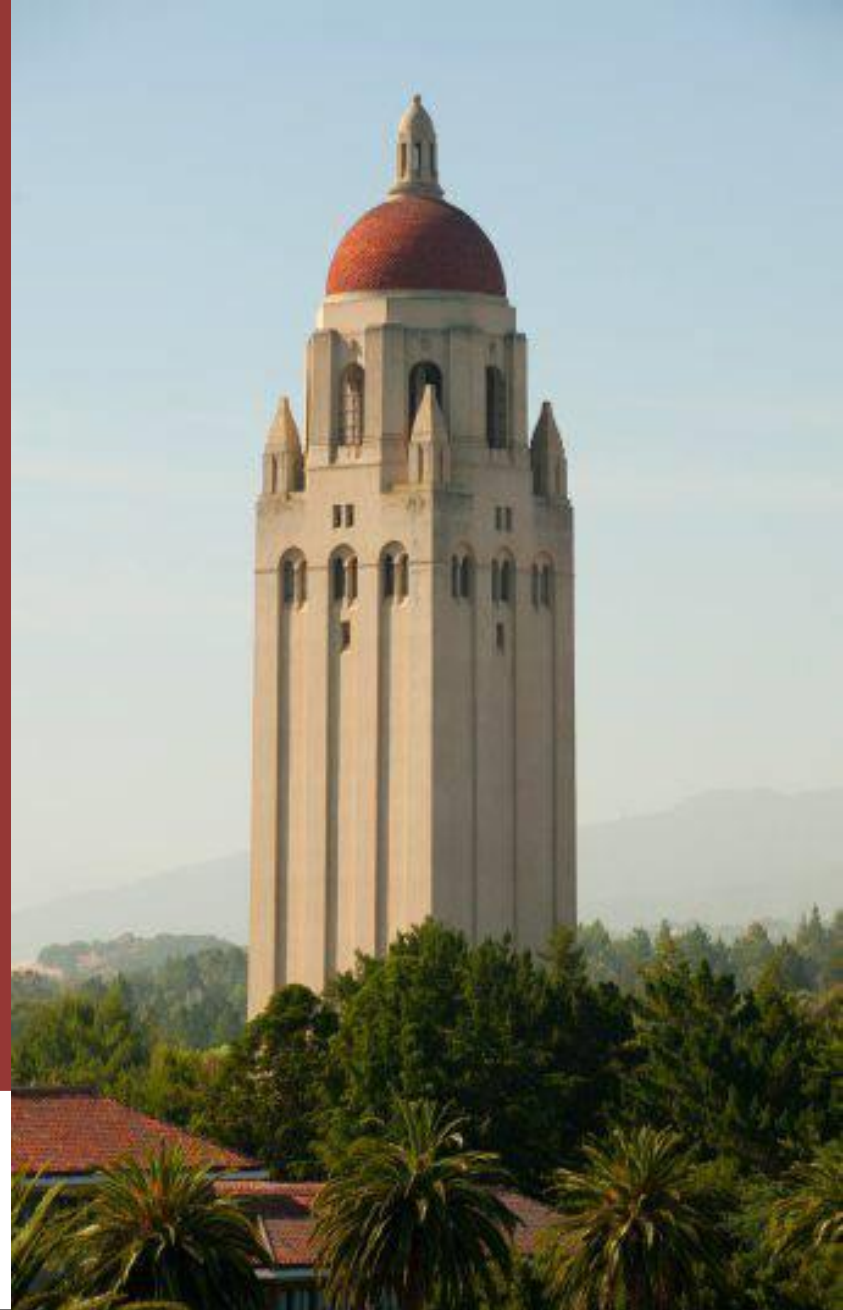


# Transparency, Engagement, and Showcasing Impact Online

Perla Ni — Founder and CEO,  
GreatNonprofits

Stanford SOCIAL  
INNOVATION<sup>Review</sup>



<http://www.ssireview.org/socialmediaonpurpose> | #SMoP14

# Transparency, Engagement and Showcasing Impact Online

A perspective from Greatnonprofits.org – the Yelp for  
Nonprofits

# Hurricane Katrina & How We Started



# A Citizen Feedback Tool for Nonprofits

**GREAT★Nonprofits**  
Real people. Real reviews about nonprofits.

The screenshot displays the GREAT Nonprofits website interface. At the top, there is a navigation bar with links for 'Welcome, Rosalyn2', 'Tour for Nonprofits', 'About Us', 'Blog', 'Contact', 'Write a Review', and 'Follow us:'. Below this is a search bar with the text 'Find a nonprofit or charity (e.g. "United Way")' and a 'Search' button. A secondary search bar allows users to 'Or browse by: ISSUE, CITY/STATE, AWARDS'. The main content area features a 'Featured Reviews and News' section with a review for 'Save The Bay' by 'eastpoint' dated '05/09/13'. The review includes a 5-star rating and a photo of volunteers. To the right, there is a 'Add your story!' section with a 'Write A Review' button and an 'AWARDS PROGRAMS' section. On the left side, there are navigation menus for 'NEARBY CITIES' (SANTA ROSA, PETALUMA, SONOMA, NOVATO, NAPA) and 'TOP ISSUES' (ANIMALS, ARTS & CULTURE, BREAST CANCER).

- 1.8mm Nonprofit & project profiles
- >5,500 US City & Issue Pages
- ~200,000 reviews
- >20,000 Nonprofits

# Open Syndication of Content



***Content syndication partnerships across nonprofit information platforms to audience of 20million***

# Samples of How your reviews are syndicated...

**GUIDESTAR QUICK VIEW** *Everything you need to know...*

**LITTLE KIDS ROCK INC**  
AKA LKR  
Verona, NJ

**GUIDESTAR QUICK VIEW**

✓ <b>GuideStar Exchange</b>	Committed to transparency
✓ <b>Registered with IRS</b>	Legitimacy information is available
✓ <b>Financial Data</b>	Annual Revenue and Expense data reported
✓ <b>Forms 990</b>	2012, 2011, and 2010 Forms 990 filed with the IRS
✓ <b>Mission Objectives</b>	Mission Statement is available
✓ <b>Impact Summary</b>	Impact Summary from the nonprofit is available
★★★★★	Average rating from 37 Personal Reviews   Write a Review

**Legitimacy Information**

- This organization is registered with the IRS.
- This organization is required to file an IRS Form 990 or 990-EZ.

**Summary** Financials Forms 990 & Docs People Programs & Help

**GUIDESTAR Exchange SILVER PARTICIPANT**

**This organization is a Silver-level GuideStar Exchange participant, demonstrating its commitment to transparency.**

*Is this your organization's report? Update your organization's information today!*

**globalgiving**

**Guitars In The Classroom**

Since 1998, Guitars in the Classroom (GITC) has been inspiring, training and equipping classroom teachers to integrate music making across the academic curriculum through "song-based instruction" so students of all ages have educational, musical access & opportunity at school every day. Our work prepares educators to lead music, employing it as a dynamic tool for reaching all learners, teaching all subjects, and building character, creativity and community. Programs & materials are free.

**donate**

Map (142)

**Save Their Lives & Enrich Their Futures with Music by Guitars In the Classroom**

United States Education

In some GITC communities, life everyday is a struggle for survival. Children living in poverty and danger come to school seeking nourishment, safety and comfort. Their teachers go far beyond providing essential instruction. In these places, GITC teachers become life savers, role models, bringers of hope. What else delivers immediate help to the worried mind and heavy heart more than music? This microproject will empower GITC to bring special musical aid to 3 such communities.

★read updates from the field

**give now**

Map (18)

**Lift Hearts and Shape Young Minds Through Music by Guitars In the Classroom**

United States Children

Young children around our country are going to school everyday in places where music no longer fills the air. In

**Reviews of Guitars in the Classroom**

Read and write reviews about Guitars in the Classroom on GreatNonProfits.org.

# Getting Started : Complete Profile

**GREAT★Nonprofits**  
Real people. Real reviews about nonprofits.

Add:

- Logos
- Website
- Social sites



**Feed The Children, Inc. Overview**

Overview | All Reviews | Photos & Video

**Profile** (more ▾)

Phone: 800-627-4556  
PO Box 36  
Oklahoma City  
Oklahoma 73101  
USA  
Website

**TOP-RATED NONPROFIT**

Mission: Feed The Children is an international, nonprofit relief organization with headquarters in Oklahoma City, Oklahoma, that delivers food and other essentials to individuals, children and f... more ▾

Results: In FY 2011, Feed The Children distributed more than 104 million pounds of food and other essentials to children and their families in all 50 states and internationally. ... more ▾

Edit Org Profile

Add:  
Your mission statement



**Invite Reviews**

✉ | | | INVITE FRIENDS AND COLLEAGUES TO SHARE THEIR EXPERIENCES WITH THIS NONPROFIT

Invite Reviews



121 Reviews | Average rating: ★★★★★ | Write A Review

**THE RIVER FUND NEW YORK** ★★★★★ | 06/26/13  
Feed the Children is an exceptional organization that has been able to make a significant impact in the lives of thousands of children by partnering intelligently with effective direct-service organizations in every part of the country that care for needy kids. As Chief Production Officer for one ... more »

**cricketts6** ★★★★★ | 06/25/13  
We are a very small rural district and do not qualify for many services for our Homeless population. Feed the Children provided us with backpacks and supplies to help us support our students. We appreciate all that they do... more »

**kmadrone** ★★★★★ | 06/21/13  
Feed the Children has helped the North Carolina Homeless Education Program provide backpacks, food, and books to children across North Carolina. The backpacks are distributed to school districts who then give them to their neediest children. This helps the school districts use their local resources ... more »

See all 121 reviews »

Add Photos Videos



**Photos & Video**  
See all »

Add Impact statements



**Support This Nonprofit**

See what \$25 will do for this nonprofit

See what 3 hours of volunteer time will do for this nonprofit

Add Badges to your site; marketing



You might also be interested in organizations working on similar issues...

<b>LOVE WITHOUT BOUNDARIES FOUNDATION</b> Edmond, OK USA ★★★★★	<b>HUGS PROJECT INCORPORATED</b> Oklahoma City, OK USA ★★★★★
<b>OKLAHOMA BAPTIST HOMES FOR CHILDREN</b>	<b>World Neighbors</b> Oklahoma City, OK USA ★★★★★

**Promote This Nonprofit**

Nonprofits badges allow you to raise awareness of your favorite organizations on your own web sites. for text link or graphic badge.

Get badge

# Getting Started : Invite Reviews

## INVITE REVIEWS

**Foundation for Sustainable Development** Overview All Reviews Photos & Video

 **Profile** (more ▾)  
Phone: 415-283-4873  
1000 Brannan Street  
Suite 207  
San Francisco  
94103  
USA  
[Website](#)

**TOP-RATED 2012**

[Tweet](#)  
[Like](#) 1  
[Share](#)

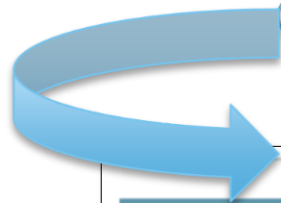
**Mission:** FSD supports the efforts of grassroots development organizations in Africa, Asia and Latin America that are working to better their communities, environments, and the economic opportuni... more ▾

**Results:**

[Edit Org Profile](#) [Add to my favorites](#)

**Invite Reviews** [✉](#) [f](#) [t](#) ◀ INVITE FRIENDS AND COLLEAGUES TO SHARE THEIR EXPERIENCES WITH THIS NONPROFIT

**122 Reviews** [See all >](#) Average rating: ★★★★★ [Write A Review](#) **Photos & Video** [See all >](#)



**Invite Reviews** [✉](#) [f](#) [t](#) ◀ INVITE FRIENDS AND COLLEAGUES TO SHARE THEIR EXPERIENCES WITH THIS NONPROFIT

**1** **2** **3**

I traveled to Uganda... through FSD. I was with a group of 13 other... development study abroad project. The entire FSD team in Uganda was incredibly helpful and my host family was accommodating at all times. The team made our experience... more >

**donbaker** ★★★★★ 11/30/12  
After a career working with companies in developing countries, I sought an opportunity to work with a US based non profit. After thorough investigation I saw that FSD results far exceeded other organizations that focused on service learning. The FSD model allows for funds earned or raised to be ... more >  
[See all 122 reviews >](#)

You might also be interested in organizations working on similar issues...

[Child Family Health International](#) [UNIVERSAL GIVING](#) [UniversalGiving™](#)

**Support This Nonprofit**

[Donate](#) [Volunteer](#)



# Sample Outreach: Email

**JustGive.org**  
The Destination for Online Charitable Giving®

**CHAMPION CHARITY**  
Help us increase charitable giving and be a top-rated nonprofit.  
Review JustGive on Great Nonprofits.  
[Review Us ▶](#)

**Spread the Word**  
It doesn't take a lot to let others know how JustGive makes it easy to support causes you care about. Your review helps us fulfill our mission.  
[Review Us ▶](#)

**Like Us on Facebook**  
On Facebook? So are we! Join us for inspiring messages and learn about how nonprofits are making a difference through their work.  
[Join Us ▶](#)

**Follow Our Blog**  
Discover new and interesting ways you can change the world. Join Sara, our resident blogger, as she explores a different cause every month.  
[See Our Blog ▶](#)

**HELPFUL LINKS:** [About JustGive](#) | [Giving History](#) | [Pinterest](#) | [Charity Gifts](#)  
**LATEST BLOG POSTS:** [Skin Cancer: Know Your Risks](#) | [Educate & Empower Girls](#)

Here is an example of how the IRC uses its reviews in its newsletters:

**RESCUE**  
**You can invest in rebuilding lives**  
All online gifts matched up to \$2.1 million through December 31! [DONATE NOW ▶](#)

Dear IRC Supporters,  
As a humanitarian relief organization, we're committed to helping people in need. It's our mission to help rebuild lives without your financial support.

It's time to give. **Special Friends of the IRC** have just increased our matching gift opportunity. Here, up to \$1.9 million dollars in online gifts will be matched through December 31. Click here to make a contribution of \$50 or more today.

Why support the IRC? Here's what some of our donors say:  
"The IRC is one of the most effective and ethical organizations I know when it comes to helping real people on the ground in the most urgent situations."  
- Rita posted on [GreatNonprofits.org](#)

"Their integrity and transparency are outstanding."  
- David posted on [GreatNonprofits.org](#)

"When my mother passed away, I selected the IRC as my recommended charity for anyone wanting to make a donation in her memory. She was a Holocaust survivor; the IRC was involved then, and continues to be involved, helping people flee unimaginable lives. ... **I wouldn't be here to recommend the IRC if they hadn't begun their work almost 80 years ago**, but a lot of people owe their lives, and the quality of their lives, to this organization's mission."  
- Peter posted on [GreatNonprofits.org](#)

We are a sound and effective place to put your charitable dollars.

**2X MATCH**  
All online gifts matched up to \$2.1 million by December 31!

[DONATE NOW ▶](#)

Why support the IRC? Here's what some of our donors say:

"The IRC is one of the most effective and ethical organizations I know when it comes to **helping real people** on the ground in the **most urgent situations.**"

- Rita posted on [GreatNonprofits.org](#)

"Their **integrity and transparency** are outstanding."

- David posted on [GreatNonprofits.org](#)

"When my mother passed away, I selected the IRC as my recommended charity for anyone wanting to make a donation in her memory. She was a Holocaust survivor; the IRC was involved then, and continues to be involved, helping people flee unimaginable lives. ... **I wouldn't be here to recommend the IRC if they hadn't begun their work almost 80 years ago**, but a lot of people owe their lives, and the quality of their lives, to this organization's mission."

- Peter posted on [GreatNonprofits.org](#)

We are a sound and effective place to put your charitable dollars.

# Sample Outreach: Your Website

Just Give.org  
The Destination for Online Charitable Giving®

Find a Charity Search Advanced search

Follow us: f t W

Gift Basket (0)

Donations Gift Cards Registries Nonprofit Resources Corporate Services

NPO Home  
Customize Donation Page  
Donate Now Button  
Giving Days  
Community Foundations  
**Build Your Social Network**  
Energize Your Emails  
Track Your Donations  
Nonprofit FAQ  
Nonprofit News

Build Your Social Network  
Promote your organization's JustGive donation page on Facebook, Twitter or any social network in just a few steps. It's a quick and easy way to inspire giving and raise awareness among fans and followers.

Related Links  
Sign Up  
Update Your Listing  
Nonprofit FAQ  
Contact Us  
Login

Get Started

CONFERENCE NOW

Join Us Ways To Donate News Contact

Navigation: About MAD | Our Team | FAQ | Children's Profiles | Donors & Partners

Get Monthly MAD News  
Updates on the kids and details on events!  
Enter your Email address  
Sign Up

GREATNONPROFITS 2013  
TOP-RATED NONPROFIT

Donate  
PayPal  
VISA MASTERCARD DISCOVER

DONATE NOW using Just Give.org



**Our Dream**  
Our dream is to help children rise out of poverty and become leaders within their countries.

**MAD's Mission Statement**  
MAD's mission is to support quality educational opportunities for vulnerable children and youth in developing countries.

**Why We Help Tanzania**  
Tanzania's economy is among the bottom 10 percent of the world. Over 40 percent of the people who live in Tanzania are aged between 0-14 years old. A high risk of diseases exists in the country along with the poverty situation which leads to Tanzania having a very young life expectancy rate and an Infant mortality rate of 66.93 deaths/1000 live births. There are numerous schools in Tanzania. However, 75% of the children whom attend primary government school don't go on to secondary school. They are taught in Swahili but their entrance exams for secondary school are in English. In order to make sure that more children graduate from primary to secondary school, MAD sends children to schools which teach English so that they may pass their exams and continue on to secondary school. Read about our programs in Tanzania

# Sample Outreach: Press

examiner.com    A&E    News    Life    Leisure

Life > Neighborhoods > Charity & Volunteerism

## Top-rated DC non-profits

See also [Charity & Volunteerism](#) / [Charity](#) / [Volunteerism](#)

December 23, 2013

GreatNonprofits has released its list of the **Top-Rated Non-Profits for Washington, DC**. Its Top Rated Awards and Giving Guide includes 37 organizations and serves as a guide to donating, giving and volunteering during the 2013 holiday season and beyond for non-profits that make a difference in the DC area.

The non-profits recognized this year include the **American Association of University Women (AAUW)**, **The American Immigration Council**, the International Association for Human Values, **Leadership Initiatives**, **Peace and International Women's Collection**

Share On [f](#) [Twitter](#) [0](#) [Email](#) [+](#)

Woman in Film & Video

Tanya Hutchins  
DC Volunteerism Examiner  
Subscribe | Follow: [t](#) [f](#) [3](#)

Advertisement

Give Kids The World Village  
Give Kids The World Village is a 70-acre, nonprofit "storybook" resort, located near Central Florida's most beloved attractions, where children with life-threatening illnesses and their families are treated to weeklong, cost-free fantasy vacations.

About Us    Volunteer    How to Help    Corporate Heroes    Media Center    **Donate Now!**    Contact Us

## Village News

We look at the pictures and remember the love you all showed to us...and we find the strength to fight on.  
~Genna's family, New Jersey

Media Center  
GKTW Blog  
Village News  
In The News  
Village Videos  
Newsletters  
Annual Report

### Give Kids The World Honored as 2013 Top-Rated Nonprofit

GreatNonprofits.org Award is Based on Positive Online Reviews

**KISSIMEE, Fla.** (October 31, 2013) – Give Kids The World Village (GKTW), a nonprofit "storybook" resort for children with life-threatening illnesses and their families, has been honored with a prestigious 2013 Top-Rated Award by GreatNonprofits, the leading provider of user reviews about nonprofit organizations.

The Top-Rated Nonprofit award was based on the large number of positive reviews that Give Kids The World received – reviews written by volunteers, donors and guests. Many people were eager to share their life-changing experiences while at the Village. For example, one person wrote, "After my daughter was diagnosed with a life-threatening illness, our lives were turned upside down. A week at GKTW world changed that. We smiled non-stop, our daughter danced and sang again and we felt normal for the first time in a very long time."

"We are excited to be named a Top-Rated Nonprofit for 2013," Pam Landwirth, GKTW president said. "We are especially grateful to our alumni families for sharing their heartfelt stories of how their experiences at the Village created the happiness that inspires hope, and to our donors and partners for

GREATNONPROFITS 2013  
**TOP-RATED NONPROFIT**

[Like](#) [Share](#) 44 people like this. Be the first of your friends.

# Sample: Social Media & Marketing

"When I discovered JustGive, I rediscovered the gift of giving! I started giving the gift cards to friends, family and teachers just to name a few. The joy and gratitude I got in return was a gift in and of itself to me!"  
— Megawork, via GreatNonProfits



**JustGive.org**  
The destination for online charitable giving®

2,770 likes · 49 talking about this

Non-Profit Organization  
The Destination for Online Charitable Giving®

Photos Donate Now Our Newsletter Our Staff

Highlights

Post Photo / Video

**Give Kids The World**  
March 14

Our #AngelSpotlight this week is Bre, from Orlando, Florida. She is a sophomore in high school and started volunteering at Give Kids The World to fulfill her service hours. Bre said as soon as she started volunteering here she fell in love. It slowly became part of her weekly routine. Bre is working on having her whole cheer team come out and lend a helping hand. We are so thankful for you Bre and to all of our volunteers. #AmazingAngels



# Lessons Learned




- ✓ Feedback needs to be easy, fast and inexpensive to collect
- ✓ Feedback needs to be easy to understand - for everyone
- ✓ Feedback needs to be dynamic, and part of continuous management improvement
- ✓ Feedback should not be edited
- ✓ Feedback should be public

# Why Reviews Matter

92% of consumers trust recommendations from friends & family

70% of consumers trust online reviews as much as personal recommendations

  
A one-star improvement on Yelp leads to a 9% increase in revenue

Source: [Nielson](#)



To help you field more reviews, GreatNonprofits is publishing this comprehensive Marketing and Social Media Kit. Use this resource to get on the list or spread the word of your nonprofit's stories of impact.

## Social Media & Marketing Guide...

Guides will be emailed; you can also get a free copy of the guide below:

Click here: <http://slidesha.re/1dyOW4l>

Email: [tara@greatnonprofits.org](mailto:tara@greatnonprofits.org)

Or Visit: [greatnonprofits.org](http://greatnonprofits.org)

Other information:

[Greatnonprofits.org](http://Greatnonprofits.org)

[@GreatNonprofits](https://twitter.com/GreatNonprofits)

