



Fifteen Ways to Use Your GivingMatters.com Profile

After spending hours of your time developing a GivingMatters.com profile, don't let it gather dust!

1. Place the **Donate Now** or **Reviewed By Your Community Foundation logos** on your organization's website with a live link to your profile. *Email your profile coach for logos and instructions.*
2. Use your profile as a **board development tool**—help board members learn about your organization, or pique people's interest to serve on your board by giving them a printout of your organization's profile.
3. Start a **grassroots campaign** to raise awareness of your organization. Email 10 people a link to your profile and ask them to forward it to 10 more people.
4. Include a copy of the profile with your organization's **annual report**. Use your annual report to help you update your profile.
5. Market yourself to all of your customers, visitors, and prospective donors by always **linking** your website, Facebook page, and e-newsletter to your profile.
6. Make GivingMatters.com part of your **overall social media plan** by posting and tweeting about your GivingMatters.com updates on Facebook and twitter. Follow *GvngMattersCFMT* on twitter and *GivingMatters.com* on Facebook, so that GivingMatters.com can follow and promote your nonprofit.
7. **E-mail current and prospective donors** the link to your profile every time it is updated. Remind them they can make an online donation securely and safely on this page.
8. Use your profile as an effective summary of your organization to show to new and prospective staff for **staff recruitment and orientation**.
9. Leave copies of your profile in your **lobby** or at your **front desk** for visitors.
10. Give each of your **board members** 10 printed copies of your profile, and have them **hand out copies** to their friends, neighbors, and coworkers.
11. Include a copy of your profile with **grant applications**. It is a strong support piece for any competitive grant cycle.
12. Make your organization's profile a discussion topic at a **board retreat** to identify areas of focus.
13. Ensure that you are using effective "**keywords**" in your profile. Ask friends and colleagues to search by keywords that they would use to find your organization. Add any keywords that they use to your profile's key words in the Statement and Search section.
14. Learn about other organizations working in your service area **and consider potential partnerships or collaborations**. Review other profiles for background and contact information.
15. Use your profile as a self-assessment or **annual agency evaluation** tool. What are you doing well? What could you be doing better? What organizational documents, policies, or procedures might you create? What *progress have you made toward strategic goals?*