



Money for Good II Tool Kit for Foundations to Communicate Findings August 2012

Foundations play a unique role in helping to create a more effective social sector. They can encourage and promote better information on nonprofit activities and impact; they can help nonprofits understand how to connect with their funders and donors, and use information to make more informed strategic decisions; and they can support expanded supply and use of high-quality, timely, and accurate data in the social sector.

Specifically, we encourage you to use the turn-key language below to request that your grantees provide:

- Better information on their own nonprofit strategies and activities by completing their Charting Impact reports: www.chartingimpact.org
- More standardized core information on their own organizations by participating in the GuideStar Exchange program: http://bit.ly/GuideStarExchange
- Beneficiary feedback and stakeholder perspectives by using the GreatNonprofits platform: http://greatnonprofits.org/

The tool kit contains:

- 1. Sample newsletter article or e-mail
- 2. Sample Tweets
- 3. Sample Facebook or Google+ posts

Replace the highlighted text in the items below with language for your organization, than spread the word!

SAMPLE NEWSLETTER ARTICLE OR E-MAIL

Three Steps for Focusing on Impact

New research titled <u>Money for Good II</u> shows that the greatest unmet need of donors and funders is information on impact. Nonprofits like you are vital to filling this gap with information, and there are three things you can do now to get started:

Make Charting Impact, <u>www.chartingimpact.org</u>, part of your central framework. The
initiative, which was created by BBB Wise Giving Alliance, GuideStar, and Independent
Sector, encourages strategic thinking and promotes a standard for sharing impact

- information. It can also help you build your organizational capacity. Your answers to five powerful questions can help you sharpen and clarify your strategy and programs, and it has been shown to be information that your donors are looking for.
- Complete your GuideStar Exchange profile, http://bit.ly/GuideStarExchange, so that the more than 10 million people that visit www.guidestar.org can get a better, more complete picture of your nonprofit. Be sure to provide an impact statement that clearly and succinctly describes the progress you're making towards your mission and the next steps for your organization. Link to your GuideStar Exchange profile from your website and in your marketing materials.
- Encourage your beneficiaries to provide feedback on your nonprofit through the
 GreatNonprofits platform: http://greatnonprofits.org/. Ask them to provide details about
 the impact you are having in your sector in their own words. Once you have that
 feedback in place, push that information out through your website and other
 communications materials, and act on it so you can improve services based on the voice
 of your customers!

Together, we can encourage a more informed philanthropic sector, focused on impact above all else.

SAMPLE TWEETS

Completed a #ChartingImpact report yet? It encourages strategic thinking w/in your #nonprofit & promotes your impact: www.chartingimpact.org

Have you completed your #GuideStarExchange profile, http://bit.ly/GuideStarExchange? Help donors get a better view of your #nonprofit.

#Nonprofits: What impact are you really having? Ask your beneficiaries to tell you in their own words: http://greatnonprofits.org/

Note: Tweets are limited to 140 characters. If the URL makes your tweet too long, shorten it at http://bit.ly or tinyURL.

SAMPLE FACEBOOK OR GOOGLE+ POSTS

Have you completed a Charting Impact report yet? There's no better way for encouraging strategic thinking within your nonprofit. You can also describe the process you are having in a concise way for funders and donors. Check it out: www.chartingimpact.org

Have you completed your GuideStar Exchange profile, http://bit.ly/GuideStarExchange? Help the 10 million GuideStar users get the full picture of your nonprofit.

What impact are you really having? Ask your supporters to tell you in their own words through the GreatNonprofits platform, and then spread the word: http://greatnonprofits.org/