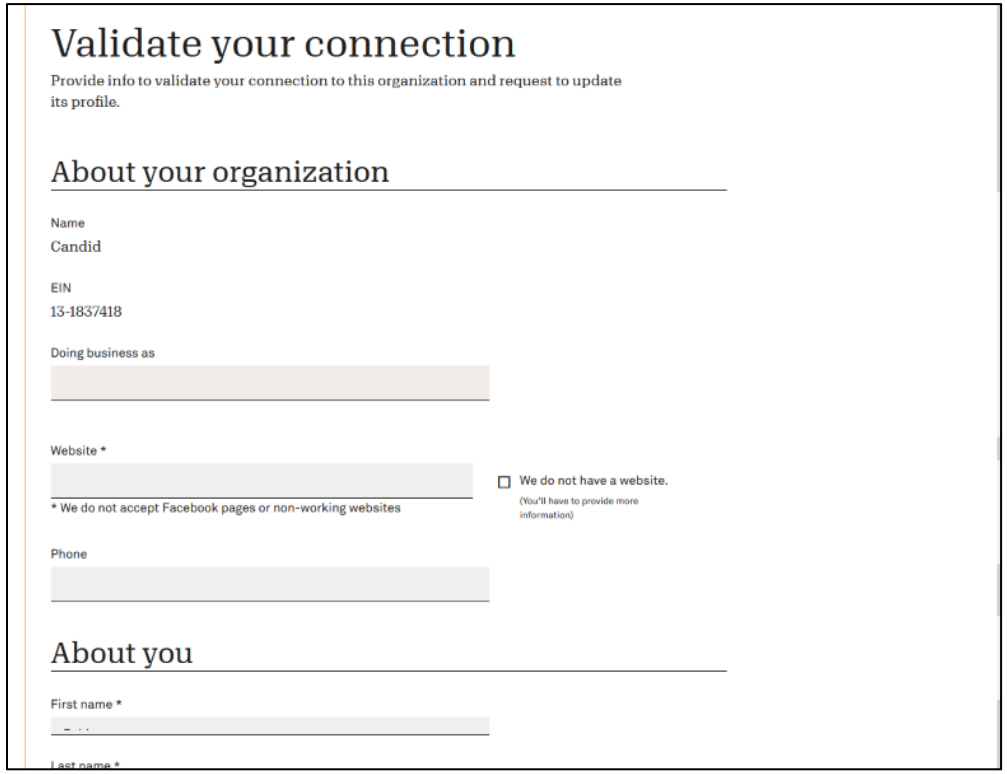


To claim your nonprofit's Candid profile, connect your account to your organization

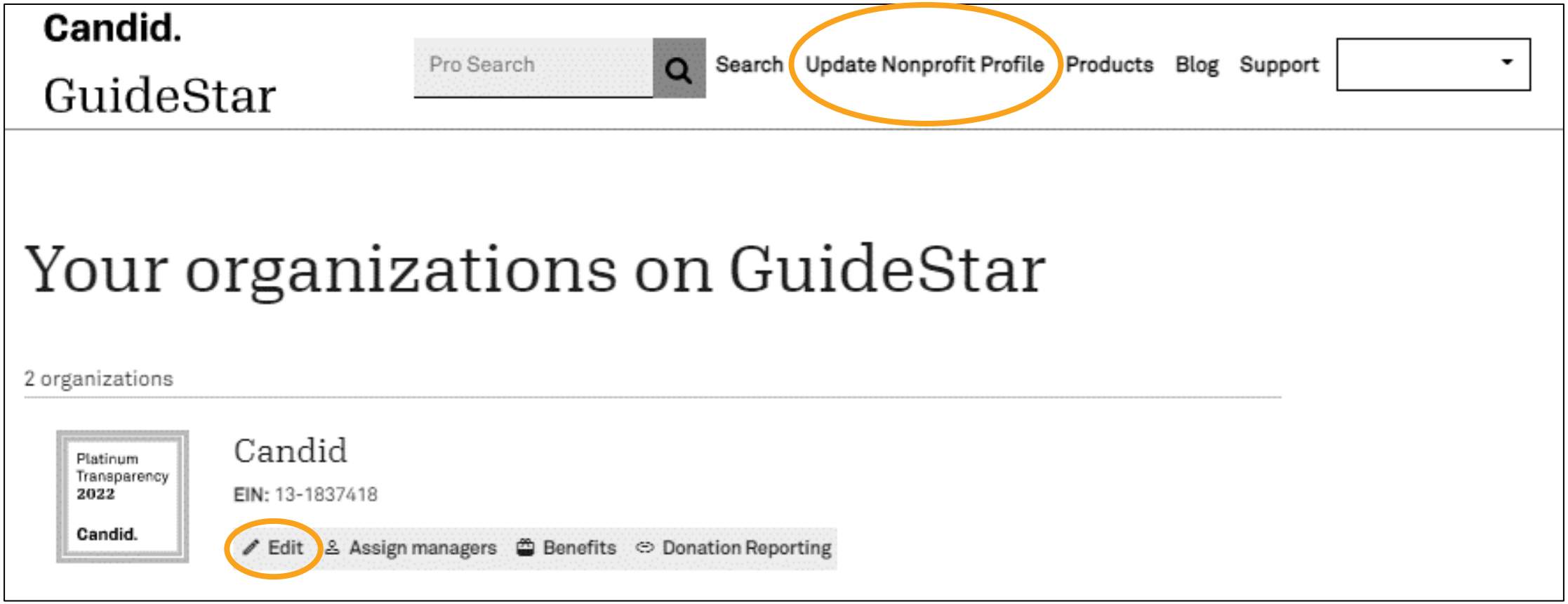
Search for your organization



Validate your connection



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

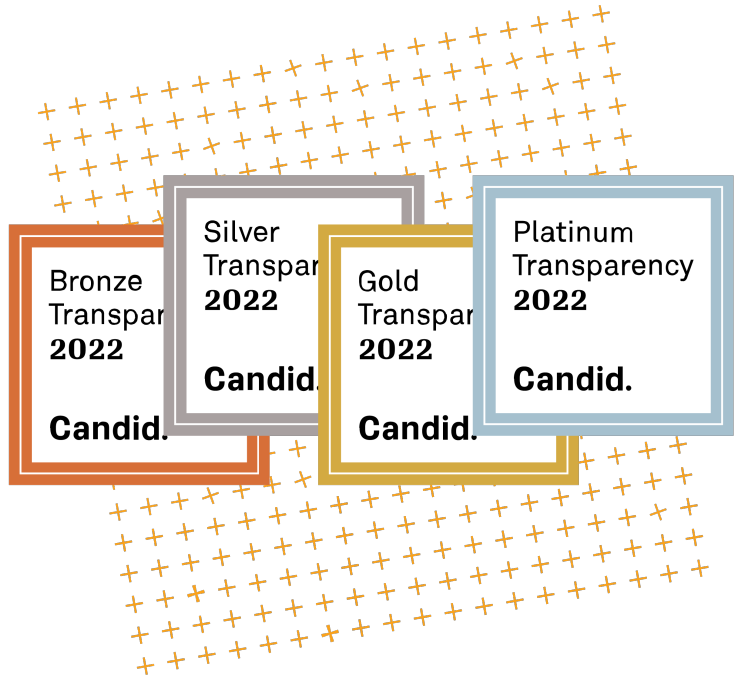
Remember to publish!

- 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



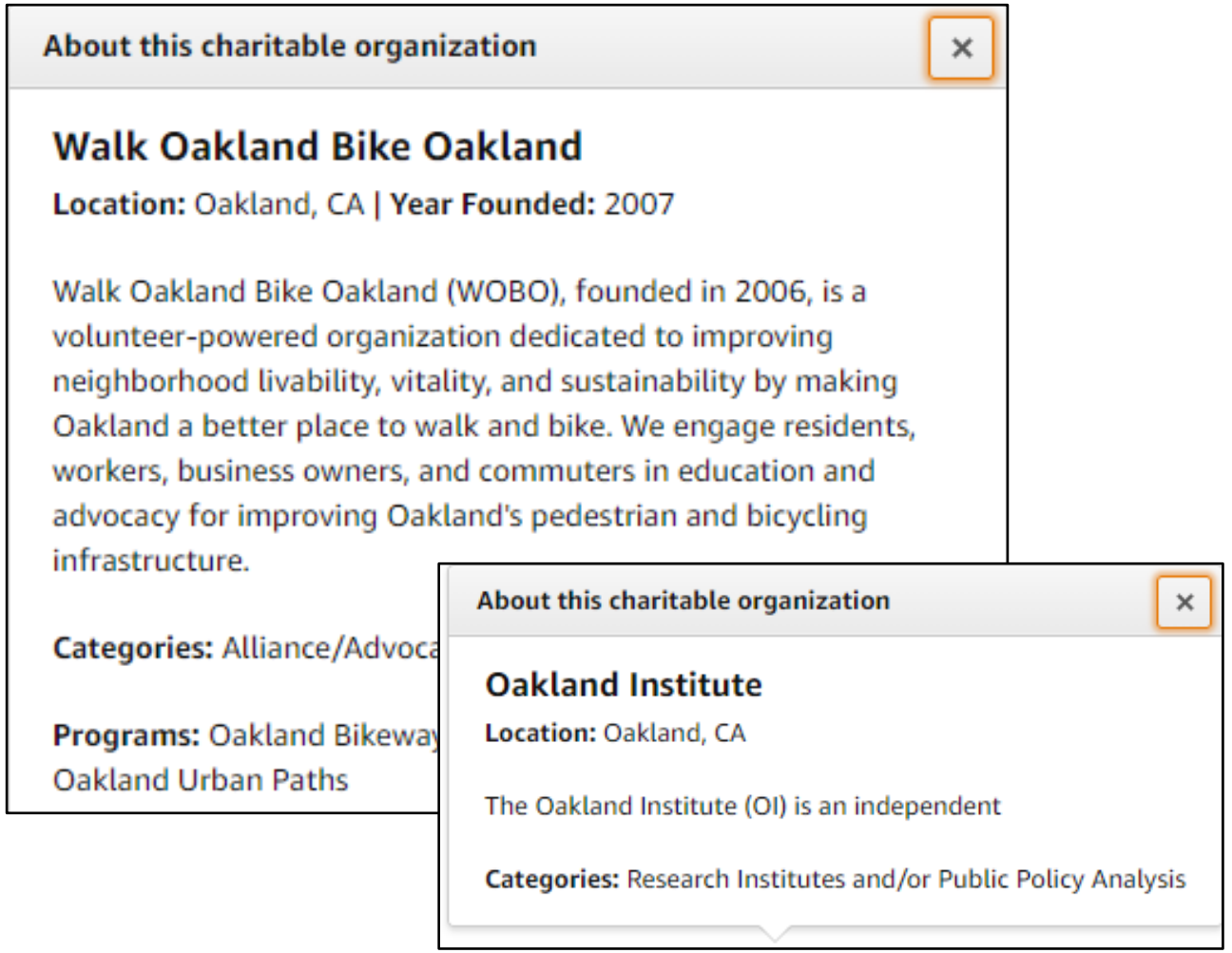
Tip: Seal holders can send full profile to funders using the unique sharable full profile link

Candid data partner network

Social Media & Tech	amazonsmile, Google for Nonprofits
Donor Advised Funds	FIDELITY Charitable℠, Vanguard Charitable, SCHWAB CHARITABLE®, National Philanthropic Trust
Giving Platforms	salesforce.org, Network for Good., crowdrise by gofundme, JustGive.org
Media	The New York Times, CNN, 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

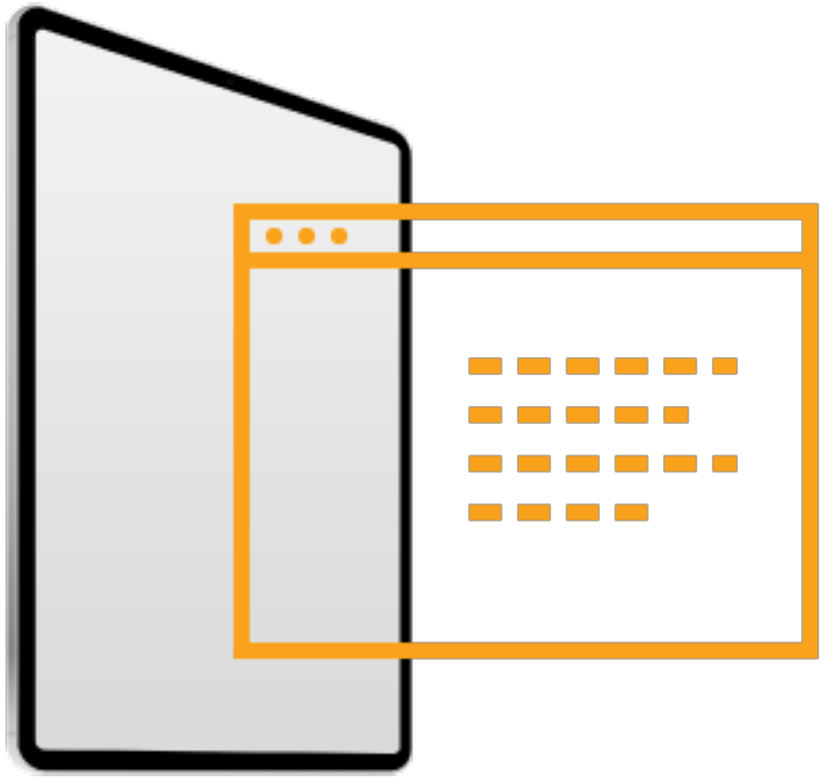


Example: Your profile info on Fidelity

— 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

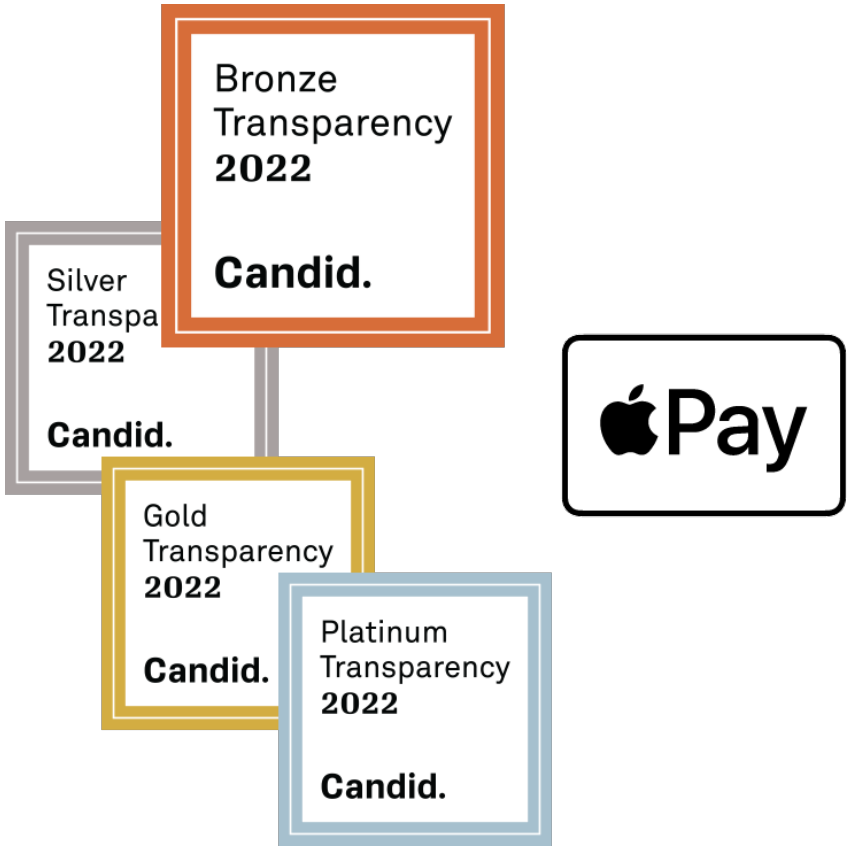


Special announcement!

New benefit for Seal holders

Apple Pay for donations

How do nonprofits become eligible for Apple Pay for donations?

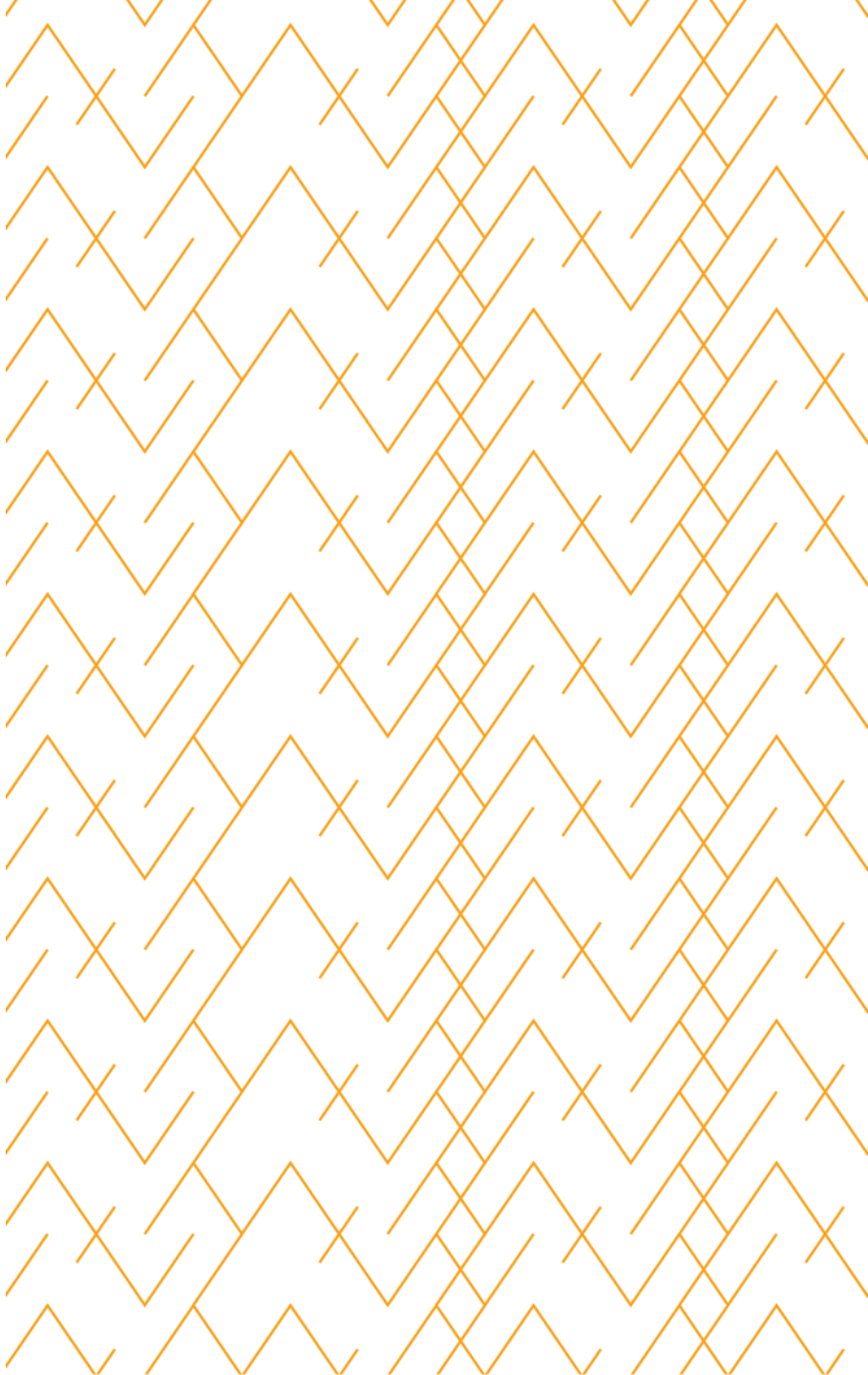


1. Simply earn a 2022 Bronze Seal
2. Contact your donation platform to enable
3. If your donation platform isn't set up for Apple Pay, don't worry. Email support@candid.org for help

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

Thank you.

@candiddotorg

candid.org

Candid.