



**Grantees: Have you updated your Guidestar Nonprofit Profile?** Did you know that Guidestar is one of the largest sources of information on nonprofit organizations? You have the power to choose how much information people see about your organization at [www.guidestar.org](http://www.guidestar.org)! Providing up-to-date and complete information to the public via your Guidestar profile means that you are sharing your organization's full story. And the best news is that updating your profile on Guidestar is free for all nonprofits. Updating your Guidestar Nonprofit Profile ensures that prospective donors and funders have access to accurate, timely information about your organization and thus provides you with the opportunity to increase funding for your organization. Guidestar information is widely used by staff from private foundations and endowments, most major U.S. based donor advised funds, community foundations as well as online giving portals such as AmazonSmile, Network for Good, JustGive and many more. Guidestar currently provides access to approximately 1.8 million IRS-recognized tax-exempt organizations, thousands of faith-based nonprofits not required to register with the IRS, millions of Form 990 images, and accurate digitized data from millions of Forms 990. The staff of the Davison Bruce Foundation accesses Guidestar regularly as part of our due diligence process reviewing grant requests. We encourage our grantees to take the time to view, claim and update their Guidestar profiles. You need the following basic information to begin updating your organization's Guidestar profile:

- EIN
- Contact information
- Mission statement
- Founding information
- Most recent IRS Form 990 or audited financial statement
- List of your programs and what you are measuring
- Board of directors and staff list

To learn more about the complete list of information you can share about your organization via your updated Guidestar profile, go to [www.guidestar.org](http://www.guidestar.org).

**Grantees: Have you joined the “Classy” platform for social good organizations?** Classy is an online platform that provides a multitude of information, articles, and best practices to enable nonprofits and social enterprises to improve their communication with potential funders, optimize their social media messaging, and conduct fundraising campaigns using a fresh, effective approach. Classy strives to empower nonprofits to take more innovative approaches to raising money and rally around their cause through their fundraising platform. Classy also has a great educational element if you are working in the nonprofit space as a social good/non-profit organization or a grantmaker. It provides the opportunity for nonprofits to participate in eCourses, podcasts and share real stories of nonprofit success. They also provide interesting resource guides and webinars. Classy provides valuable information on topics such as how to improve your nonprofit welcome emails, creative fundraising ideas, metrics for development directors, smarter ways to tap into corporate giving, the best Twitter feeds that nonprofit leaders should follow, tips to strengthen nonprofit brand identity and so much more. Classy can be used simply for information purposes or through Classy 101 where social good organizations can opt to launch online fundraising campaigns and events in a matter of minutes whether for specific projects or to fulfill their overall mission. We encourage our grantees to take a few minutes today to go to [www.classy.org](http://www.classy.org) to learn more about them and take advantage of what they have to offer!