Your GuideStar Profile Is Your Online Identity

GuideStar is the world’s largest source of information on nonprofit organizations. Listing your church on GuideStar is **free and easy**. With one click of a button, your church can be verified on GuideStar. This makes you searchable to 9 million users a year and tens of millions more on more than 230 philanthropic websites including **AmazonSmile, Facebook, and Network for Good**.

To get started, visit The General Council of Finance and Administration’s website, [UMgroupruling.org](http://UMgroupruling.org) and follow the steps to request a group ruling letter. You will be given the option to check the box “Yes please list me on GuideStar.”

**SOME OF THE SITES WHERE YOUR INFORMATION WILL APPEAR**

![AmazonSmile](https://www.guidestar.org)  ![American Express](https://www.americanexpress.com)  ![Blackbaud](https://www.blackbaud.com)  ![Crowdrise](https://www.crowdrise.com)  ![Facebook](https://www.facebook.com)  ![Fidelity Charitable](https://www.fidelitycharitable.org)  ![Google for Nonprofits](https://www.google.org)  ![Just Give](https://www.justgiving.org)  ![Network for Good](https://www.networkforgood.org)  ![Vanguard Charitable](https://www.vanguardcharitable.org)

**Increase Visibility, Increase Funding**

- By making the selection on [UMgroupruling.org](http://UMgroupruling.org), you will have a profile on GuideStar. To add more information to your profile, you must first claim your profile (visit [guidestar.org/update](http://guidestar.org/update) and click “Get Started Now”).
- After you claim your profile, you can add a donate button directly to your profile. (Donations average $100 per contribution.)
- Once you add additional information, you can earn a Seal of Transparency to increase your chances of being seen. (Gold and Platinum profiles get 2x as many view as other profiles.)

**SOME OF THE THOUSANDS OF FOUNDATIONS THAT USE GUIDESTAR**

- Bill & Melinda Gates Foundation
- Vanguard Charitable Endowment Program
- John D. and Catherine T. MacArthur Foundation
- Walmart Foundation
- Conrad N. Hilton Foundation
- David and Lucile Packard Foundation

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**“Our GuideStar profile probably saves us 40 hours a week. We’re constantly asked for our financials, details about our mission, and reviews. Sending people to our Nonprofit Profile frees us up to focus on our mission.”**

—JANET WENHOLZ
GRANT WRITER, OPERATION FREEDOM PAWS

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**ABOUT GUIDESTAR**

GuideStar, [www.guidestar.org](http://www.guidestar.org) is the world’s largest source of nonprofit information. Each year, more than 9 million people, including donors and funders, use GuideStar data to make intelligent decisions about the social sector.

Ready to get started? Visit [UMgroupruling.org](http://UMgroupruling.org) and check the box “Yes please list me on GuideStar”