

Consumer Revolution in Philanthropy

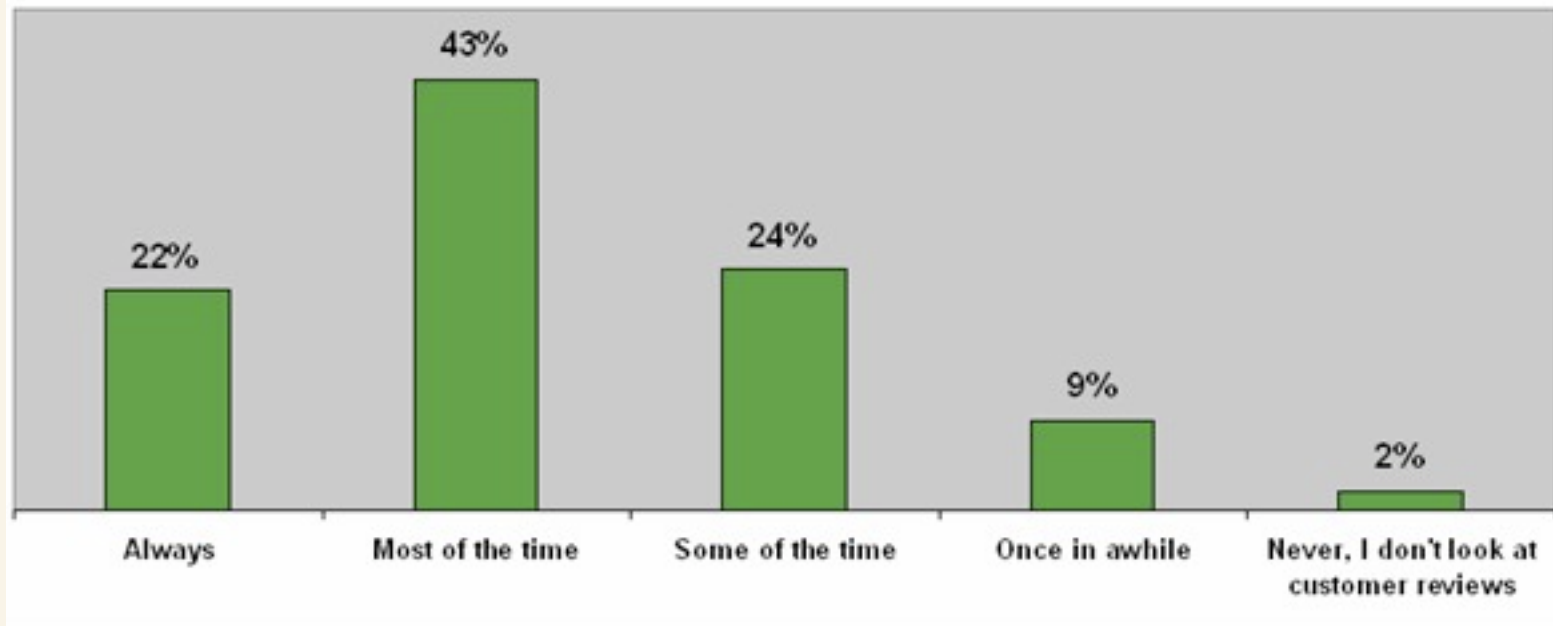
Perla Ni, CEO GreatNonprofits
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How Often Do You...

Read reviews of products/restaurants/movies/etc.
before you make a purchasing decision?

- Never
- Rarely
- Sometimes
- Frequently
- Always

How often do you read customer reviews prior to making a product purchase decision?



Leading Site for Nonprofit Reviews

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 Sign in with Facebook

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Tour for Nonprofits

About Us

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Write a Review

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★ GREAT Nonprofits

Find & share your nonprofit experiences

Find a nonprofit or charity (e.g. "United Way")

Zip code or city (optional)

Search

Or browse by:

ISSUE ▾

CITY/STATE ▾

CAMPAIGNS

NEARBY CITIES

SANTA ROSA

SEBASTOPOLE

ROHNERT PARK

COTATI

GRATON

ZIP:

TOP ISSUES

ANIMALS

ARTS & CULTURE

BREAST CANCER

CANCER

Featured Reviews and News



Make 2013 Count:
Donate or Volunteer
Locally This Year!

Zipcode

Search

Add your story!

Write a review of your favorite charity

Write A Review

AWARDS PROGRAMS

Help recognize outstanding nonprofits:



GREAT★Nonprofits

330 DOLPHIN DRIVE, SUITE 131

REDWOOD CITY, CA

WWW.GREATNONPROFITS.ORG

One Story

“When I came to Goodwill in August 2007 I was on parole, homeless, and hardly involved with my two children. I was like a part-time father that wandered in and out of their lives.

I did Goodwill's training program while working in the warehouse. Now my finances are in order, I'm off of parole, and I can provide for my sons the right way. I can be a positive role model for them.”

-- M Solomon, Goodwill's Job Training Program



How Reviews Affect Donors and Supporters

- 30% of volunteers say that they volunteered with the organization that they read favorable reviews about
- 80% of donors say that reviews affect their decision to give
- 90% of donors say that reviews help them better understand the organization's work

★ *GREAT* Nonprofits

DONOR TESTIMONIAL TOOL

A POWERFUL WAY TO TURN YOUR DONORS INTO
YOUR MOST EFFECTIVE FUNDRAISING CHAMPIONS.

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Grow and Build Donor Confidence

THANK YOU FOR YOUR DONATION

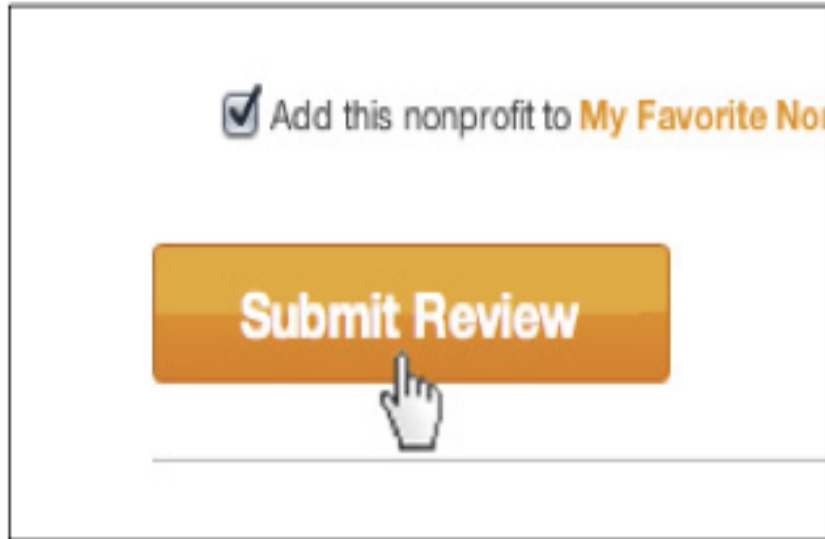
Help others discover us!

Write a review about why you support us!

WRITE A REVIEW

After a donor makes a donation, on the post-donation Thank You page, invite your donor to "Help other donors discover us! Write a review about why you support this nonprofit!"

Grow and Build Donor Confidence



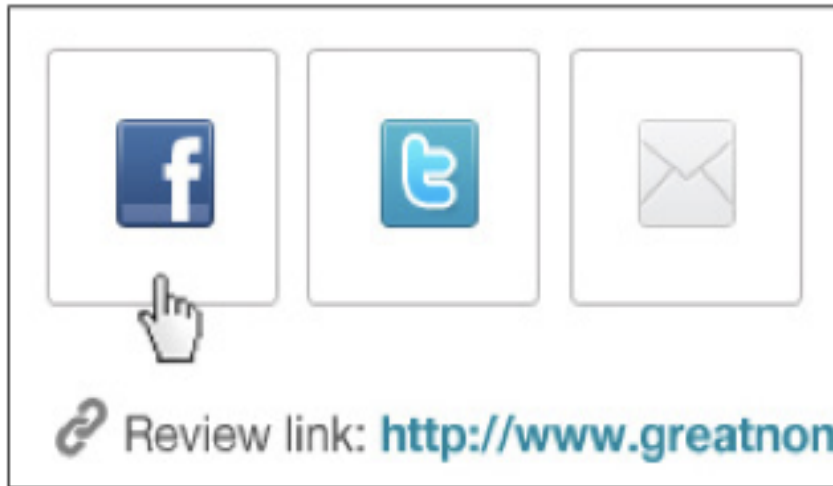
Donor writes a review and posts it.

Grow and Build Donor Confidence



The review is also now visible on GreatNonprofits, GuideStar, CharityNavigator and JustGive

Grow and Build Donor Confidence



The Donor can share it on Facebook or Twitter

Grow and Build Donor Confidence



I have been a donor, cheerleader, and volunteer for **YouthCare** for well over 30 years. Why? Because it provides useful comprehensive services to homeless youth. From a hot meal, and a place to sleep, to counseling, education, and job training, YouthCare works with homeless youth, not at them or for them. I have seen for myself the many youth who have been “saved” from the streets. Homeless youth do not have a voice of their own. YouthCare provides a most well respected voice for them in the greater community.” — **Ken, donor**

Grow and Build Donor Confidence



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Grow and Build Donor Confidence



The Center for Biological Diversity puts their money where their mouth is. They defended and won the protection for countless species across the globe. They use the money we given them for EXACTLY what they claim to use it for. I'm a very happy supporter!" — **Michelle, donor**

Share Your Reviews



Cambodian Children's Fund shared a link.
October 12, 2012

Please, please have a read and SHARE, SHARE! Thank you.



**GREAT
Nonprofits**

Check out this 5 star review of **Cambodian Children's Fund** on GreatNonprofits.org

I had the honour of visiting the CCF Community Centre and one of the Satellite Schools in the area with Scott Neeson. I was amazed at the

Like · Comment · Share

55 2 31

55 people like this.



Cambodian Children's Fund Read'n'share!
October 12, 2012 at 7:59am · Like



Cambodian Children's Fund Thank you all for sharing. I truly appreciate your support.
October 13, 2012 at 12:31am · Like



Write a comment...



You can invest in rebuilding lives

2X MATCH

All online gifts matched up to \$2.1 million through December 31.

[DONATE NOW >](#)

Dear IRC Supporter,

When a humanitarian crisis hits — civil war, earthquake, massive flooding — the International Rescue Committee responds within hours. If necessary, we stay for years to help communities recover.

We cannot rescue and help rebuild lives without your financial support.

This is the time to give. **Special friends of the IRC have just increased our matching gift opportunity. Now, up to \$2.1 million dollars in online gifts will be matched through December 31. [Click here to make a contribution of \\$50 or more 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.



[DONATE NOW >](#)
your gift will be matched

2X MATCH

All online gifts matched up to \$2.1 million by December 31.

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Compelling Donor Testimonials Report



Institutes For Journalism & Natural Resources

“

A truly visionary non-profit that has contributed immensely to a better understanding of our impact on natural resources and the environment. A leading guide to a better future for the ones still to come.”

Berimbau

“

As I researched IJNR before making the decision to donate, I considered the value and quality of its mission and work. The words “vision”, “integrity”, and “enlightenment” quickly came to mind. I believe nothing informs as well as a hands-on experience, and I have been impressed by the testimonies of those whose experiences during IJNR explorations have literally changed their lives and their ability to communicate their recently acquired knowledge.”

Cactus

“

I believe in a free and an informed press to help us make the best decisions in our democracy. IJNR's work is absolutely unique and vitally important in helping us meet that goal. For journalists who report on natural resource issues in the West, IJNR provides in-depth understanding of the players and nuances of Western resource issues. Most of our nation, plus our members of Congress, live on or near the two coasts and know relatively little about the West. But clean water, clean air, vast forests, recreation, and mining are our national heritage and are of concern to us all.”

leechqueen

“

I'm a donor to IJNR because i believe in the importance of it's mission and the highest professional standards they applied in achieving those ends. The IJNR conference last year in Missoula was so well attended and demonstrated the continuing interest and growing need for service-teaching organizations that directly advance the need for a clear understanding of our complex social-economic interactions with the natural world. Hats Off to IJNR!”

Robert

BENEFITS

Increase Your Credibility To New Donors

Showcase Donor Testimonials. You can use the testimonials collected in your marketing materials - brochures, your website, and postcards.

Showcase Your Donor Loyalty Numbers

You can use numbers such as the percentage of your donors who would recommend you in your marketing materials - brochures, website and postcards.

Better Understand How to Appeal To New Donors

Collect Donor Research. What appeals to donors about your work? What drives them to give to you? How many of your donors would recommend you to friends? Export reporting tools help to sort and summarize donor data.

BENEFITS

Let Your Donors Express Their Personal Passion

Many donors love to talk about what they are passionate about. More than 20% of people who write reviews online about nonprofits are their donors! In the after-glow of a donation, give them an opportunity to express their passion for your cause by writing a testimonial.

Social Media Share of Testimonials.

In addition to your website, they also can share the testimonial through email, Facebook and Twitter.

See Your Donor Testimonials Throughout the Web

Syndicate to GreatNonprofits, GuideStar, CharityNavigator, JustGive

Tell Your Story –

Use Authentic Voices of Your
Clients, Donors, Volunteers

Spread via Email, Your
Donation Page, Donation
Websites, Facebook, and
Twitter



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