



## Nonprofit Partner Handbook

*Your organization's guide to succeeding on GlobalGiving!*

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## Getting Started

*Welcome to the GlobalGiving community!*

We're excited to welcome you to the GlobalGiving community. So, what's next? How can your organization build and expand its online fundraising through GlobalGiving? What are the options to increase your organization's impact, effectiveness, and learning? Whether your organization has just joined GlobalGiving, you're a new project leader, or you're looking for a refresher, this handbook will give you an overview of all the benefits available to your organization as a GlobalGiving partner. Welcome to our global community!

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## Your Journey

*What does it mean to be a GlobalGiving partner? Learn more about the benefits associated with your GlobalGiving partnership.*

GlobalGiving is the first and largest global crowdfunding community that connects nonprofits, donors, and companies in nearly every country around the world. We make it possible for nonprofits from Afghanistan to Zimbabwe (and hundreds of places in between) to access the tools, training, and support they need to be more effective and make our world a better place.

When you join GlobalGiving, you are not just accessing a fundraising platform with the ability to attract new donors, but you are also joining a global community of nonprofits striving to become more effective and collaborative. The more you engage and participate with GlobalGiving's campaigns and learning resources, the more you will benefit!

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### Benefits associated with partnership

As a GlobalGiving partner, your nonprofit has access to a variety of resources to achieve your goals. A few of these benefits include:

#### Online Fundraising Tools

Customizable project pages, short-term microprojects, recurring donations, donor management and communication tools, and a range of payment processing options help maximize your fundraising potential.

### Increased Donors

GlobalGiving's marketing efforts expose your project to new potential donors through email, social media, digital ads, and more.

### Fundraising Campaigns

We provide incentive-based matching and bonus prize campaigns throughout the year to help you mobilize your donors, amplify your donors' impact, and attract new donors to your nonprofit's amazing work.

### GlobalGiving Contests

GlobalGiving runs a variety of contests to engage your community of supporters and help you build a new support base.

### Community Engagement Team

We have a global team ready to help you with questions and concerns as well as listen to your feedback. We are available through **email**, phone, live chat, and **one-on-one consultations** to assist all our nonprofit partners.

### Tax Benefits

All donations made by US donors are tax-deductible, and UK donors can claim **Gift Aid**, which means your project will receive an additional 25% on top of the original GBP donation (once GlobalGiving has processed your Gift Aid claim). We also send all donors a tax receipt for their donation to GlobalGiving.

### GlobalGiving-Driven Funds

In 2020, GlobalGiving drove nearly \$34 million extra to our nonprofit partners. Matching funds, bonus prizes, corporate partnerships, GlobalGiving Gift Cards, and marketing efforts drive these funds to our partners.

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## GG Rewards

As a member of the GlobalGiving community, you have access to a variety of GlobalGiving tools and tutorials to help showcase your organization's amazing work! GG Rewards is the

system that GlobalGiving uses to recognize and reward nonprofit partners for their efforts to learn, improve, and grow their impact. **Watch our introductory video to GG Rewards.**

Within GG Rewards, your organization will receive points for both your Effectiveness (commitment to learning) and Engagement (participation with the GlobalGiving community). These points will translate into your GG Rewards Status—Partner, Leader, or Superstar. The more points you get, the higher your status, and the more access you'll have to GlobalGiving benefits.

### What is a GG Rewards Cycle?

One of GlobalGiving's core values is **Listen, Act, Learn. Repeat.** On your GG Rewards Dashboard, you will find learning cycles that include the **three steps of listening, acting, and learning.** You can receive reward points by sharing how you have completed each step within the learning cycle. A cycle is complete once you have finished all three steps. Already have a learning resource that you use? **Let us know!** We'll continue to add more tools as time goes on, and we'd love your suggestions on resources you've found helpful in your own organization's efforts to learn, improve, and grow your impact.

### How does GlobalGiving know what makes nonprofits effective?

Projects in the GlobalGiving community cover every theme in the nonprofit sector from education to environmental conservation to human rights. However, we believe one thing is true across all sectors: the most effective organizations are those with a learning culture. Organizations that listen to the people they serve, act on what they hear by testing new ideas, and learn from their results become more impactful than those that don't. The GG Rewards system reflects our core value of listening, acting, and learning, and rewards organizations that demonstrate these values. We work to drive more funds to organizations that are striving to be more effective.

Want to learn more? Head to the **GlobalGiving Help Center** to find out the answers to all your **specific GG Rewards questions!**

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## Navigating your Dashboard

*Find tips on how to make your way around your GlobalGiving dashboard.*

Your dashboard is the center of your organization's activity on GlobalGiving. Here you can edit your current projects, post new projects, add project reports, view your donations, download disbursement reports, earn GG Rewards points, and more.

## Posting Projects

Your organization's project page is the most important tool for your online fundraising efforts as this is how you communicate your organization's mission to donors. To learn step-by-step instructions on how to post and edit a project, check out our [Help Center](#).

### Project Statuses

There are a few different statuses for your project and it's important to know what they all mean:

- **Draft:** You have started a new project but have not yet clicked "Save and Submit" for the GlobalGiving staff to review.
- **Preapproved:** Your project is preapproved to go live on a certain date. This status is used for projects participating in a GlobalGiving Accelerator.
- **Pending:** You have submitted your project for review and are awaiting its approval. The GlobalGiving team reviews each project within one to three business days before it goes live on the site.
- **Active:** Your project is live on the GlobalGiving site!
- **Funded:** Your project has reached its funding goal or someone from your organization has asked to deactivate this project. This project can no longer receive donations.
- **Unsearchable:** This means you are delinquent on reporting within the three-month requirement. Once you send in a report, the project status will go to Active again. You can still receive donations with this status, but your project will not be searchable on the GlobalGiving site.
- **Retired:** This status means your due diligence has not been updated in more than two years or the organization has requested to retire this project. This project can no longer accept donations.

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## Creating Your Project Page

*Understand each section of the project page and how you can make yours appealing to donors.*

### Project Title

Make the project title clear, short, and descriptive. Try to answer these questions in one phrase:

- Who is your project helping?
- How are you helping them?

- Where is the project located?

### Examples of good titles

- Restore Eyesight to 500 Nepali Villagers
- Build 50 Toilets for 10 Villages in India
- Send a Child to School in Haiti for a Year

*Tip: Be concise and specific while using easy-to-understand language.*

### Examples of bad titles

- Protect the environment
- Empower 500 Rural Women in Tanzania through Entrepreneurship for a more Sustainable and Independent Lifestyle
- ENDPO--economic development

*Tip: Avoid acronyms, jargon, and vague terms.*

## URL

Create an easy-to-use vanity URL. This will make it easy for you and your donors to access your project page.

### Examples of good URLs

- healthcare-and-water-for-7000-gambians
- feed-starving-girls-in-zimbabwe

*Tip: Use words that are relevant to your project and would be helpful for people searching on Google.*

### Examples of bad URLs

- Set-up-of-economic-and-educational-resource-center
- Voc-program

*Tip: Avoid vague, general words and acronyms in your URL.*

## Themes

Each project can have one Primary Theme and up to four Secondary Themes, which you can select while editing your project or creating a new one. Here is the full list of themes.

- Animal Welfare
- Arts and Culture
- Child Protection
- Climate Action
- Clean Water
- COVID-19
- Digital Literacy
- Disability Rights
- Food Security
- Gender Equality
- LGBTQIA+ Equality
- Justice and Human Rights
- Mental Health
- Peace and Reconciliation
- Physical Health
- Racial Justice

- Disaster Recovery
- Economic Growth
- Ecosystem Restoration
- Education
- End Abuse
- End Human Trafficking
- Refugee Rights
- Reproductive Health
- Safe Housing
- Sport
- Sustainable Agriculture
- Wildlife Conservation

## Project Summary

The project summary, along with the project title, is the first thing donors see and often serves as the basis of a decision to donate or not. This will appear on top of your project page as well as in search results. Your summary should answer the following questions:

- Who are you helping?
- What are you doing?
- How are you doing it?
- Where are you doing it?

### Examples of good project summaries

- Round Table India plans to build four classrooms to provide free education for girl children who hail from the poorest sections of society in Chennai, also providing the girls with free meals.
- This project builds a library in eastern Sri Lanka, providing a rich supply of books and critical literacy support services to 200 orphans traumatized by the civil war and the tsunami.

*Tip: Be specific and concise!*

### Examples of bad project summaries

- The quality of a child's teachers has an enormous impact on that child's chances for success in life.
- Community based sustainable reintegration support to survivors of trafficking and exploited child labor by BNWLA.

*Tip: Avoid complicated acronyms and unclear measures of impact.*

## Requested Funding Amount

This is the total amount in USD that you hope to raise for this project. Donors often feel encouraged by smaller funding goals because they feel that their donations have a larger impact. You are always able to increase your funding goal or to post additional projects once your funding goal is met.

## Donation Options

Detailed donation options help donors understand the impact of their gift. Your project can have between three and eight donation options.

### **Examples of good donation options**

- \$35 will provide 3 nutritious meals to 126 orphans and poor Tibetan refugee students
- \$60 buys a cow to begin a dairy business
- \$90 will provide clean water for 50 villages
- \$200 will provide livestock for 50 families
- \$500 will buy 6500 acres of land

*Tip: Include several options under \$100. The average donation on GlobalGiving is \$28!*

### **Examples of bad donation options**

- \$10 can provide nutrition
- \$100 can provide books for the unemployed
- \$1000 will buy dinner for a village for a month

*Tip: Avoid vague terms and huge gaps between donation options.*

### **What is the issue, problem, or challenge?**

Explain the needs that the project will address. What challenges are you addressing, and how does this problem impact the community you serve?

#### **Example of a good challenge**

The recent civil unrest in Burma has sent many people fleeing across the borders in to Thailand. Some of these people are children who have lost their families to war and disease. Instead of warehousing them in a refugee camp, Safe Haven will provide them with a family, a home, an education and an opportunity to become part of a larger solution for their community.

*Tip: Be straightforward and specific!*

#### **Example of a bad challenge**

Imagine a community of 900 people sharing one hand pump. This is the reality in the rural areas. There is an overhead tank served by a piped water supply from the local government, but it is unreliable – often failing for days or months at a time - and unsafe. The villagers must use irrigation canal water for bathing and washing clothes. With no latrines, open defecation is routinely practiced. Cholera, dysentery, and typhoid are common during seasonal periods.

*Tip: Avoid theoretical language and always explain where you work.*

### **How will this solve the problem?**

Explain how the project will reach the expected outcomes or goals.



### **Example of a good project solution**

We train young, unemployed men in rural Uganda how to build bee boxes. The training includes hive construction, site selection, harvesting, honey and wax processing, packaging, marketing, business skills and value-added production. By learning a marketable skill, these young men generate income and lift themselves out of poverty.

*Tip: Be as specific as possible so the donor can visualize the impact of your program.*

### **Example of a bad project solution**

If we provide this house, more kids will have the opportunity to make a positive impact. With this opportunity, we remove the risk of child soldier recruitment and trafficking for our kids. By providing this home, quite simply we provide hope.

*Tip: Focus on the measurable impact and direct results of your project.*

### **Potential Long-Term Impact**

Explain how your project will benefit the community over time and what larger, systemic problems you are working to address.

### **Example of good potential long-term impact**

The project will educate 200 women, helping them rise out of poverty, which will provide for their families' health and well-being. Educated women go on to educate their children and benefit their community's economy.

*Tip: Explain the "ripple effect" of your project in the community.*

### **Example of bad potential long-term impact**

To provide The Presidency Girls School with a stable infrastructure that will support sustainable development in the area.

*Tip: Detail how your project contributes to sustainable change in the community.*

### **Additional Documentation**

Additional documentation is optional unless you are requesting \$100,000 or more. Regardless of the amount you are requesting, further documentation is a good opportunity to provide your donors with additional information about your project and organization. Examples of documents uploaded include project proposals, project budgets, program materials, and business plans.

### **Primary Photo and Photo Gallery**

Your project photos are one of the most important components of your project page. Photos grab the attention of potential donors and help them understand your organization, beneficiaries and the community that you serve.

### Primary Photo Tips

- One primary project photo is required
- Use high resolution photos of at least 1,024 x 768 pixels
- Photos must be in .jpeg, .jpg, or .gif format
- The primary photo should be horizontally oriented
- Use close-up photos of one or two people
- Use photos that are vibrant and expressive
- Do not use your organization's logo as the primary photo

### Web Resources

You may list up to four websites that are relevant to your project. This can include additional information about the country the project is in, an article about your organization, a link to an online video or slideshow, etc.

### Tips

- When entering the URL, remember to include the full web address
- Don't use your organization's website. That is already included on the project page!

For any additional questions on how to deactivate, duplicate, or edit a project, please visit our [Help Center!](#)

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## Microprojects

A microproject is a short-term fundraising effort to help achieve a specific activity or support a specific individual. Microprojects are a great fundraising tool that can help you capture the attention of donors with a specific, actionable goal and an urgent giving deadline!

Here are some details about microprojects:

- Microprojects are only active for 90 days or until fully funded.
- Budgets are limited to \$250-\$10,000.
- Microprojects are only available to Leaders and Superstars.
- Microprojects do not have donation options. Donors will fill in the amount they would like to donate.
- Every microproject is tied to a parent project which is a project you have on your page already.

- A parent project must be uploaded and approved before creating a microproject. This is where your microproject donors will be retained once your microproject is completed.
  - Microprojects require one report either after funding or after 90 days of expiration, whichever comes first.
  - Microprojects receive higher project rankings, making them more likely to be seen by potential donors.
  - To find out how to create a microproject, head to our [Help Center](#).
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## Reporting

Reports are an essential tool for updating your donors on your organization's amazing work! GlobalGiving promises donors direct communication from project leaders so they can see the impact of their donations.

GlobalGiving requires that you report on each project at least once every three months in order to remain searchable on the site. You will receive four email notifications about project report due dates as you get closer to the deadline. You can locate the due date of each report next to your projects in your GlobalGiving dashboard.

All project reports are sent to your project's donors, given they are still subscribed to the emails. By default, project reports are emailed to your donors at 12 p.m. EST the day after the report is approved. You can also choose to change the time that reports are sent to donors by selecting a specific time while uploading the report. **Reports cannot be edited for any reason after they are submitted.**

### How to Post a Project Report

1. Login to your GlobalGiving account [here](#). If you have forgotten your password, please follow the instructions on [this page](#).
2. Click "My Dashboard" at the top of the page.
3. Scroll down to the project you want to report on and click the button "Add a Report"
4. Follow the instructions on the screen to draft and submit your report.

You can also email us your report. Send an email to [report+YOUR\\_PROJECT\\_ID@globalgiving.org](mailto:report+YOUR_PROJECT_ID@globalgiving.org). Each project on GlobalGiving has a special, secure address that you can use to post reports. GlobalGiving will convert the email, along with any attachments or photos, into a project report and will automatically submit it for approval. We will only accept email project reports sent from the email address that you

use to log into GlobalGiving. This prevents other people from posting reports to your project.

### What you should include in your project report

Project reports must contain content specific to the project. While you may mention upcoming events like matching campaigns, reports cannot only contain solicitations for donations. GlobalGiving reserves the right to remove links to donation options other than GlobalGiving contained in your report.

#### Tips

- Include close-up, high-resolution photos of your project.
- Tell a story about a constituent. Provide details about how many individuals have been helped.
- Share a brief summary of your activities since the last report.
- Try to keep your report to two to four paragraphs. This allows enough length to provide a substantial report, but not too long to lose your donor's interest.

### What you should not include in your project report

We want to keep the requirements for reporting broad so that you have the freedom to include what is important to your organization. However, there are a few things we ask you do not include in your report.

- Out of respect for the privacy of your constituents, we ask that you do not share full names. You may share the names of staff members, but please ask permission before you share the last names of volunteers.
- Avoid discussing lobbying activities, including, but not limited to, displaying political partisanship or urging adoption or rejection of a piece of legislation. Please keep background information regarding these topics as relevant and factual. For more information, please review our [Advocacy & Lobbying Standards](#).
- Do not solely solicit donations from donors in reports. While you may mention upcoming events like matching campaigns, reports cannot only contain solicitations for donations.
- Do not include links to other donation methods as this may confuse potential donors. GlobalGiving reserves the right to remove links to donation options other than GlobalGiving that are included in your report.

### Things to keep in mind when writing a report

- Is the report on-topic? Make sure that your reports are focused on offering updates or telling stories about the appropriate project.

- Is it written for the target audience? Your reports go to every donor who has ever donated to your project, so when you write your report, make sure to write it with them in mind.
- Is the report concise and engaging?
- Is the report emotionally compelling? Include pictures and stories of constituents. Tell stories about specific people as this helps people relate to the cause and feel emotional ties to your project. We want your donors to become more invested in you and your project because they see the results of their support.

For more questions about reporting, head to our [Help Center](#)!

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## Appeals

An appeal is a fundraising email that you can send to all donors who have ever contributed to your organization through GlobalGiving. It may seem obvious that an individual who has donated to your organization before is more likely to contribute again, but what you may not have realized is that one-third of online donations are made in direct response to email appeals!

Here are the best practices we recommend when writing your fundraising appeal:

- A high-resolution, close-up, and hope-filled photo at the top;
- Personalization to each donor (using the merge tags provided);
- Brevity in text; and
- One clear and specific call-to-action.

When creating your appeal, you are given the option to select the segment of donors that you would like to receive the appeal. The segments include:

- **Monthly Recurring Donors:** Donors **with** an active recurring donation to one of your projects. If a donor has a recurring donation but has also given one-time gifts to your organization, they will be in this segment.
- **One-time Donors who have given less than \$100:** Donors without an active recurring donation. The sum of their donations to your organization—whether they've given once or five times—**totals less than \$100 USD.**
- **One-time Donors who have given \$100 or more:** Also donors without an active recurring donation. The sum of their donations to your organization **totals more than \$100 USD.**

You can choose one of these segments, all three, or everyone subscribed to your project's updates! Choosing a segment of donors for an appeal is helpful because it allows you to personalize your message to the different donors your organization may have. *As a reminder, the donor numbers will not total the exact number of donations your organization has*

on GlobalGiving. People may have unsubscribed to your project reports at some point, in which case they are also unsubscribed from appeals.

Additionally, you are able to choose the date and time you would like the appeal sent out to your donors. This allows you to plan ahead for campaigns and other important fundraising needs your organization may have. If you do not select a specific date or time, your appeal will automatically be sent out to your donors at 12 p.m. the day after it is approved.

### How to Send an Appeal

1. Login to your GlobalGiving account [here](#). If you have forgotten your password, please follow the instructions on [this page](#).
2. Click "My Dashboard" at the top of the page.
3. Go to the "Project Appeals" tab on the left-hand side.
4. Click the orange "Create Project Appeal" button in the upper right.
5. Follow the instructions on the screen to draft and submit your appeal.
6. Once you have finished, click "Submit for Approval" if you are ready for the email to be sent. You will receive an email once your appeal has been reviewed. **Note: Once the appeal has been approved, you can no longer make edits.**
7. Reminder that it takes our team 1-3 business days to approve all new and edited appeals so be sure to schedule accordingly.

If you have additional questions about project appeals, head to our [Help Center!](#)

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## Web Analytics

Analytics provide the data you need to maximize the effectiveness of your communications and campaigns — and ultimately generate more funds for your work.

You can locate your organization's web analytics page by clicking the "Analytics" tab of your GlobalGiving dashboard. The Analytics Dashboard contains the following information:

The Analytics Dashboard contains the following information:

- **Date Bar:** Data is available since the beginning of your account with GlobalGiving. Choose the range of dates you would like to analyze. Move the sliders (little grey boxes) to see different time frames.
- **Number of Donations:** This is the number of times donors contributed to any of your projects.
- **Number of Page Views:** This is the number of times your project page was loaded. This number increases any time somebody opens up your project page on any device.

- **Average Time on Page:** This number tracks how long your average visitor spent viewing your project pages.
- **Donation Volume:** This is the total value of all donations to your projects in US dollars.
- **Donation Size:** This is the distribution of donation amounts (measured in US dollars).
- **Donation Sources:** This is how donors found your project page. The options include gift card, corporate employee gift card, recurring, email, mobile, workplace giving (through corporate partner promotions), search engine, Facebook, Twitter, project report, API, and other.
- **Visitors:** This is how many individual people have looked at your project page.
- **Page Views:** This is the number of times people have looked at your project page.

At the bottom, you will also see information about your project reports. This will include the open rate and click-through-rate for each report! The average open rate in the nonprofit sector is **24.87%**, so see how your organization compares. You can use this information to determine which reports caught the attention of your donors!

The website analytics tool is important for your organization to determine how to best allocate your time and resources. Analytics make it possible to maximize the effectiveness of your communications and campaigns in order to set more accurate fundraising goals, measure progress, and generate more funds for your work.

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## Donation and Disbursement Managers

When you are in your GlobalGiving dashboard, take a look at the "Donations" and "Disbursements" menu items. These are important tools for tracking your money and engaging with your donors.

### Donation Manager

In the donation manager, you will find information pertaining to each donation to your organization. The following will be listed for each donation:

- **Project ID:** Identification of the project to which each donation was made
- **Donor Name:** The name of the donor, unless they chose to remain anonymous
- **Donor Email:** Email address of the donor —please note that you should not add donor email addresses to your organization's own newsletter list as this is against **GlobalGiving's terms and conditions** and the federal CAN-SPAM Act of 2003
- **Traffic Source:** Source from which the donor clicked the link to your project page. The primary sources are as follows:

- **Widget:** The widget from the share page of your projects
- **Facebook/Twitter:** Social media referred
- **Google/Bing/Yahoo Search:** Donor came to your site from a search engine
- **Project Report:** Donor clicked the link from your project report
- **Project Appeal:** Donor clicked the link from your project appeal
- **Gift Card:** Donation made by a retail GlobalGiving gift card
- **Corporate Gift Card:** A gift card donation resulting from one of GlobalGiving's corporate partnerships
- **API:** Donation from an external website that is pulling GlobalGiving projects onto their own site
- **GlobalGiving email:** Donation from one of GlobalGiving's marketing emails
- **ggad\_18 or similar:** Donation from one of GlobalGiving's Google Ad campaigns
- **Fundraiser:** Donation from a GlobalGiving fundraiser set up for your project
- **Homepage:** Your project was featured on GlobalGiving's homepage, and a donor clicked to make a donation
- **Payment Method:** How the donor paid (e.g., credit card, check, Paypal, GlobalGiving gift card, etc.)
- **Recurring:** Indicates by Yes or No whether the donation will recur every month
- **Amount:** The amount of money donated. This column does not take into account GlobalGiving's fee, which you'll see deducted in your disbursement report
- **Thank You:** Whether a thank you note has been sent out to the donor as indicated by Sent or Unsent. Click on the link to send out a thank you. (Note: GlobalGiving has already sent your donor a tax receipt and acknowledgement of donation, but nothing beats a personal thank you note!)

Where are your donors coming from? Have certain donors given more than once? What months are most popular for donations to your project? Use the filter at the top of the Donation Manager or export your donation information into Excel to analyze your donation information!

### Disbursement Manager

In your Disbursement Manager, you can find your organization's past disbursement information. At the top of the page is your "Organization's All-Time Fundraising Metrics." This shows you the total amount raised by your organization, funds that were driven by GlobalGiving (through bonus funds, matching offers, corporate partnerships, and/or marketing efforts), and your total amount raised. To download your disbursement report, click on "View" next to each line item



In the Disbursement Manager, you can find the following information about your past disbursements:

- **Dates Paid:** When disbursements were sent and the date through which donations were received for particular disbursements.
- **Amounts:** The net total amount disbursed. This amount takes into account GlobalGiving's fee and any bonus awards that your organization has received. It does not include currency conversion or wire transfer fees.
- **Expedited Disbursements:** In urgent cases, such as disaster situations, GlobalGiving makes exceptional disbursements to our partners. To learn more about exceptional disbursements, [read this article](#).
- **Returned Disbursements:** Occasionally, funds are returned to GlobalGiving if we do not have the correct account information. We will let you know when disbursements are being re-sent and the total value of those funds. Please note that we do not remove the original disbursement from the manager. This means that two disbursements of the same amount may appear twice under these circumstances.

Visit our Help Center for answers to questions related to your **donations** and **disbursements**!

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## Start Fundraising

*Discover ways to begin your fundraising journey on GlobalGiving.*

### Fundraising Basics

Now that you know how to use your GlobalGiving dashboard, it's time to get fundraising! Over the years, we've found that organizations are most successful when they take the time to set goals, create benchmarks, and make a plan for fundraising success. Use the **GlobalGiving Partner Calendar** to plan out your year with all of the contests, campaigns, and other opportunities we're offering! Be sure to check out the **Planning Your Fundraising Year with GlobalGiving's Partner Campaigns infographic** and our **Learn Library** to find great resources about beginning your crowdfunding journey!

### Search Ranking

In order to attract new donors, make sure that your project is easily searchable when they visit GlobalGiving.org. GlobalGiving's search ranking algorithm is based on GG Rewards status and points, the frequency of reporting, number of donors, and overall donation volume. This ranking is used to determine the order in which projects appear under each theme and country on the site, as well as the projects that are featured on the homepage. You can find your project's ranking on your dashboard.

Tips to improve your search ranking:

- **Increase your GG Rewards status:** Superstars rank the highest on our website! Head to your GG Rewards dashboard to find ways to earn more points.
  - **Post frequent project reports:** GlobalGiving requires that projects post project reports at least every three months. But, by posting reports more frequently, your organization can improve its visibility on the site. (Note: We don't recommend sending more than one report a month in order to avoid donor fatigue.)
  - **Be an active fundraiser:** By attracting more dollars and more donors to your project, you will improve your project's ranking.
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## Photo Guidelines

### GlobalGiving Photo Approval Policies

*The policies and procedures that help GlobalGiving enforce the community photo standards.*

GlobalGiving is committed to upholding the Community Photo Standards developed by our nonprofit partners; therefore, we enforce the following policies regarding photos used on GlobalGiving.org. These policies are in place to protect your organization and those you serve.

It is your organization's responsibility to ensure that you have the expressed permission from the photograph subject(s), photographer, and/or owner to use the photo. When you upload images to GlobalGiving, you are certifying that you have obtained appropriate consent from the people photographed, and your organization has all of the relevant rights to any photos or stories that you upload to our website. Once a photo is uploaded to the GlobalGiving website, GlobalGiving shares the copyright with you, according to the **terms and conditions** agreed upon by all GlobalGiving partners during the application process process.

### What does this mean?

- **Appropriate consent:** All subjects of photos and videos uploaded to the GlobalGiving site have given explicit permission to have their image taken and shared for your fundraising purposes. This includes, but is not limited to, written permission by the subject or subject's guardian, and verbal confirmation by the

subject. For your subject(s) to give informed consent, we also encourage a clear description before taking the photo of how and where the image will be used.

- **Relevant rights:** By uploading photos to GlobalGiving, you are certifying that you have permission from the photographer to publish the photos for fundraising use on our website. You may not upload photographs from news outlets or other online sources without either purchasing the rights to the photo or otherwise obtaining permission from the photographer or copyright owner to use the photo.

### Approval procedures for photos uploaded to the GlobalGiving website

GlobalGiving is committed to respecting the opinions and wishes of our partners. Should we have any questions or concerns about a photo that you have posted on GlobalGiving, we will contact you directly. GlobalGiving reserves the right to make final decisions about content on the website and to remove photos or stories that we deem inappropriate or inconsistent with the Community Photo Standards.

GlobalGiving reviews each photo submitted on a project page, project report, or project appeal before it goes live on our website. If a photo is rejected, our team will contact you and encourage you to share a photo that showcases your work, but is more appropriate for our website audience. Our team uses the following criteria when reviewing photos for the site:

- **Is the main photo too small, uploaded incorrectly, or a logo?:** If so, the photo will not display correctly on our website and is rejected.
  - **Does the photo show blood, wounds, weapons, severe illness, emaciated bodies, nudity, or death?:** If so, we reject it. GlobalGiving's policy is to ensure dignity for every single person featured on our site, and to ensure vulnerable communities are protected. Please see our [Community Photo Standards](#) for more information.
  - **Does the photo show people or animals in a distressing situation?:** If so, per the discretion of GlobalGiving staff, we reject it. We want to ensure all photos on our site give each individual respect and dignity.
  - **Are full names of the people being helped listed in photo captions?:** If so, we reject it. We must ensure the privacy and safety of individuals is respected, and we do not allow full names to appear in reports, project summaries, or photo captions.
  - **Is the photo low quality or not in alignment with the GlobalGiving community's preference for positive photos?:** We will accept these photos, but encourage organizations to find high-quality photos that showcase their impact in a positive light. Please see our fundraising photo tips above for more information.
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## GlobalGiving's Community Standards for Ethical Photo Usage

*Community standards developed by a working group of GlobalGiving's nonprofit partners.*

For decades, many nonprofits have used photos in their fundraising efforts that elicit pity from donors. These photos typically depict people in extreme poverty, horrific situations, or in very poor health. While these “pity images” may successfully generate cash in the short-term, they perpetuate the misconception that a community cannot solve its own problems. Using pity to manipulate donors preserves the false dynamic of ‘us’ giving to ‘them.’ It does lasting damage to the people it aims to help, and strips them of their dignity. While they may need external resources to achieve their goals, all people have the power to improve their own communities. Depictions that imply otherwise undermine genuine international aid efforts to drive systemic, long-term change.

At GlobalGiving, we have an obligation and an opportunity to shift how donors perceive people in difficult circumstances—away from pity, and towards empathy—through the language and photos we use. Yes, communities around the world face difficult challenges, and our intention is not to mask their struggle. However, our team cares deeply about portraying these communities sensitively and accurately. We want to give our audiences a realistic glimpse into people's lives while also protecting their dignity and showing them as fully human.

Our hope is that by seeing respectful photographic representations, our donors will give from a place of common humanity rather than guilt. How we portray people is just as important to us as the money we raise to help them.

These Community Photo Standards, which we developed in collaboration with our nonprofit community, aim to provide guidance to anyone in the GlobalGiving community who is choosing or producing imagery for their organizations. Through making conscious and responsible photo choices, together we can create a more accurate and healthy public perception of aid work: one that connects people in communities around the world, and deepens our understanding of each other.

The core standards are:

- Treat all people with dignity and respect
- Prioritize privacy, safety, and consent
- Ensure people documenting reinforce the mission
- Avoid harmful stereotypes

Download the **Community Photo Standards** for details. This tool can be a helpful conversation starter and reference for your organization.

**Resources: Nonprofit Photography Ethics**

**GlobalGiving resources:**

- [The Nonprofit Storyteller's Triple Bottom Line](#)
- [5 Photo Tips For World-Changing Nonprofits](#)
- [Your Nonprofit Deserves Great Photography](#)
- [Top Photographers Answer What Makes a Good Photograph](#)
- [GlobalGiving's Safeguarding Resources](#)

**External resources:**

- [Poverty Porn: An Unethical Use of Excellent Design](#)
- [Photography of David Gross: Inside Out Project](#)
- [The People in The Pictures: Vital perspectives on Save the Children's image making](#)
- [Free, Prior, and Informed Consent](#)
- [National Geographic's Photography Erased People. It's Too Late For An Apology.](#)
- [Why Charities Use Guilt and We Never Will](#)
- [Pity, Pictures, and Poverty](#)
- [We're all crafting an image—but whose?](#)
- [6 Steps to Creating a Photo Policy the Boosts Giving and Shows Respect](#)
- [Nonprofit Photography: Ethics and Approaches](#)
- [Ethics and Photography in Developing Countries](#)
- [What's the evidence on fundraising with language of pity v language of dignity?](#)

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## Retaining Donors

It is critical for your organization to attract new donors, but then what? How do you keep your donors engaged in the work you are doing? GlobalGiving has a number of different ways to keep your existing donors excited and active in supporting your amazing work.

### Thank You Notes

GlobalGiving automatically sends every donor a receipt they donate, but nothing is better than a personal email from you and your team. Donors want their donations to be acknowledged, appreciated, and used well, so try to send a thank you email to each donor within a week of the donation being made.

The easiest way to keep on top of thanking your donors is to write templates and set up automation. By setting up automation rules, you ensure every single donor is thanked on a timeline you decide. Your donations are divided into one of three segments: more than \$100, less than \$100, or recurring. You can tie each of your thank you note templates to a segment, project, and automation rule.

While the majority of your donors can be thanked using automation, you may still want to thank some donors with a custom note. These donations will show in Highlighted Donations (instead of a segment within Other Donations) so you can write a new note.

### This video explainer will help you get started.

Here are some tips on how to make your thank you notes great:

- **Follow up right away:** The sooner you send a thank you note, the better! This way the donation is fresh on the donor's mind. When using automation, you can set your automated notes to send between one and seven days after the donation.
- **Explain the impact of the donation:** Be specific! Use your project donation options as a guide or tell a story about someone who will benefit from the contribution.
- **Do your research:** Use the information available in the Thank You Notes Manager to personalize custom notes. Did this donor leave feedback? Have they given before?
- **Offer ways for the donor to stay involved:** Encourage them to sign up for your organization's newsletter, volunteer, or follow your pages on social media.
- **Be personal:** Help the donor feel connected to you. Provide your contact information and thank them for their support.
- **Get creative:** Make sure that your organization stands out among the others that your donor is supporting. Create a YouTube video or upload thank you letters or drawings.
- **Do not use it as an appeal:** Your donor just gave! Use this opportunity to start building a long-term relationship.

### Tribute Cards

Tribute cards are a way for your donors to make a donation as a gift or in honor of someone. Your donors can buy tribute cards for birthdays, weddings, and holidays to support your projects. GlobalGiving makes it possible for your donors to make a donation to your project as a gift or in honor of someone special. This is a great way to promote giving to your organization for holidays, birthdays, and special occasions! **Tribute cards** are available by email or print-at-home, and you can choose between several different designs.

### Peer-to-Peer Fundraisers

GlobalGiving makes it easy for you to turn your organization's supporters into active advocates. Supporters can create fundraisers to set their own fundraising goals and reach out to their own networks on your behalf!

GlobalGiving fundraisers are great for any occasion — a celebration, tribute, athletic event, disaster relief — or simply to generate support for projects like yours. The fundraiser will choose what project they would like to support for their special occasion. They can then reach out to family and friends with the link, driving donations to your project. **Encourage your networks and advocates to begin their fundraisers here!**

### Recurring Donation Option

GlobalGiving makes it easy for supporters to make monthly recurring donations to your project. By signing up for a recurring donation, GlobalGiving deducts the donation amount from the donor's preferred payment method every month. Not only are recurring donations hassle free for your donors, but they provide your organization with a consistent, reliable, and long-term source of income.

Tips for acquiring new recurring donors:

- **Target outreach to your existing donors:** Focus your outreach on individuals who have repeatedly supported your organization with their time or a donation.
- **Make it easy:** Link directly to the recurring donation option on your project page by adding “?show=recurring” to the end of your project URL. Find the complete link under the Share tab on your project.
- **Connect donations to your work on the ground:** Give donors concrete examples of how their donations will be used on a monthly basis. You can create different recurring donation options than those of the one-time donation options on your project page.
- **Emphasize the value:** Tell your donors that recurring donations are a predictable stream of income for your organization and make it easier to plan financially for the year. Consider explaining why \$15/month is more valuable than a \$240 one-time donation.
- **Thank your donors:** Recognize your recurring donors in a special way by featuring them on your organization's website or social media or sending them unique updates. Get creative! What can you do to recognize recurring donors?

### GlobalGiving's Widgets

Promote your project on your organization's website or blog using GlobalGiving's widget. A widget is a tool that enables you to perform a function, which in this case is to share your GlobalGiving page on your nonprofit's website! Just copy and paste the code provided on your project page under the Share tab into your website's code. One click takes donors directly to your project page so they can donate immediately.

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## Disbursement Basics

GlobalGiving disburses funds at the end of the month after donations are received. For example, if a donation is made in January, funds will be disbursed at the end of February. Our disbursement team aims to get funds out the door by the 25th of the month, although it can take longer depending on your organization's disbursement method. For international organizations, we only disburse after you have raised \$250 or more to reduce the overall cost of wire fees and because of the limitations placed on us by FXecute.

GlobalGiving waits until the month after donations are received to reconcile donations to ensure financial security and make sure there are no reverse charges. This ensures that the money you receive the following month has been vetted and is ready to go toward your organization's work!

### Disbursement Methods

GlobalGiving offers four ways for you to receive funds, depending on your location and preference:

- **ACH:** This is a direct bank transfer from GlobalGiving's account to the American accounts of our US registered partners. This is our preferred method of disbursement for US partners and can take one to three business days for funds to reach your account.
- **Checks:** Checks tend to arrive between one and five days after being sent. Once they leave our hands, your check is at the mercy of the US postal system. We suggest organizations with this method switch to ACH, if possible.
- **FXecute:** This option makes it possible for GlobalGiving to disburse funds in local currencies, saving our partners money on wire transfer fees and currency conversions. It can take up to two weeks to receive your disbursement via FXecute, particularly if you are receiving an FXecute disbursement for the first time. Once the disbursement leaves our office there's nothing that we can do to speed up the time it arrives in your account. If your funds are not received within 15 days of disbursement, GlobalGiving will work with you to investigate.
- **Wire:** This disbursement method is for organizations based outside the US with US dollar bank accounts. This method incurs bank transfer fees and higher currency conversion rates than FXecute. It can take up to two weeks to receive your disbursement by international wire. Once the disbursement leaves our office there's nothing that we can do to speed up the time it arrives in your account. If your funds are not received within 15 days of disbursement, contact us and GlobalGiving will work with you to investigate.

Disbursements are accompanied by a Disbursement Report which provides a complete list of all donations made during the disbursement period, including the donor name (unless anonymous), date of donation, and donation amount. This report also includes GlobalGiving-driven funds and your Effective Fee rate!



The report breaks down the donation amount in the following way:

- **Gross \$:** How much money was donated to your project by the donor.
- **GGF Fee \$:** The fee applied to this donation—GlobalGiving's fee varies by donation from zero to 15%.
- **Net \$:** The total amount disbursed to your organization after the fee and the donor add-on have been applied.

Disbursement reports are sent a few days after disbursements leave our office. To download your disbursement report:

1. Login to your GlobalGiving account
2. Click My Dashboard in the right corner
3. Click the Disbursement tab on the left side of your Dashboard
4. Click the disbursement you wish to view
5. On the next page, click the orange “download report” button

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## Our Fee

You do not have to pay any fees to join GlobalGiving. In fact, GlobalGiving has no setup, monthly, or annual fees! We do this because we believe in the power of great ideas that can come from anyone, anywhere, anytime. Therefore, no matter how big or small your organization is, you will have the same opportunity as everyone else to raise funds on our platform.

Instead, there is a fee on each donation. If your organization is registered in the US or the UK, GlobalGiving will retain a 5% nonprofit support fee (+ 3% third party processing fee). If your organization is registered outside the US or the UK, GlobalGiving will retain a 7% nonprofit support fee (+ 3% third party processing fee).

**You can read more about our fee structure** and get all your questions answered in **our Help section!**

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## Corporate Partnerships

We have worked with more than **200 companies** to offer employee giving, cause marketing, grant management, and more. Here are just a few of the ways that we work with corporate partners:

- **Employee Giving:** Employees that work for companies like Nike, Dell EMC, Gap, Inc., and others give to GlobalGiving projects both through GlobalGiving.org and

other platforms. Many of these donations are matched by the company! For example, Eli Lilly employees around the world support projects focused on health, education, environment, hunger, and disaster relief and are matched by the company.

- **Gift Card Programs:** Companies like Facebook and Discovery purchase gift cards to give as gifts to their clients, customers, and employees. The gift card recipient can designate the donation amount to any project on GlobalGiving! In 2015, TripAdvisor gave holiday gift cards which supported more than 1,200 projects on GlobalGiving. A great example of this is Dell EMC's employee recognition program. Each month, new hires and employees celebrating a service anniversary are sent a \$25 GlobalGiving e-gift card that can be redeemed in support of global projects aligned with Dell EMC's Giving Back strategy supporting causes such as education, food, water, and disaster relief.
- **Grants Management:** GlobalGiving manages grantmaking programs for many companies. Corporate partners like Ford and Cummins often seek recommendations from GlobalGiving for these grants. In 2020, Ford's grantmaking program with GlobalGiving raised more than \$4.5 million and supported organizations in nearly 40 countries.
- **Cause Marketing:** Through targeted marketing campaigns, companies like Animal Planet and Microsoft's YouthSpark support and promote one or more GlobalGiving projects. For example, GlobalGiving managed the Girl Effect Fund in partnership with Nike Foundation until 2016. During this time, more than \$2 million and 10,000 donors supported projects working with girls on GlobalGiving.
- **Vetting and Reporting:** Many companies utilize GlobalGiving's expertise and systems to provide due diligence and facilitate reporting. For example, GlobalGiving conducts due diligence in partnership with employee-giving portal provider Benevity. Our API makes it possible to include vetted nonprofit organizations into companies' digital and employee-giving programs.

### How can your organization benefit from corporate partnerships?

- **Become a Superstar with GG Rewards:** GlobalGiving uses GG Rewards to determine which organizations it recommends to its corporate partners. **Read more about raising your GG Rewards status.**
- **Post an engaging project:** Corporate donors may take as little as 10 seconds to decide whether or not to support your project. **Here are some project posting tips.**
- **Maintain a high-ranking project:** Your project is easier to find if it's at the top of the list. **Learn more about GlobalGiving's search algorithm.**
- **Be active in the GlobalGiving community:** When we make recommendations to corporate partners, we often think of organizations that are frequently active and engaged with the GlobalGiving community. Participate in webinars and workshops, take part in campaigns, meet with our Field team when they are

visiting your country, and submit entries to our annual contests! **Here are some more ideas about how to get involved.**

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## APIs

The GlobalGiving API allows some of our corporate partners, including Benevity, to integrate project information, organization data, and donation options in their website by giving direct access to the information in our database. You can learn more about our API platform here. For a more technical look into the program, you can go here: <https://www.globalgiving.org/api>.

If you have a public project posted on our site, then your project is already eligible to be pulled into the systems! To make the most of this partnership, we encourage you to make sure your project title is succinct and clear and your photo is engaging and positive in order to attract the most donors to your page. If you do receive donations from this platform, you will see "GlobalGiving API" in the traffic source of your donation manager.

## Code of Fundraising

By following the rules and recommendations on GlobalGiving, your project will comply with fundraising best practices around the world. That being said, we are required to note that all projects should adhere to the **Code of Fundraising** published by the Fundraising Regulator. The prompts inside of the Dashboard system will make sure that you enter all of the necessary information to support your compliance with these and other regulations. If you have any questions, please **contact us**.

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## Get Involved

*Explore the many ways to get more connected with the GlobalGiving community.*

### Academies + Trainings

GlobalGiving offers an **Online Fundraising Academy** each year in order to provide you with more in-depth trainings in the areas of online fundraising. This multi-week academy brings together subject matter experts who specialize in donor communications, campaign fundraising, measuring impact, collecting community feedback, corporate relationship building, and more. Through this personalized, hands-on training, a small cohort of

GlobalGiving partners has the opportunity to gain critical knowledge and skills to enhance online fundraising and social impact.

GlobalGiving also invites you to participate in the **Peer Learning Network**. These online seminars are focused on a different topic or issue each month and incorporate the expertise of guest speakers and nonprofit partners who share their ideas, best practices, lessons learned, and tips to tackle real life challenges. Past sessions have included improving local fundraising, developing an effective governing board, succession planning, and social media.

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## Campaigns + Contests

GlobalGiving runs campaigns and contests throughout the year to incentivize and reward good fundraising and community mobilization practices.

Campaigns take many different forms, but each one is structured to create urgency for your existing donors, provide you with the opportunity to attract new donors, and assist you in reaching and surpassing your fundraising goals — all while amplifying your impact through bonus prizes, matching funds, and/or special promotion opportunities.

Contests help to challenge your organization in new ways and allow GlobalGiving to showcase your incredible work. Our contests and campaigns foster a spirit of healthy competition among our partners and enable every organization to breakthrough previously unthinkable fundraising achievements.

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## Stay Informed

*Review all the ways that you can stay updated on GlobalGiving news.*

We know there is a lot of information about all the great ways you can benefit from being a part of the GlobalGiving community, so we have some easy ways to keep you informed! Feel free to keep up with the latest community resources on **our Community Learning Hub!**

### Learning Resources

Visit **Learn** on the GlobalGiving website to read about best practices in online fundraising and get free tips, tools, and resources on topics that matter to nonprofit leaders around

the globe. You'll find crowdfunding **success stories** from your peers, summaries of our **studies on nonprofit effectiveness**, short **webinars**, and more. **Explore Learn now.**

### GlobalGiving Newsletter

Once a month we email our Partner Newsletter with updates on things happening that month on GlobalGiving. If you are not receiving these newsletters, make sure to **contact us** so we can get you subscribed!

### Project Leader Facebook Group

Receive the most up-to-date information about new features, upcoming campaigns, and more in the Project Leader Facebook group! Join conversations with other GlobalGiving project leaders to hear how they are fundraising on the site and connect with your peers. Request to **join**.

### Peer Mentorship Program

Looking for help with your online fundraising? Want to figure out how to get the most of the GG Rewards platform? Want to learn about GlobalGiving's corporate partnerships? Then set up a one-on-one consultation on a specialized topic with one of GlobalGiving's peer mentors for individual attention from a fellow GlobalGiving partner organization! Sign up for [a peer mentor consultation here](#).

### Site Visits

We believe that there's something about face-to-face meetings that can't be beat by calls or emails. That's why each year GlobalGiving sends staff and representatives into the field to meet with partner organizations all over the world. The purpose of these visits is to verify that funds are being used appropriately and to strengthen our relationships with our partners. We like to take advantage of these opportunities to learn more about our partners and their needs, to answer any questions about GlobalGiving, and to work together to develop an organization-specific fundraising strategy. Please note: *Our site visit program is currently on hold due to safety concerns during the COVID-19 pandemic.*

### We're Here For You!

All of us at GlobalGiving are here to support you in any way we can. We are available via email, so make sure to reach out! We welcome you to the GlobalGiving community and are excited to share this journey with you.