

# Get Ready for GivingTuesday

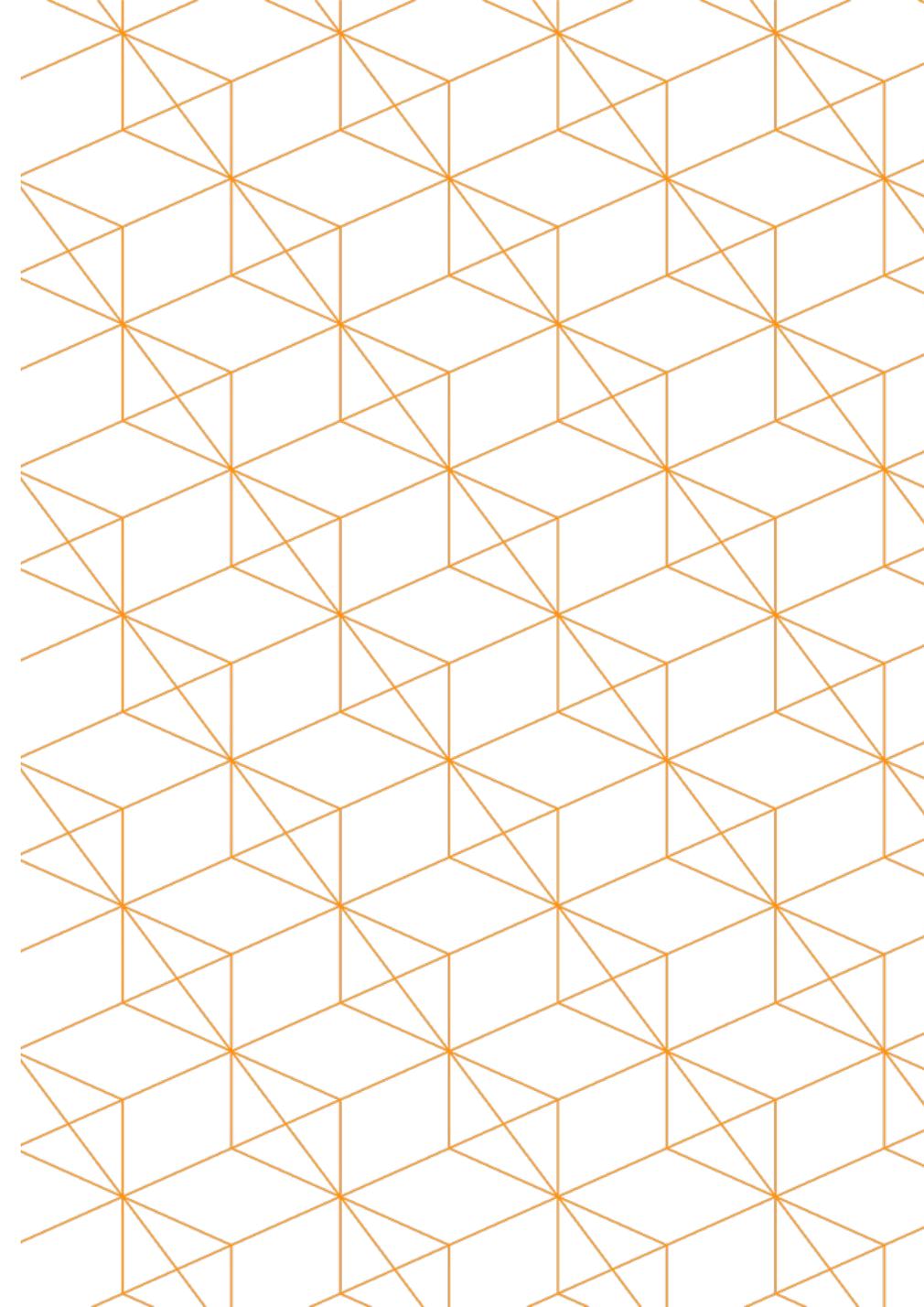
October 25, 2022 | Dorothy Ho



**Candid.**

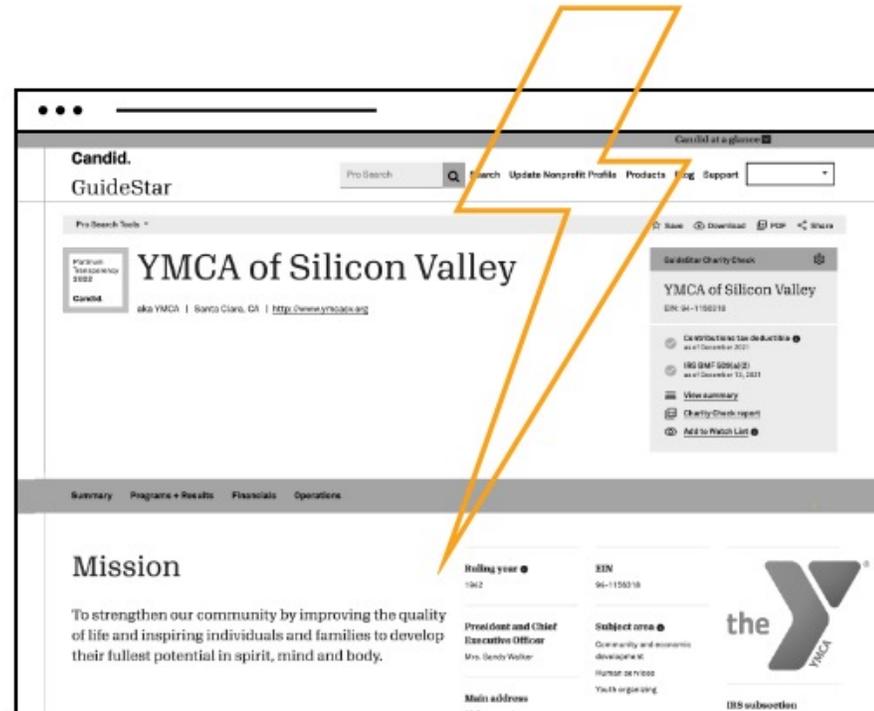
# Agenda

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

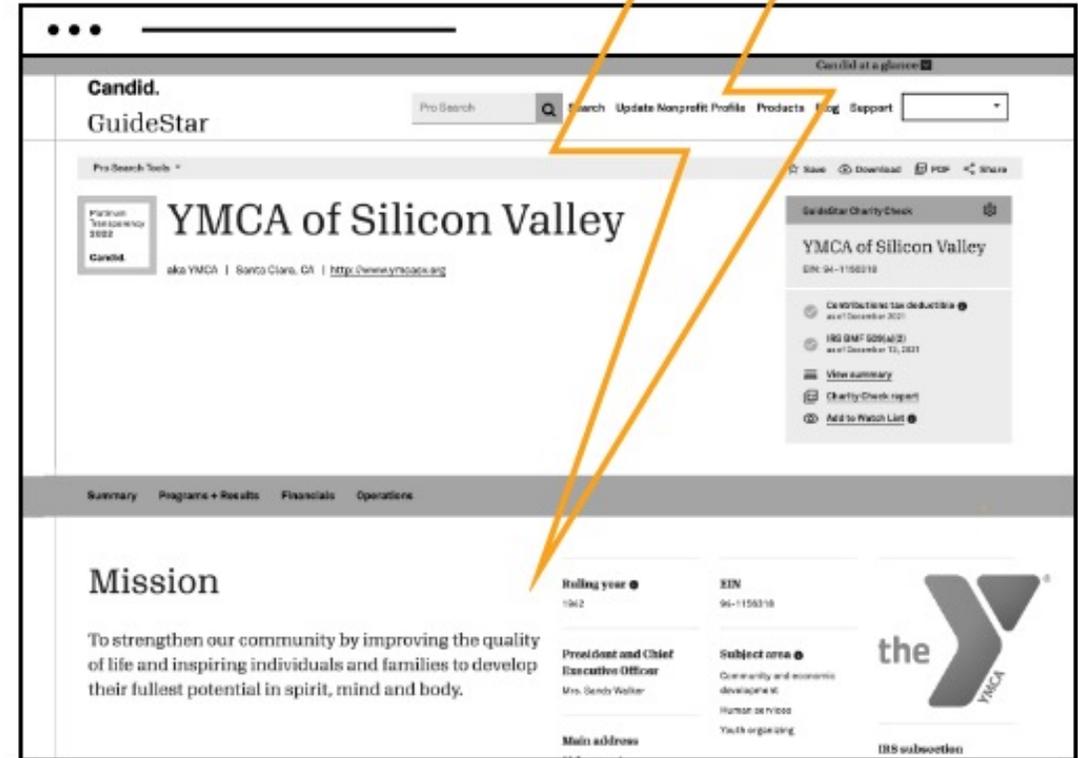
# What is a Candid Profile?



💡 **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

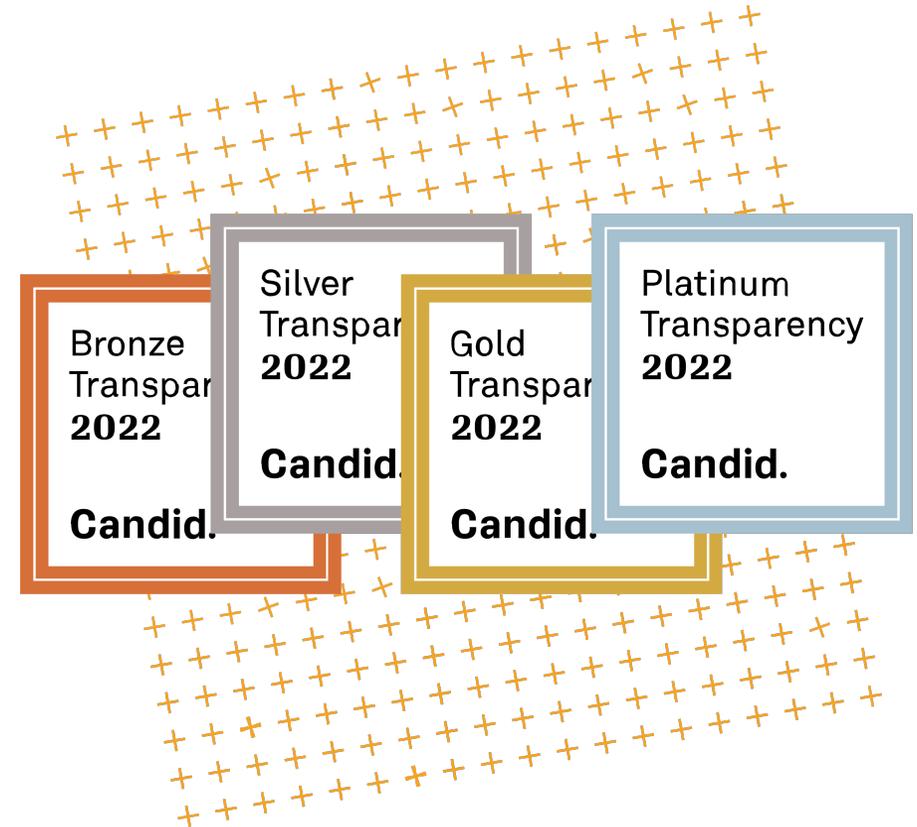
**Gain trust and support**

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)

# 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

## 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 top navigation bar of the Candid GuideStar website. On the left is the logo 'Candid. GuideStar'. In the center is a search bar with 'Pro Search' and a magnifying glass icon, followed by the text 'Search'. 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 icon. Below the navigation bar, the main heading reads 'Your organizations on GuideStar'. Underneath this, it says '2 organizations'. The first organization listed is 'Candid' with EIN: 13-1837418. Below the organization name is a row of action links: 'Edit' (circled in orange), 'Assign managers', 'Benefits', and 'Donation Reporting'. To the left of the organization name is a 'Platinum Transparency 2022' badge.

<https://www.guidestar.org/ManageNonprofit/Reports>

# Get your 2022 Seals in three easy steps

1

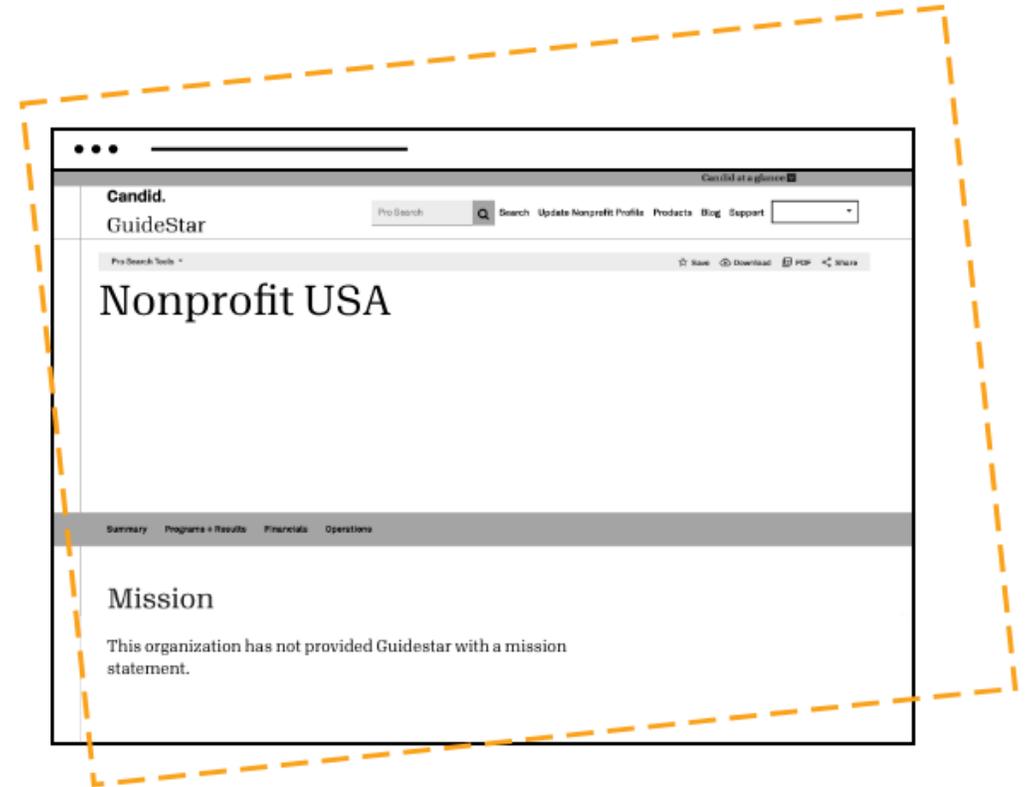
Access your profile

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

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# Remember to publish!

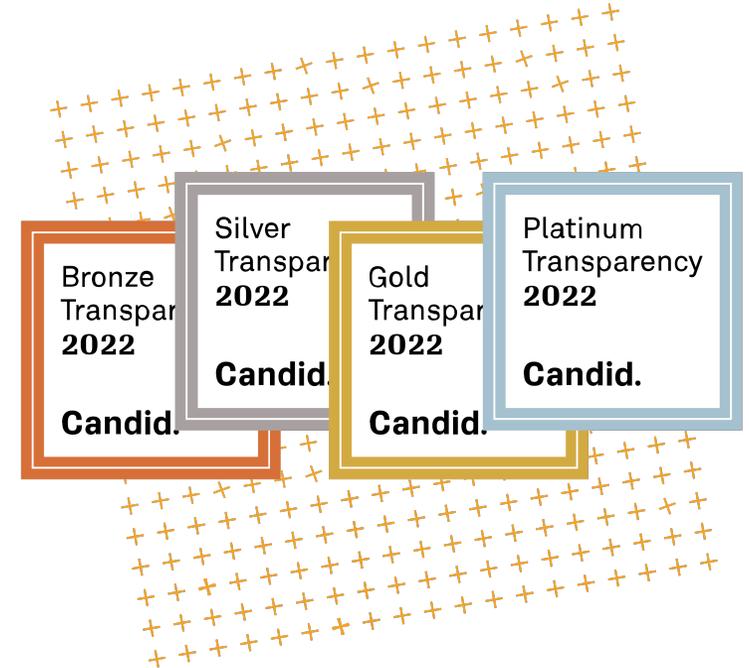
- You must click the “Publish” button for your updated information to appear on your profile
- Published changes can take up to 15 minutes to show up



# 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 Charitable™



National  
Philanthropic  
Trust

Giving  
Platforms



salesforce.org



crowdrise  
by gofundme

Just Give  
.org

Media

The  
New York  
Times

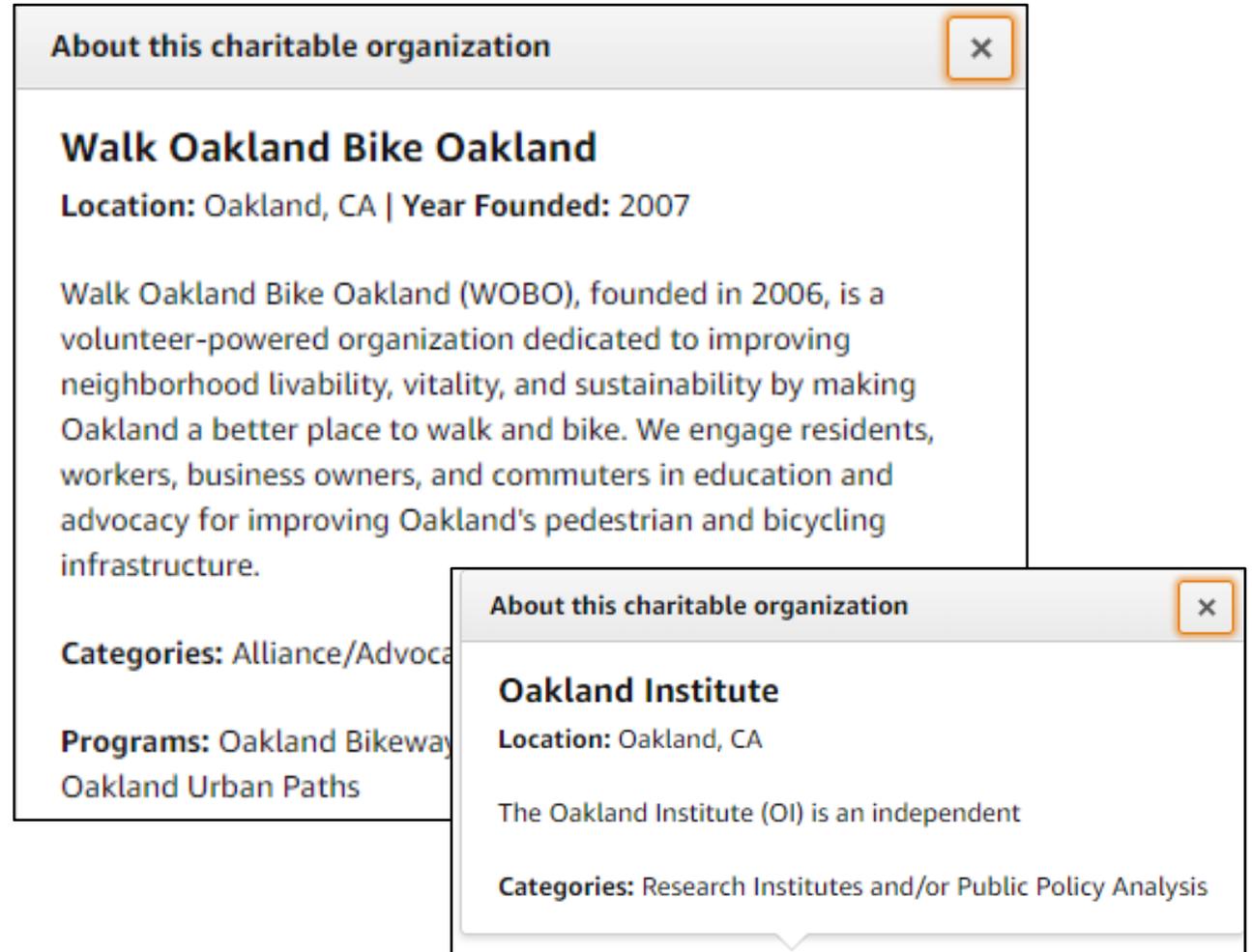
CNN

WSJ

The Washington Post

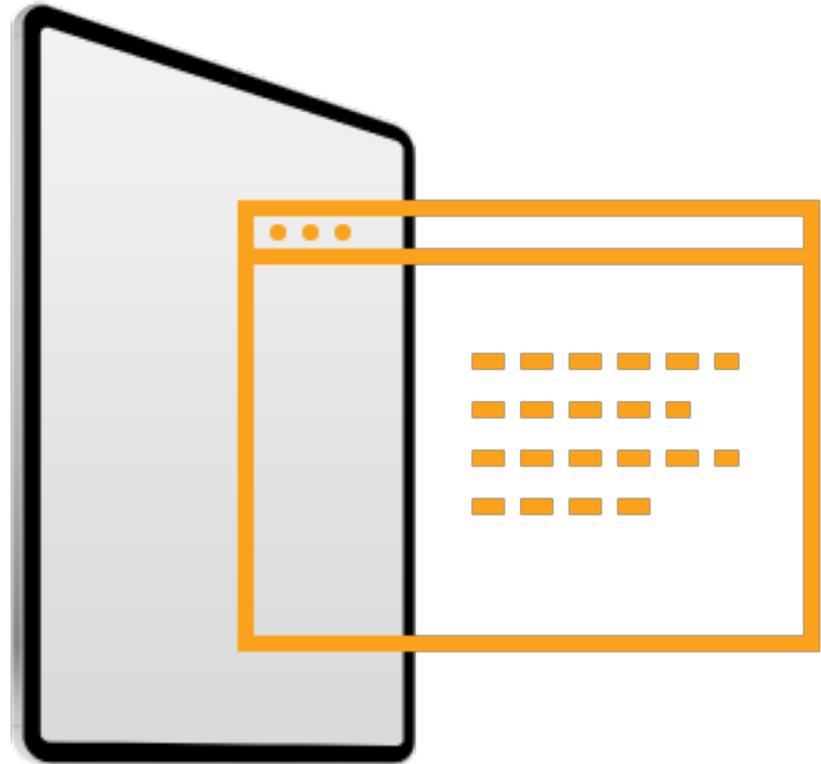
# Example: Your profile info on AmazonSmile

- 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



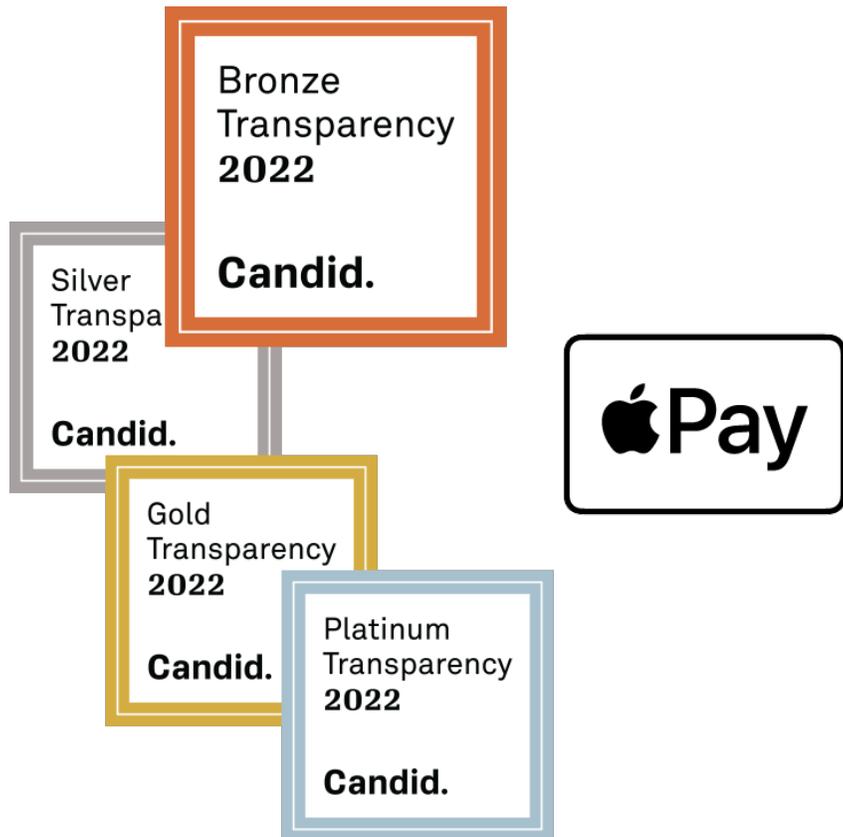
**Special announcement!**

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](mailto:support@candid.org) for help

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

# Thank you.

@candid.org

candid.org

**Candid.**

