How to Join the GuideStar Exchange

Last Updated 8/2012

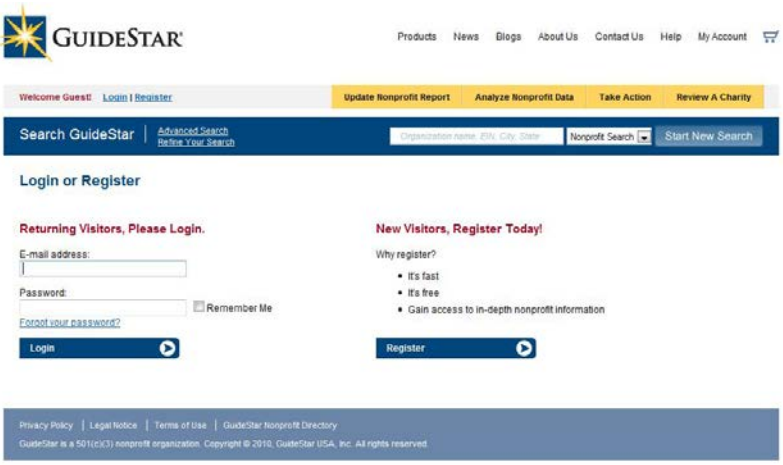
What is a GuideStar Exchange member?

- The Guidestar Exchange is a program designed to connect nonprofits with current and potential supporters. The Exchange allows nonprofits to share a wealth of up-to-date information with grantmakers and donors.
- Exchange members are nonprofits that have updated their nonprofit reports to the **fullest**—including an annual report and program information.
- In exchange for the information you provide, Exchange Seal holders get:
  - The GuideStar Exchange Seal on your report page
  - The opportunity to display:
    - The GuideStar Exchange Seal on your organization's Web site
    - The GuideStar Exchange Seal on your print materials
  - Access to our Promotional Tool Kit, which includes a sample press release, e-mail, and social media posts to promote your GuideStar Exchange Seal
  - Access to an embeddable Search Toolbar for your supporters that will allow them to donate $0.01 to you every time they do a search online
  - Special 20% discount on online development training
  - First access registration for GuideStar Webinars

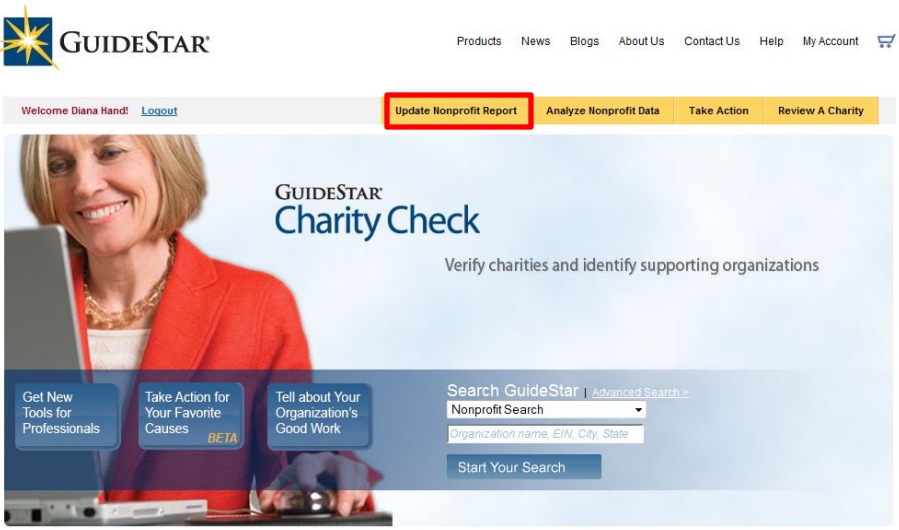
1. Log In or Register

GuideStar nonprofit reports are Web pages displaying information on a single nonprofit organization. Reports are found by searching the site and selecting one of the organizations on a search results page. Any nonprofit can update its nonprofit report on GuideStar for free.

- Log in or register on GuideStar.

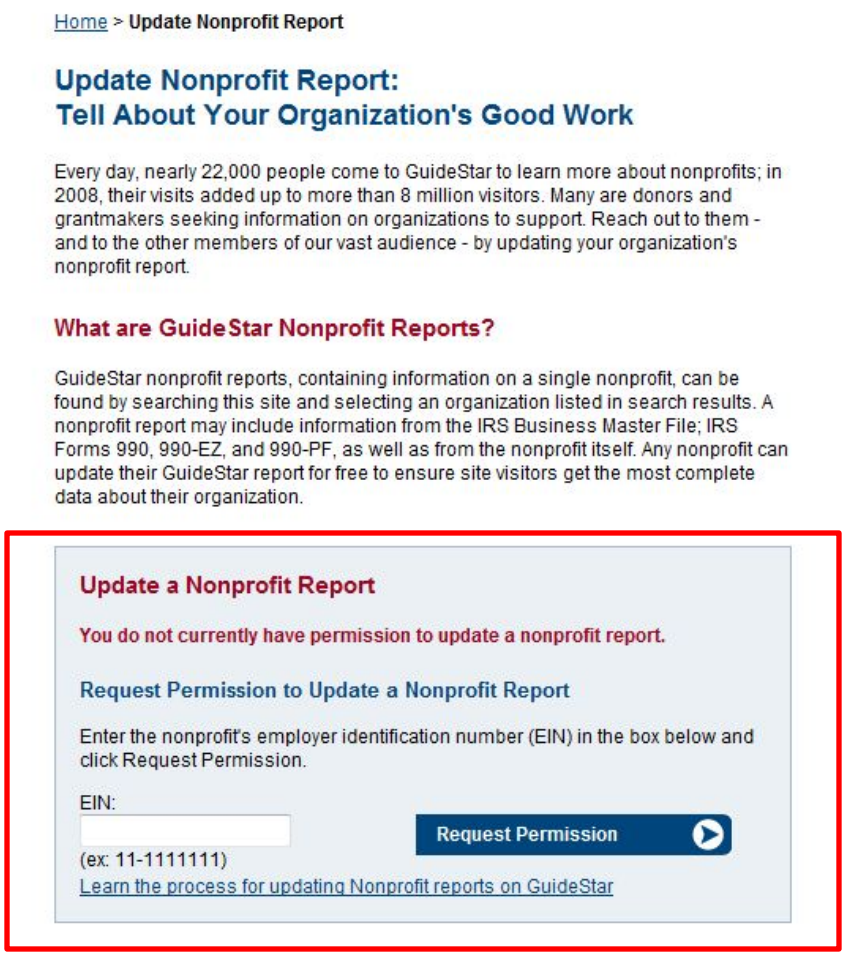


- Click on the yellow "Update Nonprofit Report" tab at the top of the page.



2. Request Permission

- If you do not currently have permission to update your organization's nonprofit report, enter your organization's Employer Identification Number (EIN) and click on the "Request Permission" button to apply for permission. Note: Be sure to include the hyphen in the EIN (xx-xxxxxxx). Also make sure that you complete all of the required fields and click "Send to GuideStar" on the "Review Changes" tab. You must complete all of these steps for your permissions to be reviewed and processed. Your request will be approved within 24 to 48 business hours. Once it has been approved, you will receive notification from GuideStar that you may access the form to update your organization's nonprofit report.



3. Choose Your Organization

- Once your request to update your report has been approved, return to the "Update Nonprofit Report" page.
- If you are logged in, you should see your organization listed on the page. Click on your organization's name. You will be taken to a form to update your organization's GuideStar report.

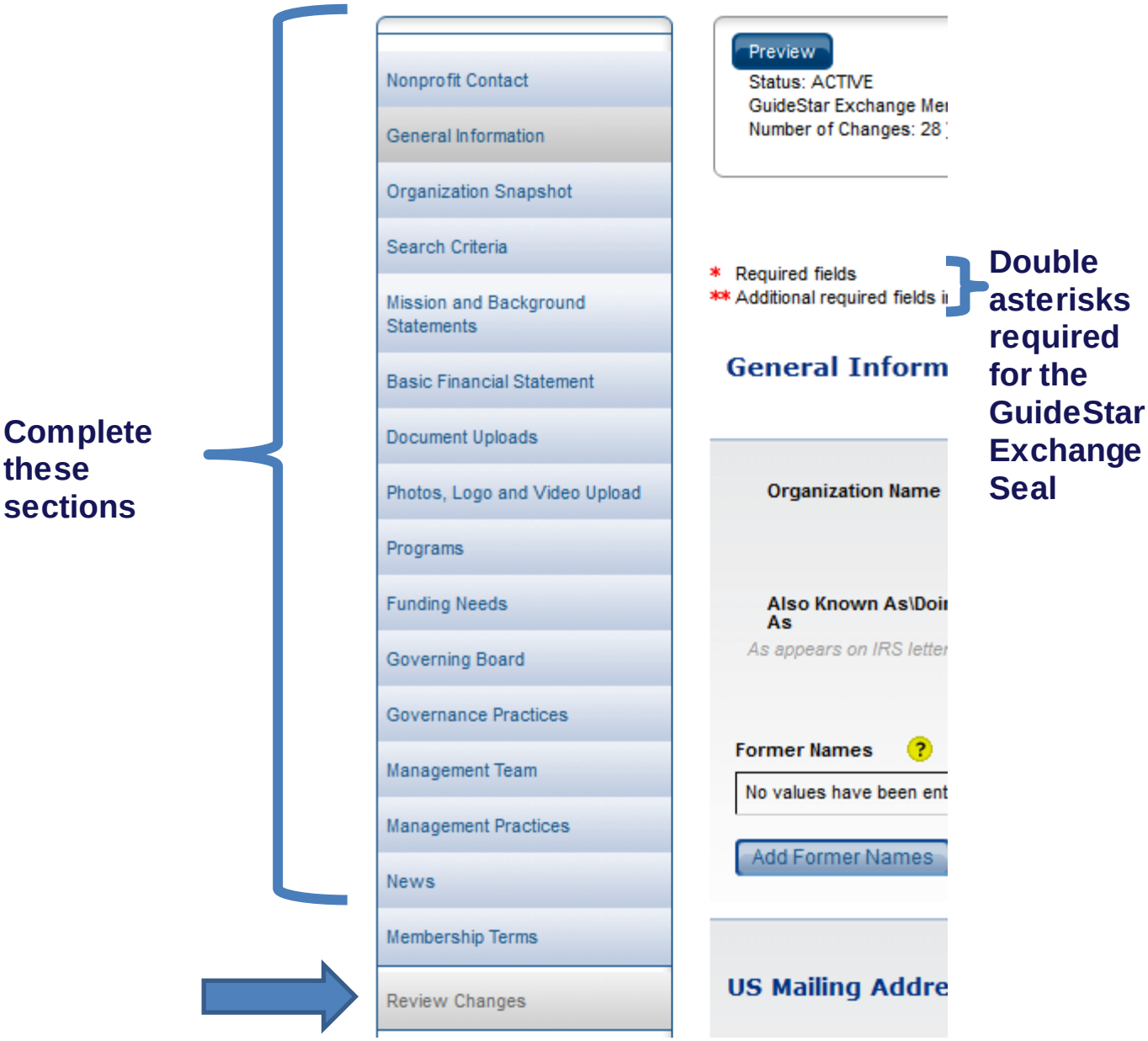
Update an Existing Nonprofit Report

You can update the following nonprofit report(s). Click on
to update its report.

Organization Name
GUIDESTAR USA INC

4. Fill Out the Form

- Fill in the required fields in the form, which are indicated by red asterisks. Be sure to complete the fields with two red asterisks as well as those with one red asterisk; fields with two asterisks are **additional fields** that must be completed for your organization to have the GuideStar Exchange Seal on your report page.



Requirements for a basic GuideStar Exchange report

Update Form Tab	Requirement
Nonprofit Contact	• First Name • Last Name • E-mail Address
Search Criteria	• Geographic Area Served OR Geographic Area Served Narrative OR Keywords
Mission and Background Statements	• Mission Statement
Programs	• Program Name

Board	• Information on at least one board member:
	  ○ First Name
	  ○ Last Name
	• Information on the board chair:
	  ○ First Name
	  ○ Last Name

Management Team	• CEO/Executive Director/President First Name • CEO/Executive Director/President Last Name
GuideStar Incentives	• I accept the Terms and Conditions of the GuideStar Exchange. • Authorization: I am authorized by the aforementioned organization to update the information on their GuideStar Exchange Form.

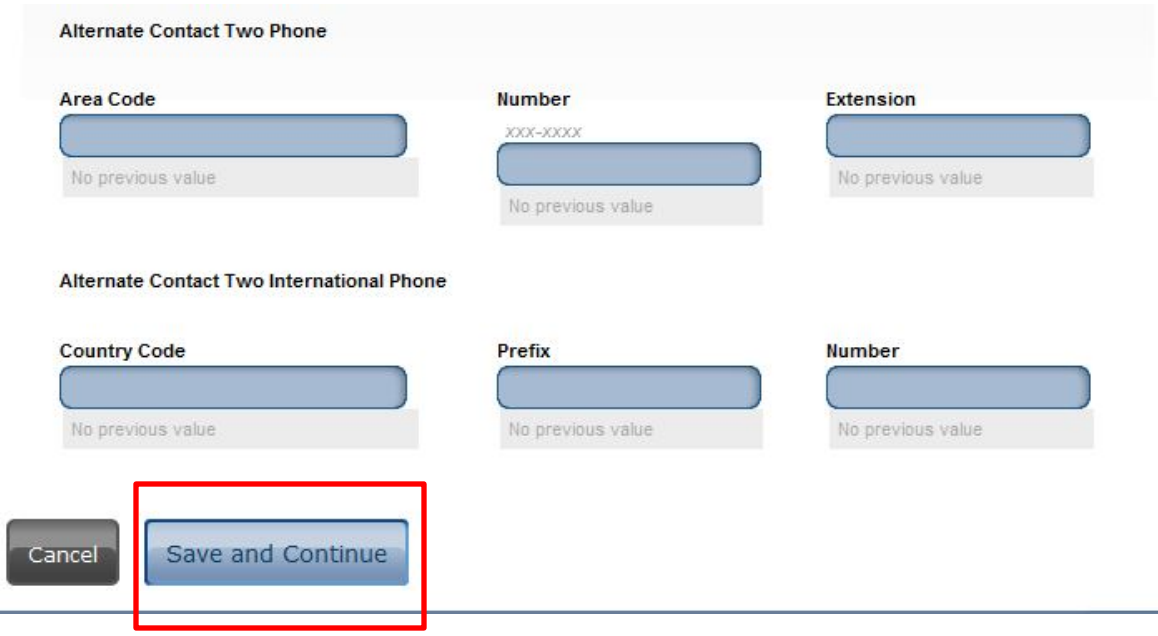
Requirements for the GuideStar Exchange Seal

To receive the GuideStar Exchange Seal, you will need to provide all of the information required for a basic nonprofit report, plus:

Update Form Tab	Requirement
Document Uploads	• Annual Report OR Audit OR GuideStar Basic Financial Statement

5. Save and Continue

- Be sure to click the "Save and Continue" button at the bottom of each page after you have added or changed information in the form.



6. Send to GuideStar

- Once you have completed all required fields, click the "Send to GuideStar" button on the "Review Changes" page.
- You will receive a notification e-mail from GuideStar. Your information will be posted on GuideStar within 48 hours after you receive the e-mail.

* Required fields
** Additional required fields in order to become a GuideStar Exchange Member (with Seal)

Status: ACTIVE
GuideStar Exchange Member: Yes
Number of Changes: 0

All Information Public

Save For Later

Send to GuideStar

Review Changes

The required fields and changes that have been made to the form data are shown below.

Required Fields

These fields must be completed before your profile can be submitted for approval.

There are no fields requiring action from you.

Required for the GuideStar Exchange Seal

There are no fields requiring action from you.

Edited Fields

These changes are not viewable by the public until reviewed and form is approved.

Show All Previous Values

There are no fields requiring action from you.

How to Access GuideStar Exchange Fundraising Resources

How to Access GuideStar Exchange Fundraising Resources

In order to access the fundraising resources, you need first to verify the following:

- Your Report Is Up to Date
- You Are a GuideStar Exchange Seal Holder

1. Log In & Click Benefits

If your Seal is up to date, the next time you log in you will see a "Benefits" link next to your organization's name.

2. Choose Your Benefit

You'll find the following benefits:

- The GuideStar Exchange Seal on your report page
- The opportunity to display:
  - The GuideStar Exchange Seal on your organization's Web site
  - The GuideStar Exchange Seal on your print materials
- A promotional Tool Kit, which includes a sample press release, e-mail, and social media posts to promote your GuideStar Exchange Seal
- Access to an embeddable Search Toolbar for your supporters that will allow them to donate $0.01 to you every time they do a search online
- Special 20% discount on online development training
- First access to registration for GuideStar Webinars