

GUIDESTAR ENTERPRISE SOLUTIONS

Streamlined, full-service site hosting

Hosted Solutions

Overview

Designed for organizations with limited IT staff and resources, GuideStar hosted solutions provides full Web development services to create Web pages and branded Web sites that offer a convenient way to customize the on-line user experience for charity research and donations.

As the premier source of current data from more than 1.7 million nonprofit organizations (NPOs) recognized by the Internal Revenue Service (IRS), GuideStar allows users to search and select from an extensive database of tax-exempt U.S. organizations. With a hosted solution, sites can also display qualitative information, such as mission statements, cost structures, financial information, and important accomplishments. Whether potential donors seek organizations that focus on specific program areas or geographies, GuideStar delivers comprehensive, timely NPO intelligence through a customized hosted Web interface.

Web pages developed and maintained by GuideStar but with the look and feel of the client's site.

Trusted NPO Intelligence—GuideStar Enterprise Solutions



GUIDESTAR

Rapid Implementation

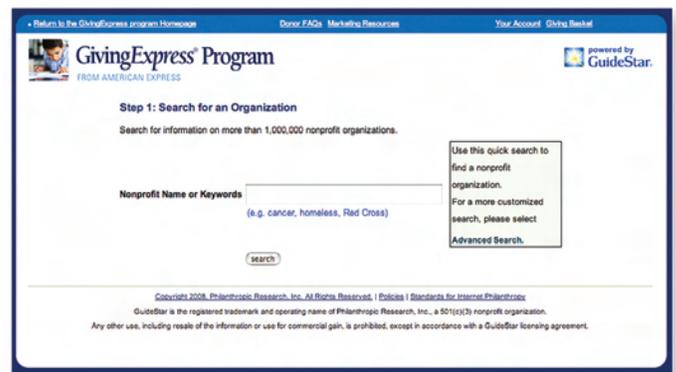
With proven expertise in managing NPO data across charitable gift funds, nonprofit finance sites, social networking sites, donation portals, and other specialized sites, GuideStar developers help clients dramatically reduce go-to-market time by creating a complete donation portal or Web pages in a fraction of the time usually required for in-house development.

Flexible Search Options

GuideStar provides users with flexible search criteria, such as an organization's name, Employer Identification Number (EIN), city, state, or additional customizable fields. Varying display options, such as accessing the entire GuideStar database or restricting searches to a specific subset of organizations, are also available.

User Transparency

Although GuideStar hosts the portal or Web pages, access is fully transparent. Users key in search criteria, which reference the GuideStar database via an application programming interface (API). The database then passes information back, preserving the look and feel of the client's branded site. GuideStar also returns the information needed to process donations, such as EIN, organization name, and address.



The GivingExpress® site for American Express card holders links seamlessly to GuideStar's powerful database.

Low Maintenance

GuideStar developers manage site installation, configuration issues, and maintenance. Clients benefit from access to the latest technologies and database updates without the hassle of upkeep—freeing IT staff to stay focused on developing and managing in-house solutions. The combined strength of dedicated GuideStar business and technical staff ensures timely, professional responses to questions and technical issues.

GuideStar provides hosted solutions that are perfect for organizations that need additional resources to create:

- Donor-advised funds that help clients identify, research, and benchmark charities and access analyst reports.
- Donation portals that allow consumers to identify and research charities as part of marketing incentives or customer loyalty programs.
- Nonprofit Web sites that connect people with program areas to increase charitable giving.

GuideStar Enterprise Solutions Portfolio

Designed for professional use, GuideStar Enterprise Solutions supports several integration methodologies to deliver robust GuideStar nonprofit data:

Web Services

GuideStar delivers data by Web link or Web service call via variable search input criteria.

Hosted Solutions

GuideStar provides the infrastructure, development, and resources for a fully hosted on-line solution.

Enterprise Data Integration

GuideStar delivers custom data sets for integration or aggregation with clients' business applications and other data sources.

Subscription Services

GuideStar delivers its core product portfolio (GuideStar Premium, Charity Check, and the *Nonprofit Compensation Report*) for 11 or more enterprise seats.

Matching and Verification

GuideStar delivers matching and verification services that compare client-provided data sets with the GuideStar database to verify nonprofit status and append data fields.



GUIDESTAR®

About GuideStar

Connecting people and organizations with information on the programs and finances of more than 1.7 million IRS-recognized nonprofits, GuideStar serves a wide audience inside and outside the nonprofit sector, including individuals, donors, nonprofit leaders, grantmakers, government officials, academic researchers, and the media.

For more information about GuideStar Enterprise Solutions, call 800.421.8656 or e-mail enterprisesolutions@guidestar.org

www.guidestar.org