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From the President's Office

Dear Friend:

What do you think of our completely new GuideStar Web site?

As always, our goal was to make it easier for you to get what you want from GuideStar. Here are just a few of the changes we have made to improve the site for all of our users:

- **Navigation is more intuitive.**
You can still search our database directly from the home page and the top of all other pages. If you want other information, three convenient buttons will take you to sections designed for different audiences. Because we don't want to limit how you use the site, we haven't tied these sections to how you identified yourself when you registered with us but instead to the action you want to take.
- **Donors now have a section of the site just for them.**
We've always had information for donors, but it wasn't easy to find. Now we link to those resources from one place, our new "Give to Charity" page. ...

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New Tools for Donors

GuideStar has always had great information for donors. There was a "GuideStar for Donors" page. There were articles. And, of course, there was the database.

The problem was that donors rarely found the donor's page and articles. They found the database, but many also found it overwhelming.

We've taken care of those problems in our new Web site, which we launched last month. Now donors have a section dedicated just to them. ...

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The GuideStar Exchange: Taking Nonprofit Participation to the Next New Level

From the day we launched the GuideStar Web site in October 1996, we have encouraged nonprofits to update their reports in our database. Give donors your most up-to-date information, we urged. Breathe life into data gleaned from IRS records, we prompted. Take advantage of our neutral platform to engage Netizens' hearts as well as their minds, we suggested. Let the world know why what you do *matters*, we exhorted.

These statements are as true today as they were a dozen-plus years ago. The Internet, however, is vastly different, and much about the nonprofit sector has changed as well.

Enter the GuideStar Exchange. ...

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Who Are These People, and What Are They Saying About Us? Charity Reviews Debut on GuideStar

If you've looked at our new report pages, you may have noticed the "Click here to read reviews" and "Click here to write reviews" links to the left of the page. Click on the former, and you'll find reviews written by people who have firsthand experience with an organization. Click on the latter, and you'll be invited to write a review of your own.

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The reviews appear on GuideStar courtesy of GreatNonprofits, a Web site where people post charity reviews similar to the ones you see on travel, commerce, dining, and entertainment sites. ...

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The State of Nonprofit Transparency

When you think of GuideStar, what words come to mind? "Form 990"? "Database"? "Nonprofit information"? "Fabulous newsletter"?

Although all of those terms are appropriate ((well, the first three certainly are), there's another that we hope occurs to you first: "Transparency."

GuideStar was founded to promote nonprofit transparency, to provide a central repository of nonprofit information that donors could use to guide their giving decisions. Although both our audience and the ways in which we deliver nonprofit information have expanded over the years, our belief in the importance of transparency has never wavered. ...

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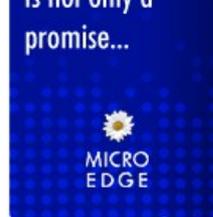
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This Month's Webinar

- Apr. 29: Program Effectiveness

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Yahoo-Powered Search Engine Funds Nonprofits

[GoodSearch.com](#) is a patent-pending, Yahoo-powered search engine that donates to nonprofits with every search. 78,000 nonprofits are onboard and 100 are joining daily!

GoodSearch

Success stories include: •The ASPCA has earned \$26,000! •The Cystic Fibrosis Foundation has earned \$11,100!
•The Elephant Sanctuary has earned \$10,100! *Featured in the NY Times, CNN, ABC News, Fortune and Oprah Magazine!*



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