United Way of Greater St. Louis

GuideStar

Guide: How to Enter GuideStar Information (2018)

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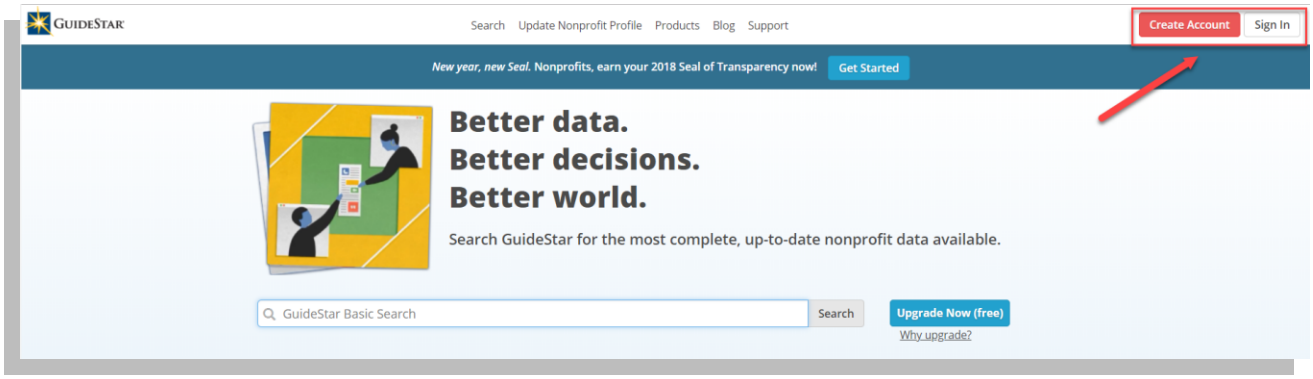
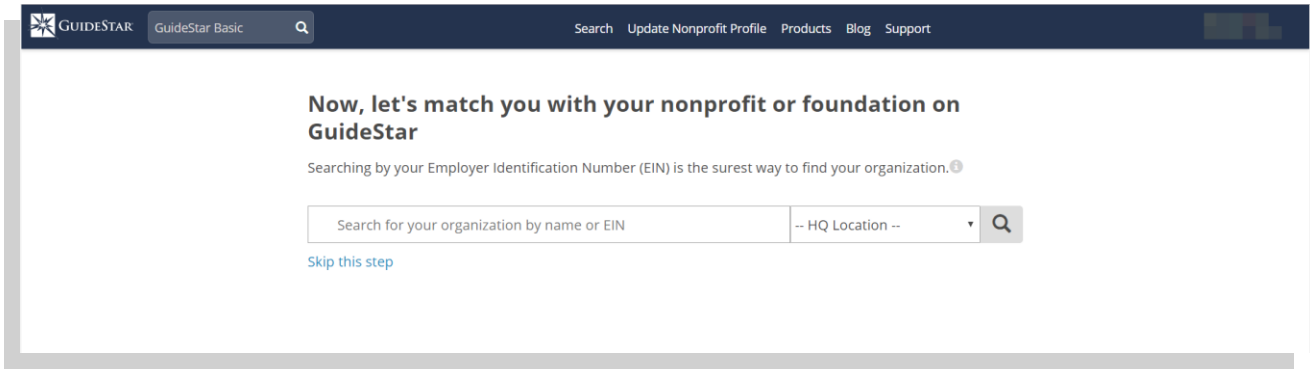
How to Claim Your GuideStar Nonprofit Profile

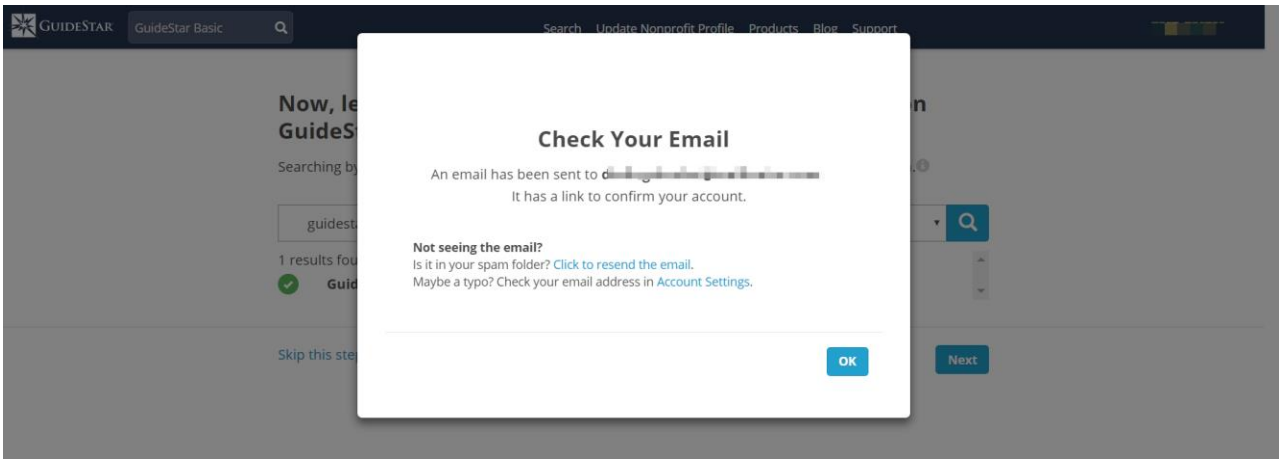
1. Go to www.guidestar.org and sign in or create an account



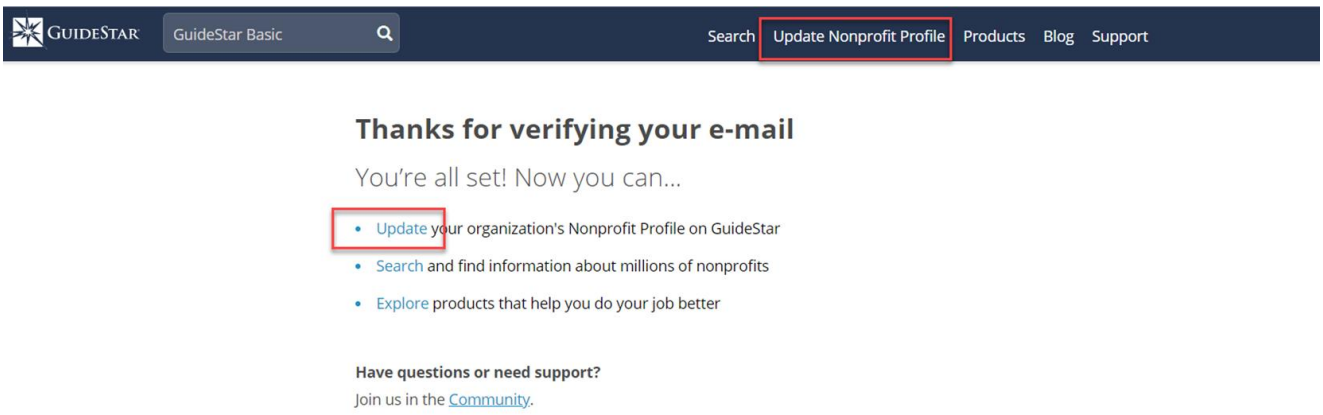
2. Match with your organization by name, EIN, or location



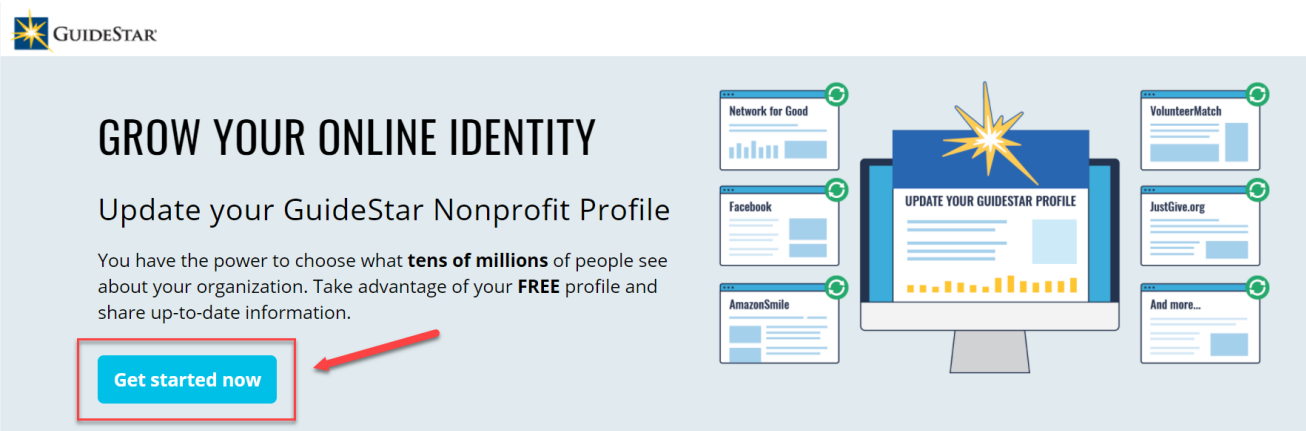
3. Check your email and verify your email address



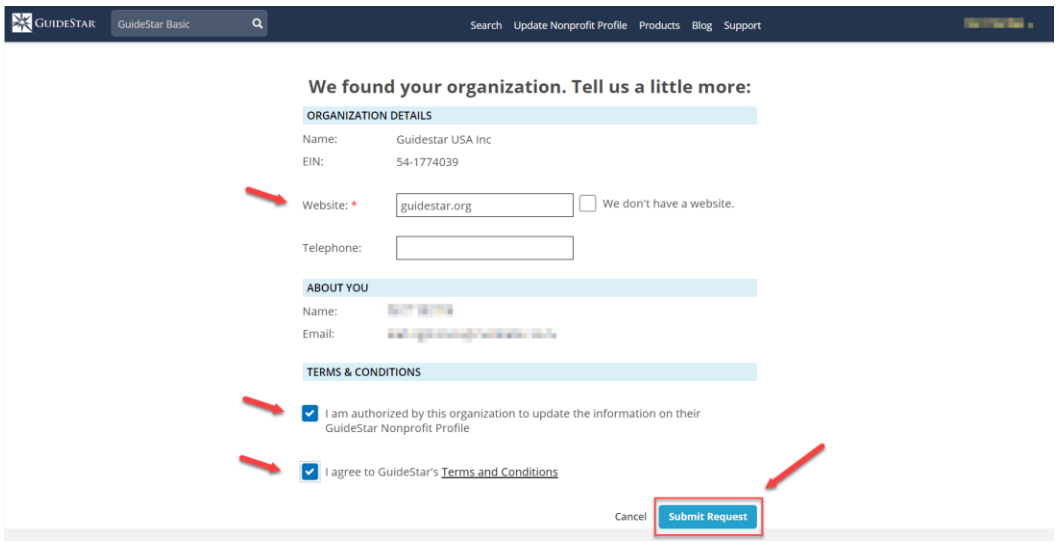
4. After verifying your email address, click either “Update” or “Update Nonprofit Profile”



5. Click the blue "Get started now" button

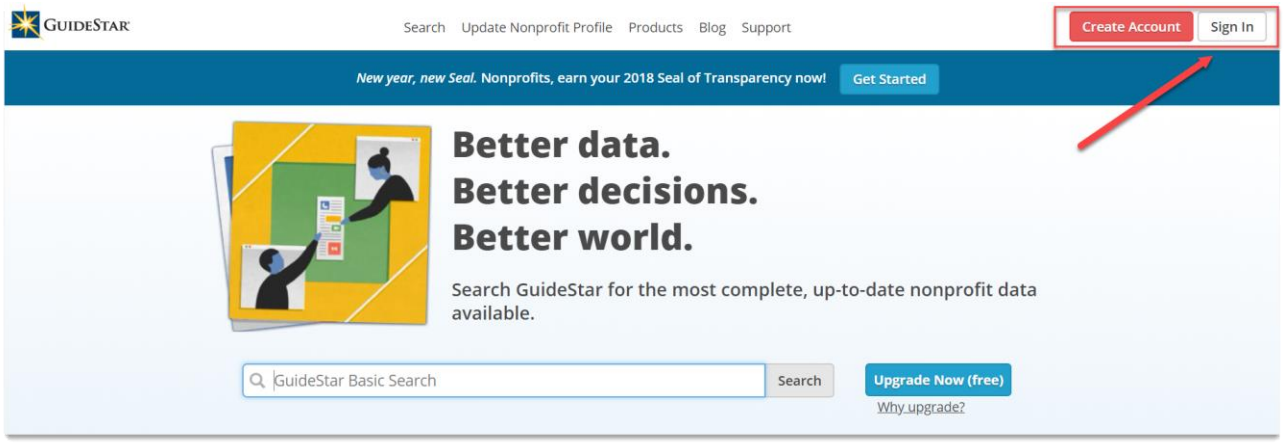


6. Complete the short application and receive access to your profile in up to 2 business days

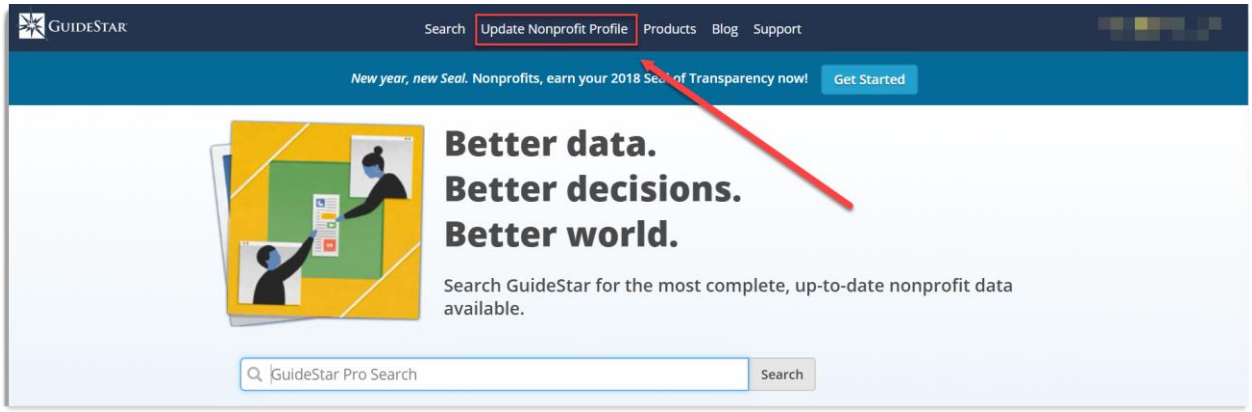


How to Sign in to Your Profile

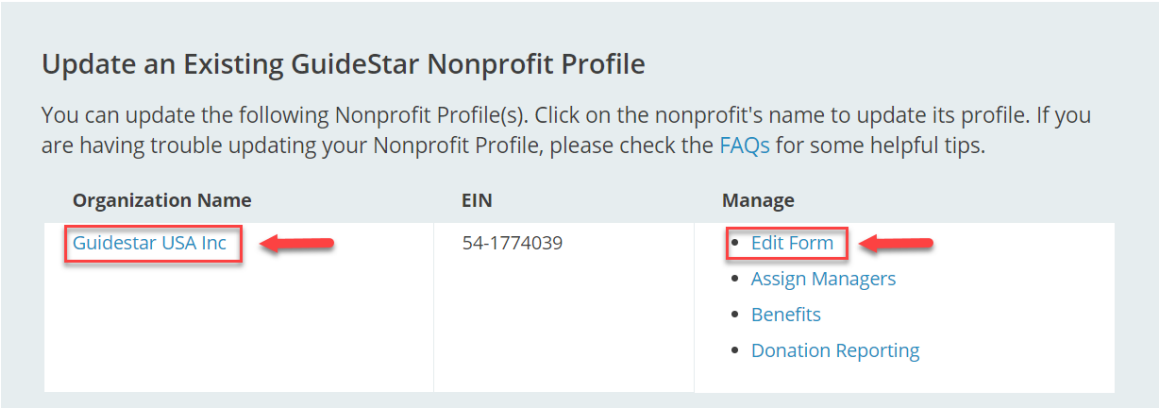
1. Go to www.guidestar.org and sign in to your account



2. Click on the "Update Nonprofit Profile" link on the home page



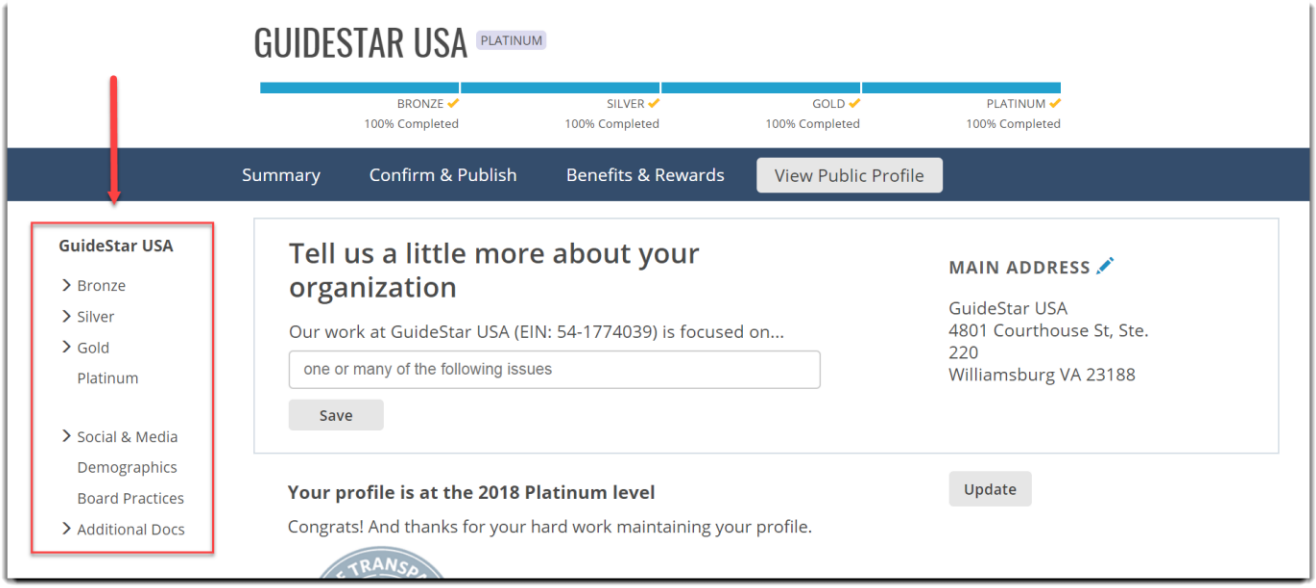
3. When you are signed in, you should see your organization listed on the page. Click on your organization's name or click "Edit Form"



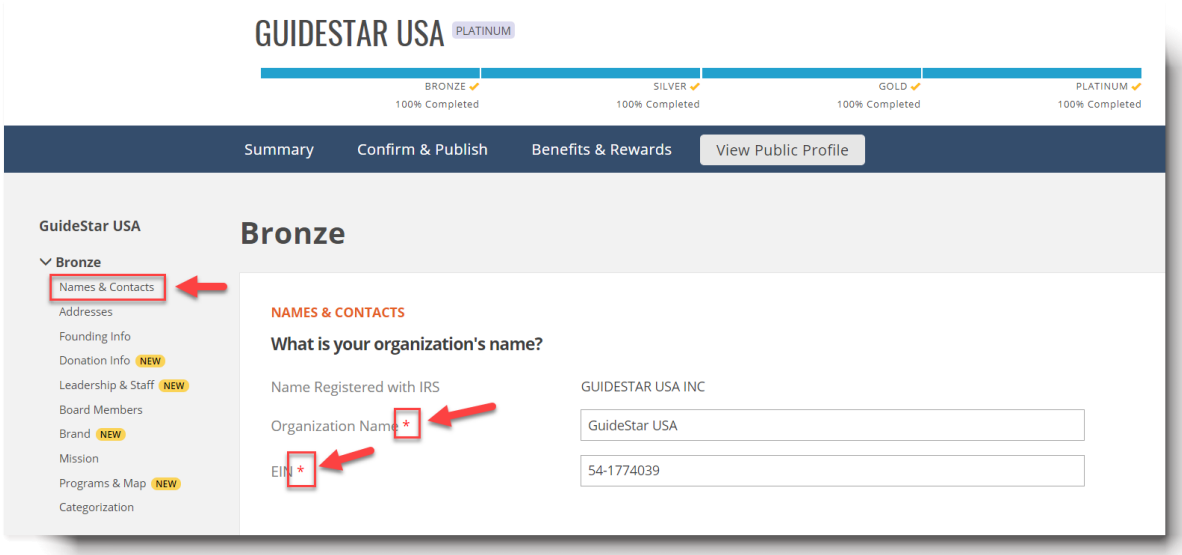
How to Make Edits to Your Profile

Bronze Seal of Transparency

1. Once you are in the profile, you will see a task bar located to the left side of the page

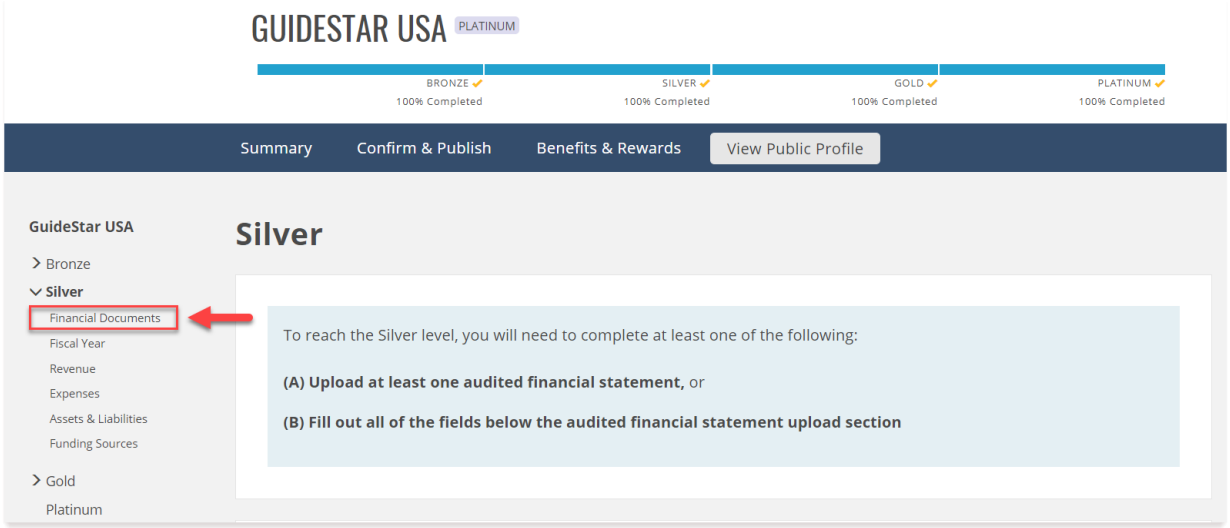


2. To earn a Bronze Seal of Transparency, click on the "Bronze" header to expand the selection list. Then click the "Names & Contacts" sub-header. Complete the web form by locating all required fields with a red asterisk (*) next to them. Scroll to the bottom of the page and click "Save"

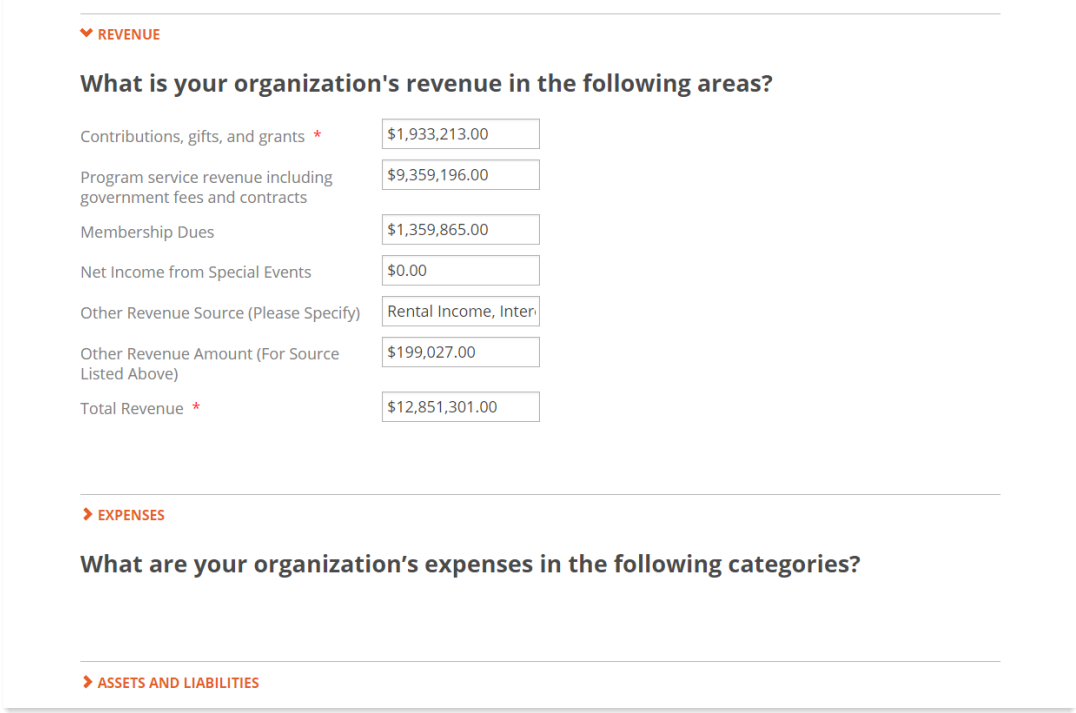


Silver Seal of Transparency

1. To earn a Silver Seal of Transparency, click the "Silver" header to expand the selection list. Then click the "Financial Documents" sub-header

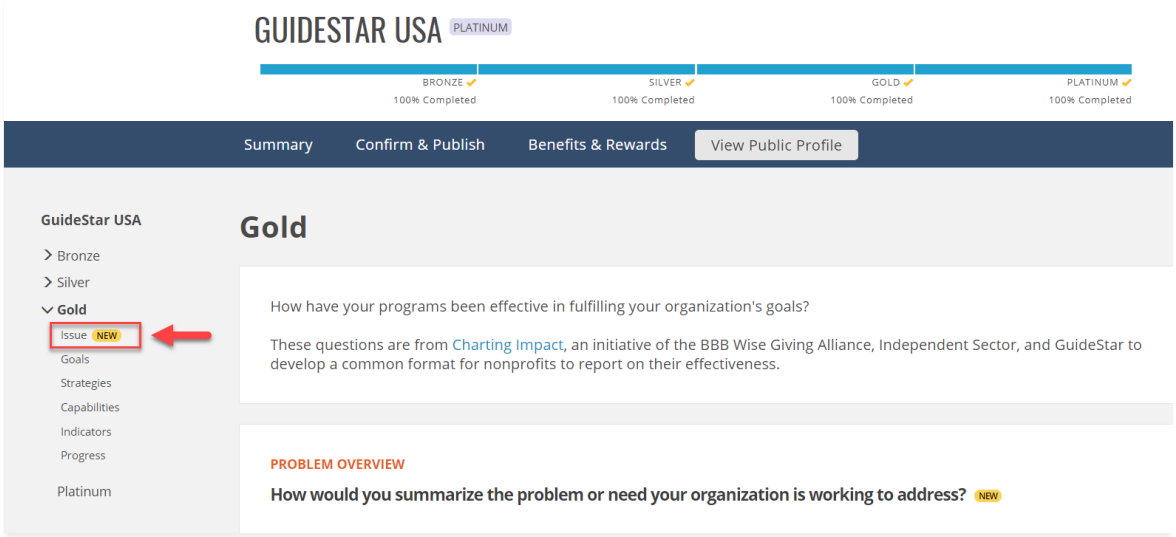


2. You may **either** upload an audited financial statement **OR** manually provide your information by completing all fields with a red asterisk (*) next to them. All financial data must be from within the past two years. Don't forget to click "Save" at the bottom of the web page

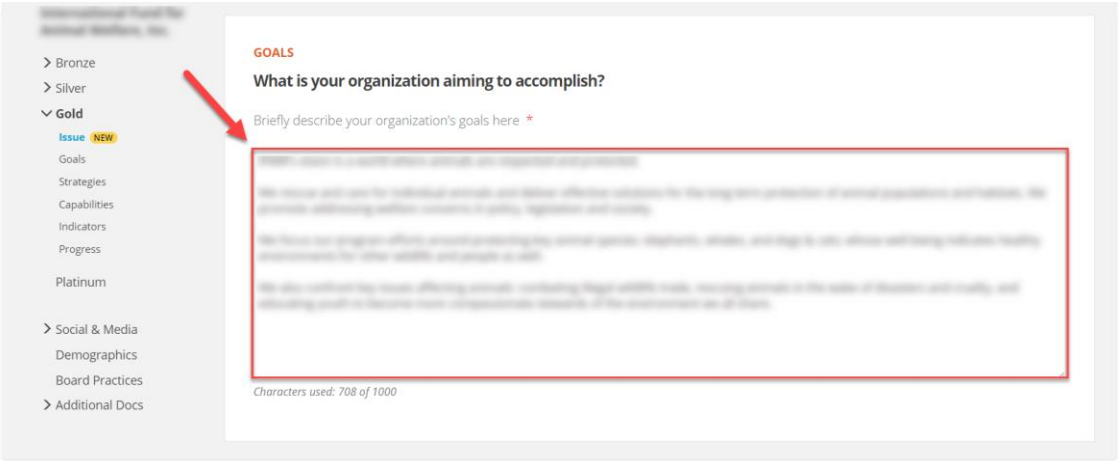


Gold Seal of Transparency

1. To earn a Gold Seal of Transparency, click the “Gold” header to expand the selection list. Then click the “Issue” sub-header

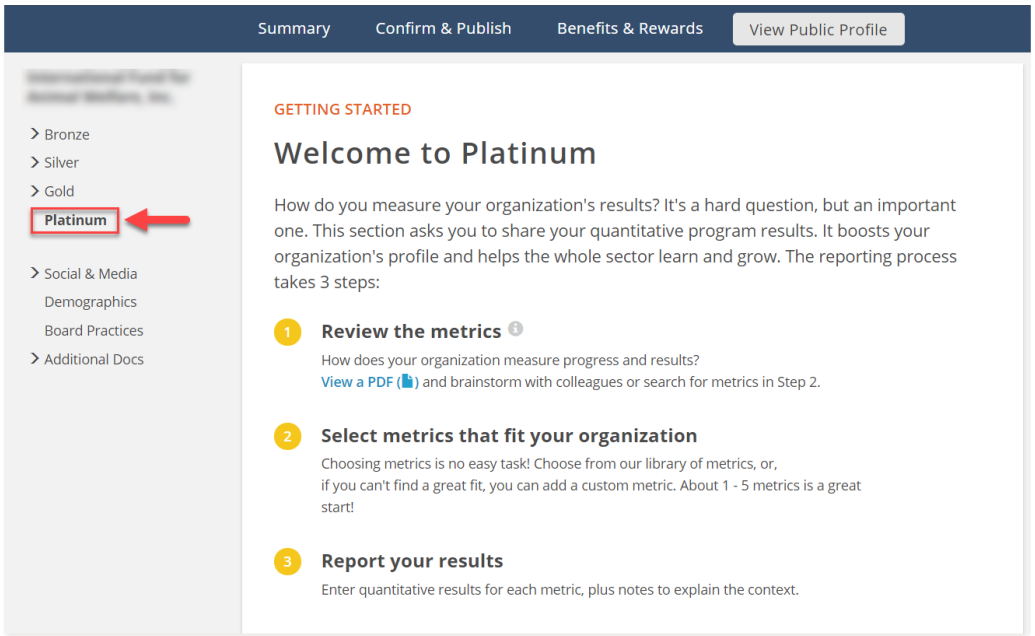


2. Enter text for the Problem Overview (1-2 sentences) and the five required Charting Impact questions (3-4 short paragraphs). Don’t forget to click “Save” at the bottom of the web page

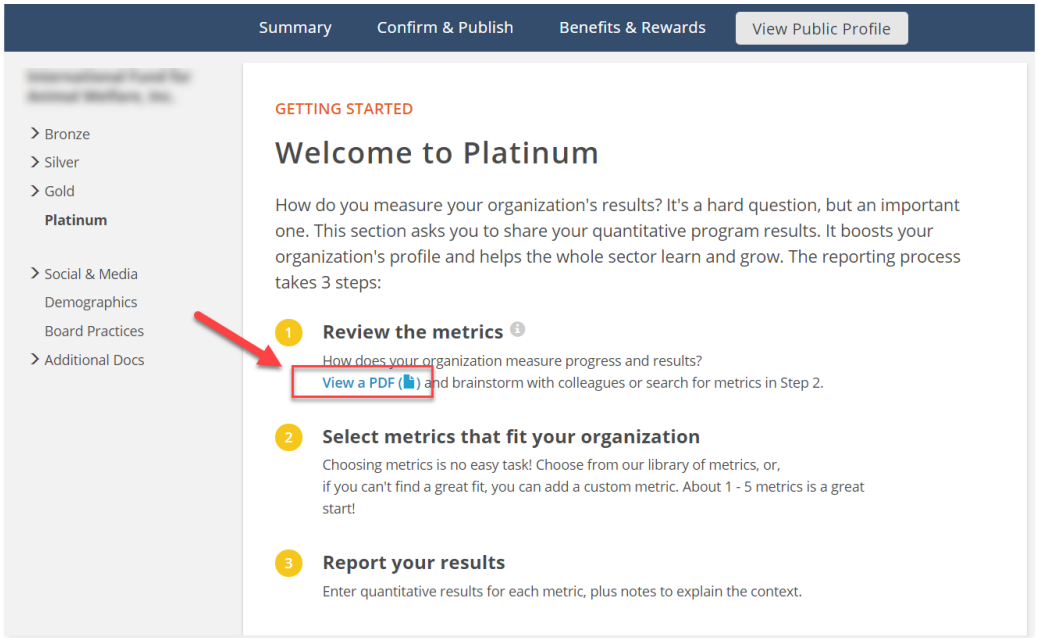


Platinum Seal of Transparency

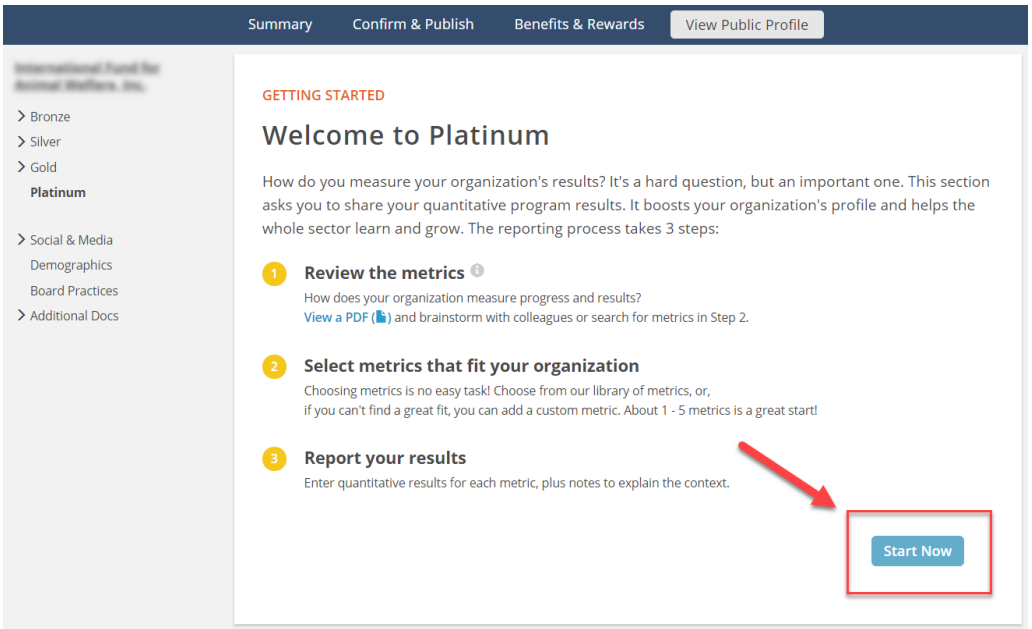
1. To earn a Platinum Seal of Transparency, click the "Platinum" header to expand the selection list



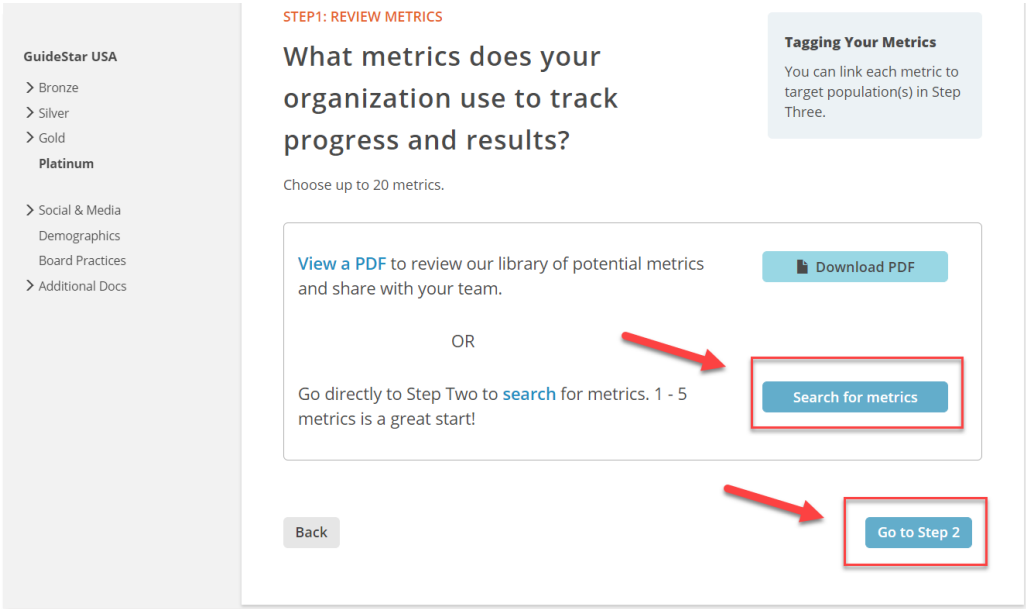
2. Click "View a PDF", browse our [Common Results Catalog]() and select 1-5 metrics that fit your organization



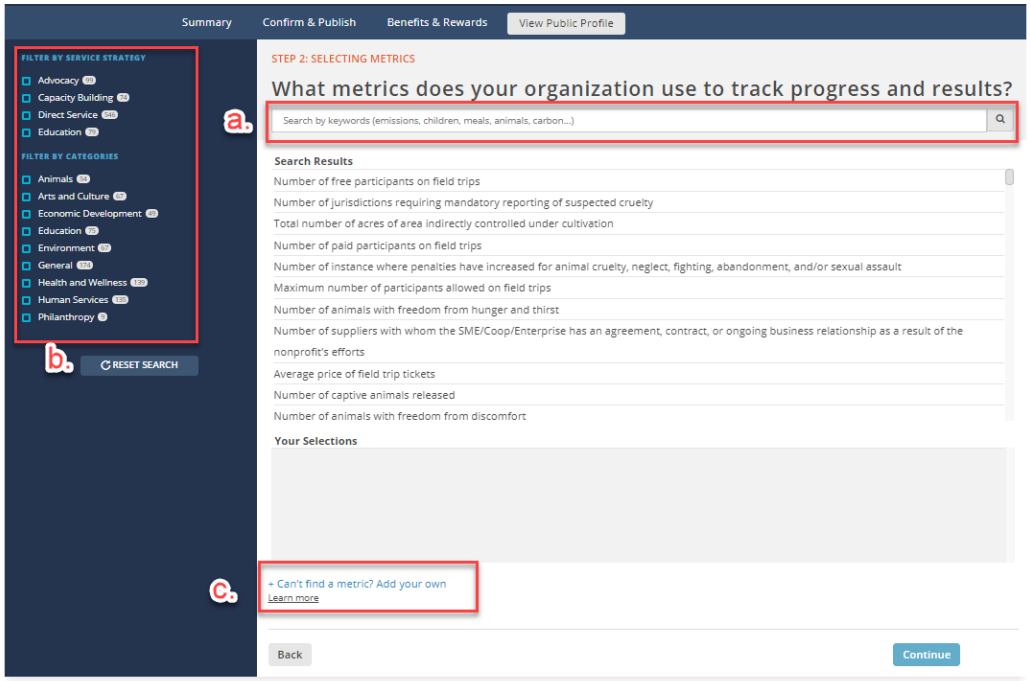
3. Click “Start Now” when ready to report your metrics



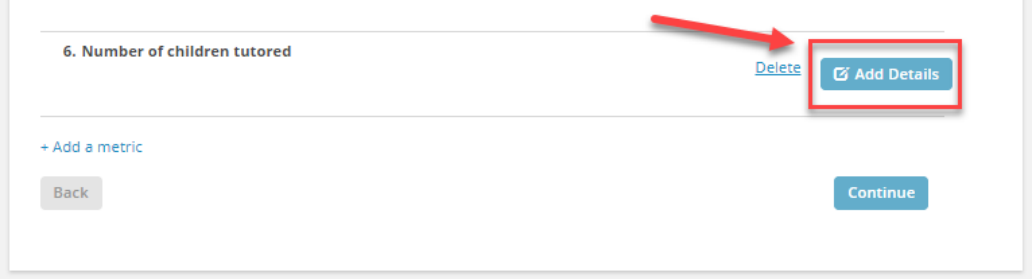
4. You may choose to download a PDF, then click “Search for metrics” **OR** “Go to Step 2”



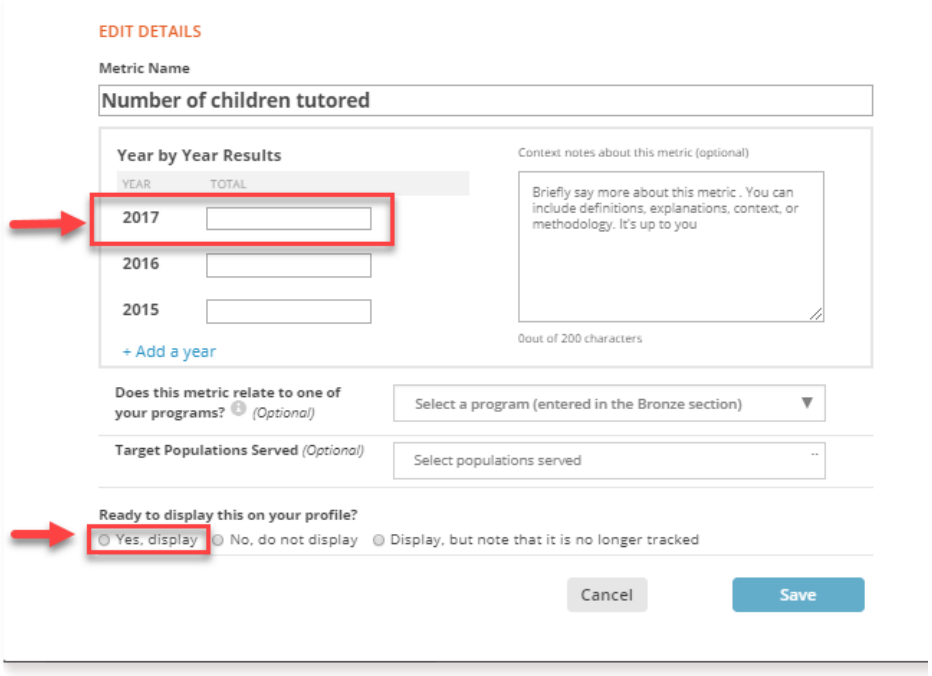
5. Select metrics using three options: a) keyword search, b) filter by service strategy or category, c) create a custom metric. All metrics will be displayed in the "Your Selections" box. Click "Continue" when ready to add data



6. Click "Add Details".

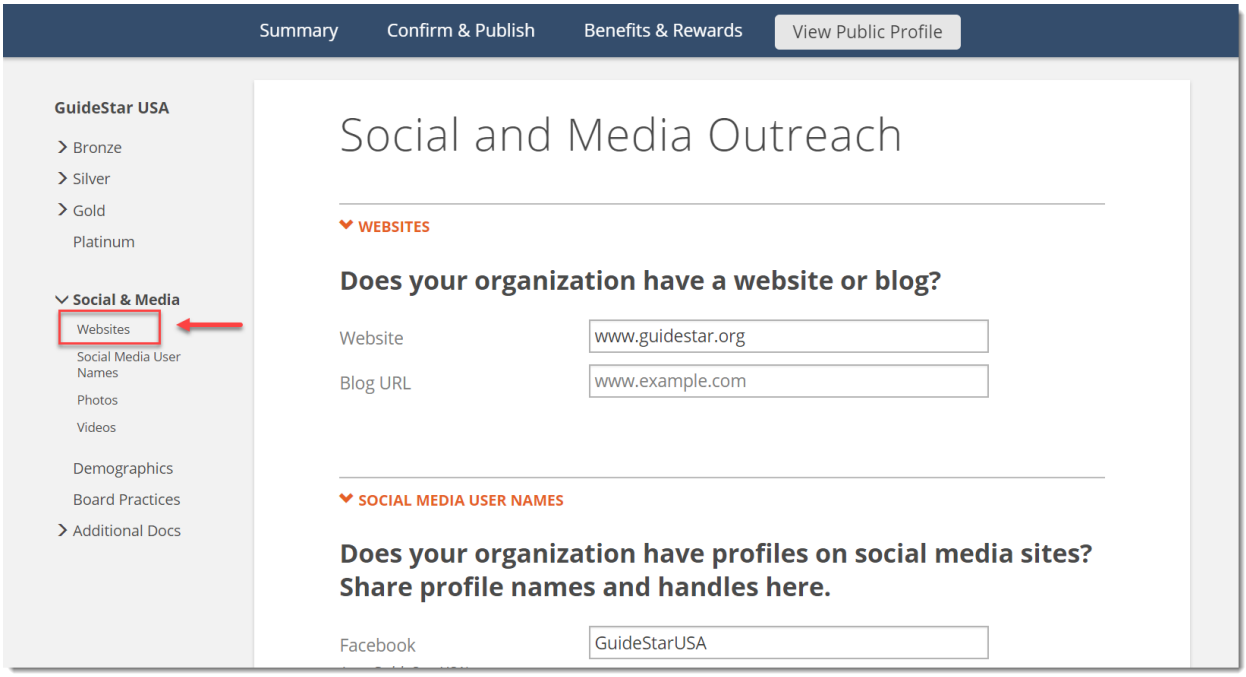


7. To earn a Platinum Seal, you need one metric with one year of data from the most recent year, set to "Yes, display". We recommend adding 3-5 years' worth of data per metric, as well as context notes. You may relate your metric to a program and three target population(s) served. Click "save" when finished. Repeat for all metrics


EDIT DETAILS
Metric Name
Number of children tutored
Year by Year Results
YEAR
TOTAL
2017
2016
2015
+ Add a year
Context notes about this metric (optional)
Briefly say more about this metric . You can include definitions, explanations, context, or methodology. It's up to you
0out of 200 characters
Does this metric relate to one of your programs? (Optional)
Select a program (entered in the Bronze section)
Target Populations Served (Optional)
Select populations served
Ready to display this on your profile?
Yes, display
No, do not display
Display, but note that it is no longer tracked
Cancel
Save

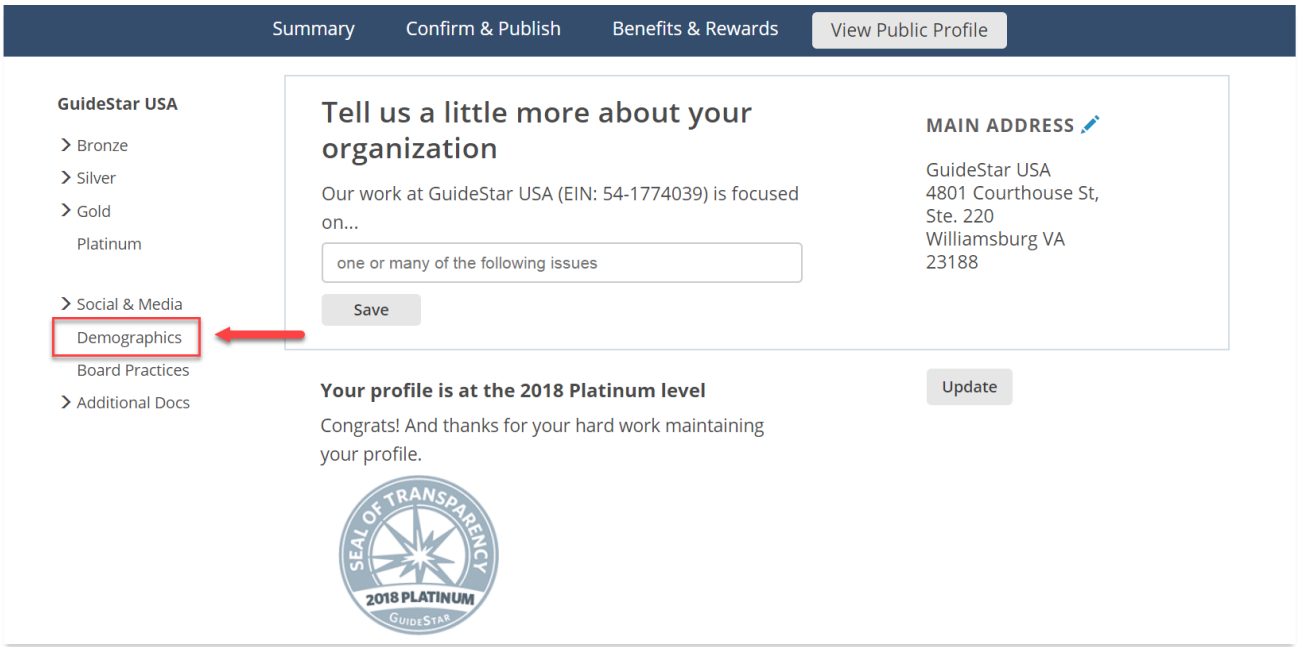
Social & Media (Optional)

1. While the Seals of Transparency require information, we also strongly recommend you fill out optional sections such as the Social & Media section. Here, you can link to your social media channels and upload photos and videos of your organization. To complete the Social & Media section, click on the "Social & Media" header to expand the selection list. Then click the "Websites" sub-header. Complete the web form by filling in all applicable fields. Scroll to the bottom of the page and click "Save"

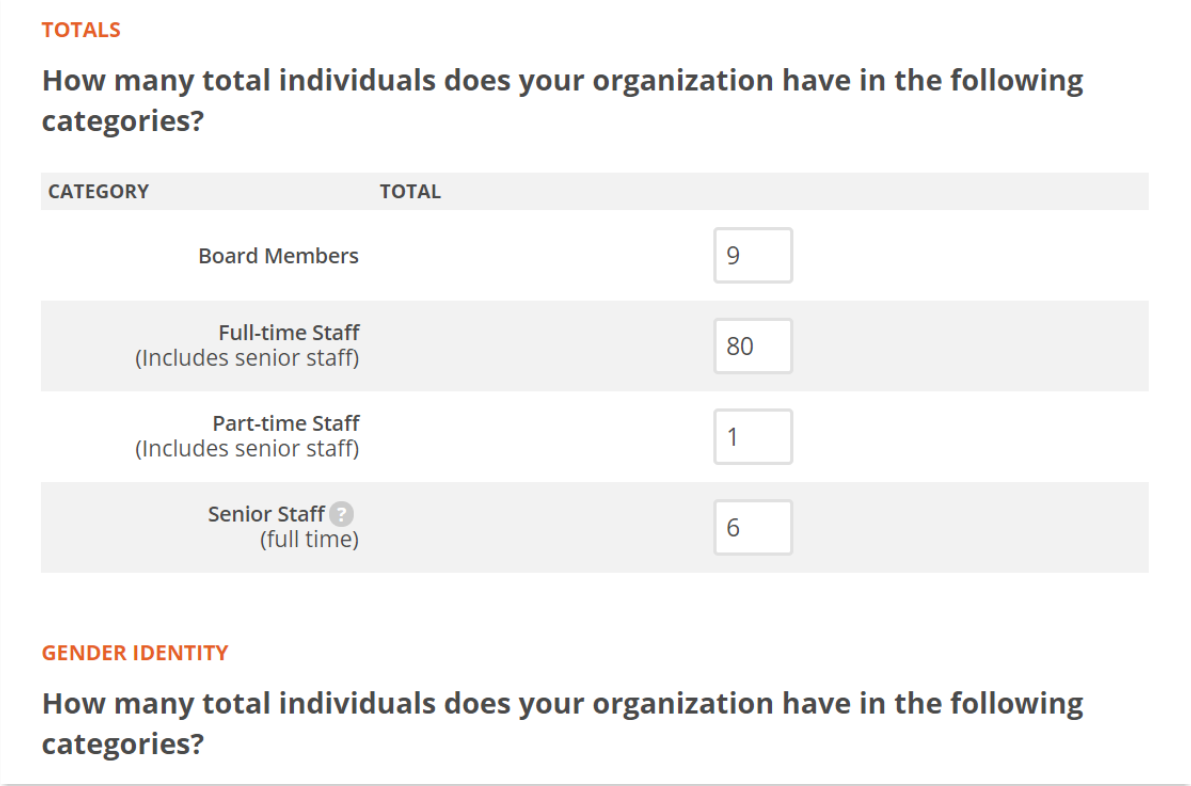


Demographic Information (Optional)

1. To enter your demographic information, click on the “Demographics” link to expand the section

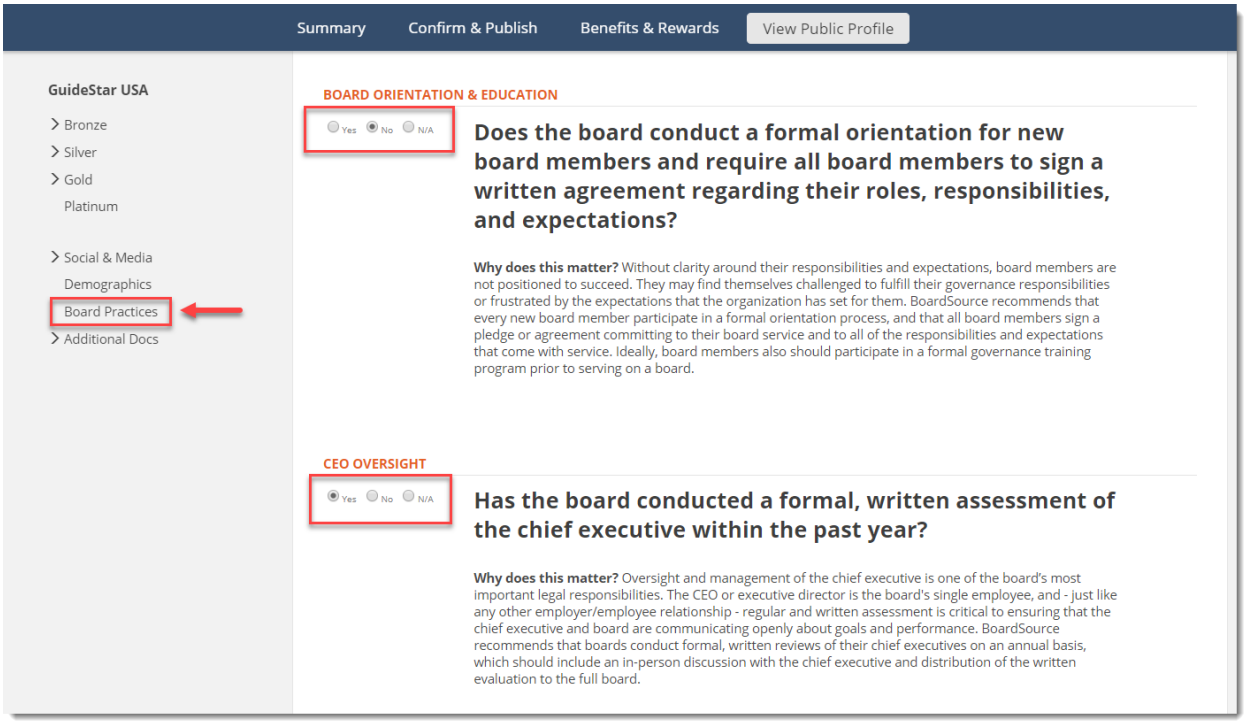


2. Enter relevant information for all applicable fields. Don’t forget to click “Save” at the bottom of the web page



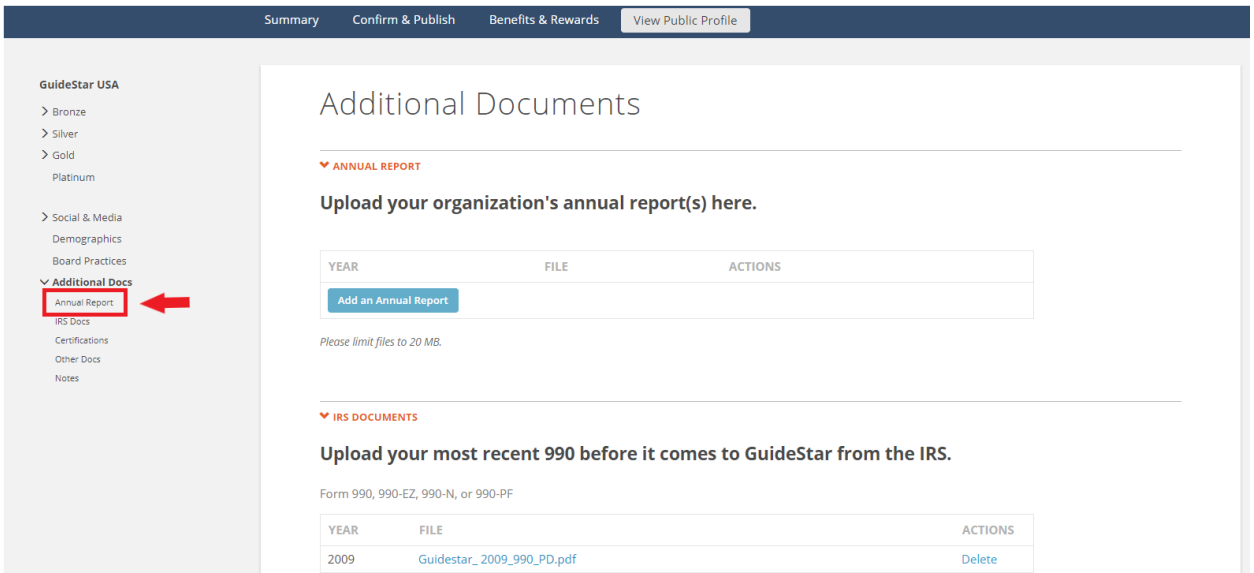
Board Practices (Optional)

1. To enter information about your board, click on the "Board Practices" link to expand the section. Select either "Yes," "No," or "N/A" for each question. Don't forget to click "Save" at the bottom of the web page



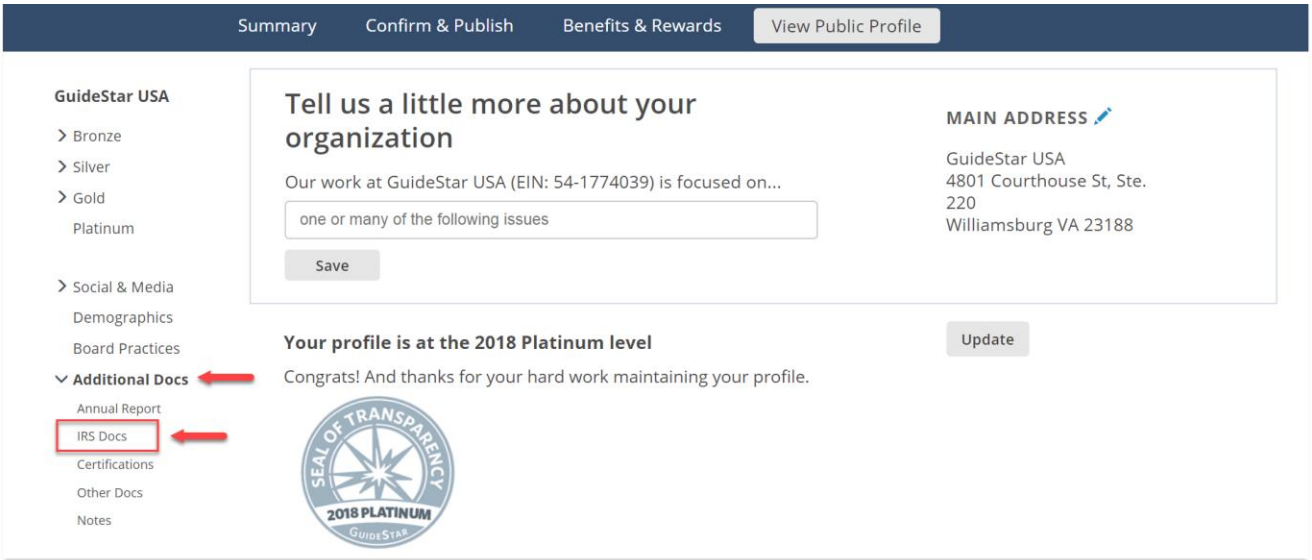
Additional Documents (Optional)

1. To upload additional documents to your profile—such as your annual report, IRS documents, certifications, and any other documents—as well as leave a small note from your nonprofit, click on the "Additional Docs" link to expand the section. Then click "Annual Report". Upload all relevant documents. Don't forget to click "Save" at the bottom of the web page

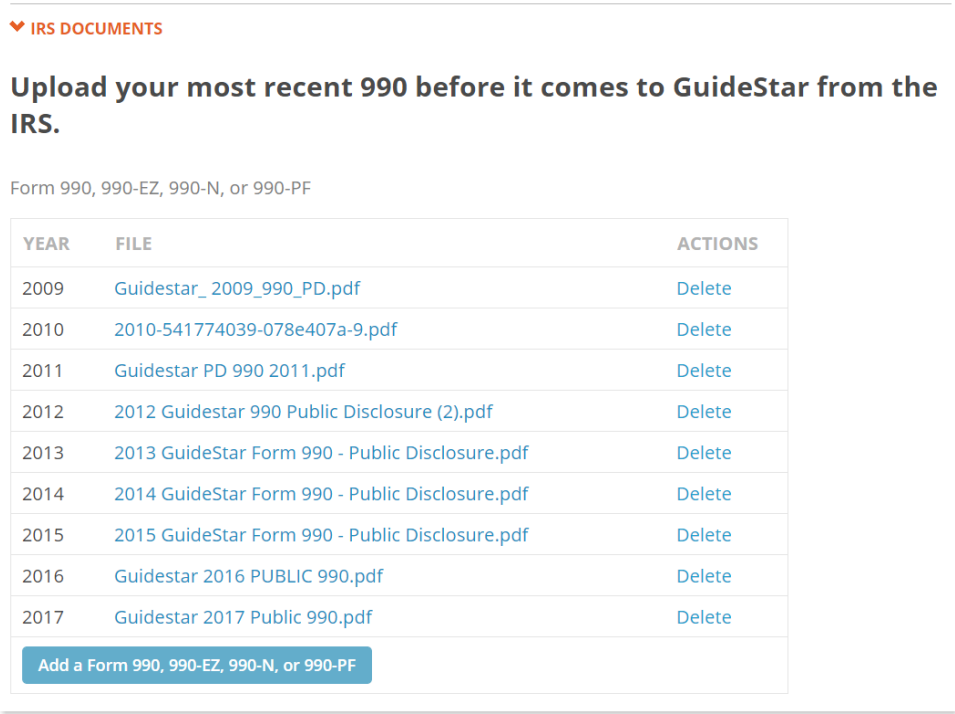


IRS Form 990 (Optional)

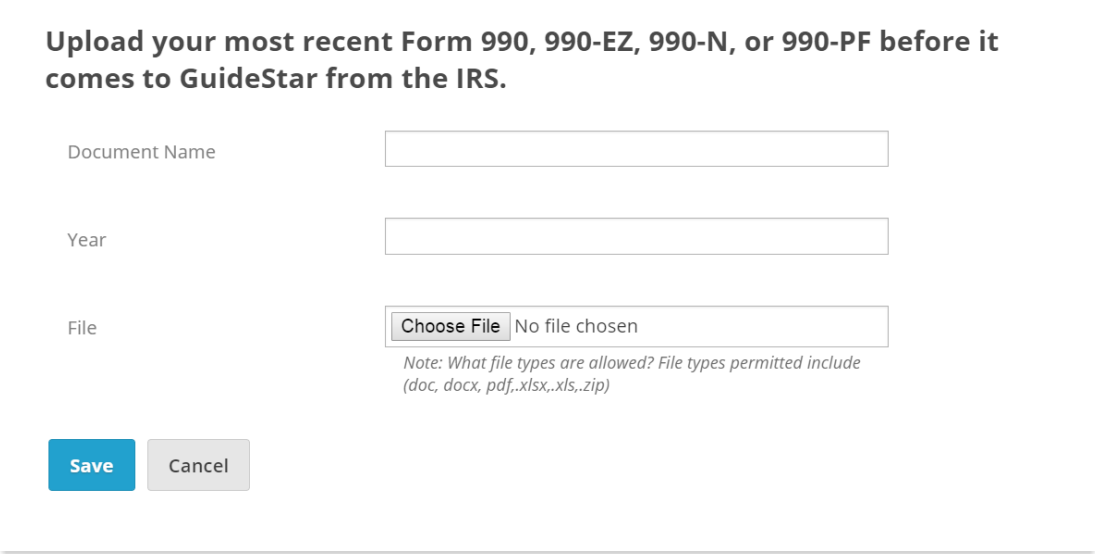
1. To upload your IRS Form 990 click on the "Additional Docs" link to expand the section. Then click "IRS Docs"



2. Click the “Add a Form 990, 990-EZ, 990-N, or 990-PF” button

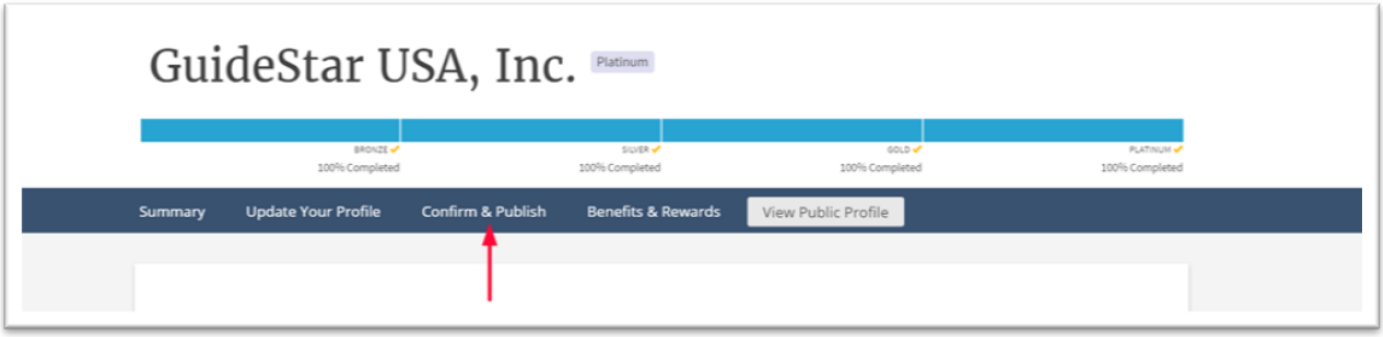


3. Follow the upload instructions on the pop-up screen and click “Save”

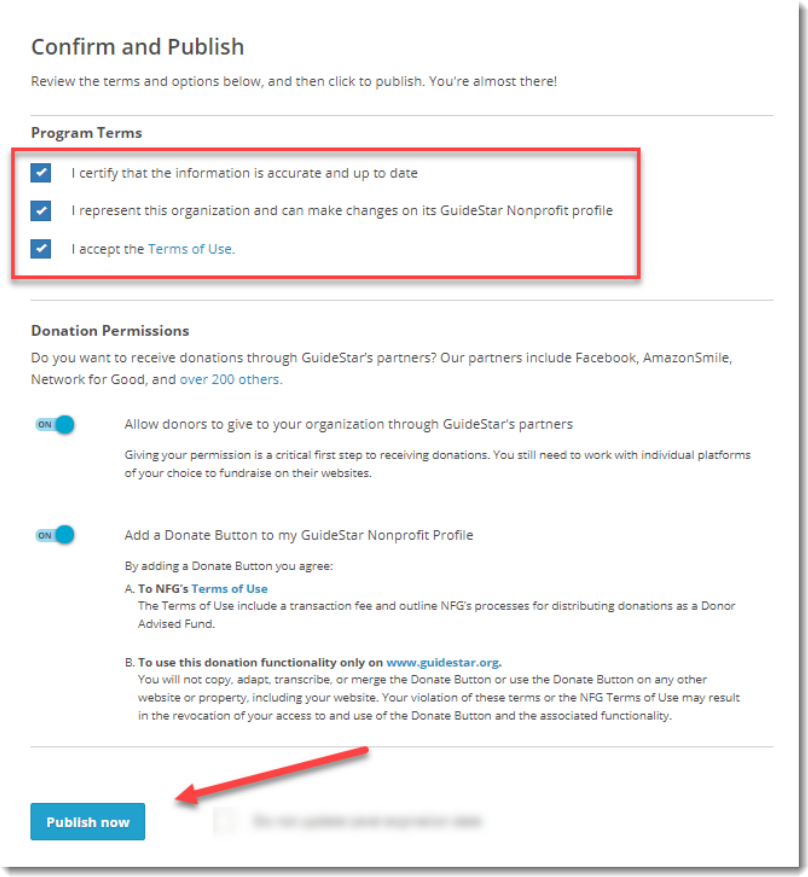


Publish Changes Made to Your Profile

1. To publish changes made to your GuideStar Nonprofit Profile, click the "Confirm & Publish" link at the top of the page



2. Check all certification boxes, toggle ON all relevant donation options, and click the "Publish now" button located at the bottom of the screen. You will see your changes within 24 hours



Support

To get more information on updating your profile, visit the GuideStar Support Center or email support@guidestar.org.