



## GETTING SET UP ON GENEROCITY.ORG: A GUIDE FOR NONPROFITS

If you're a nonprofit based in Greater Philadelphia, you need to be on Generocity.org. If your group is more than two years old, chances are we have some basic information about you, since our directory is pre-populated with information from GuideStar and other public sources. In that case, please visit our directory and make sure your information is up-to-date, complete, and that you're set up to receive donations through our system. There's no charge to receive donations through Generocity (aside from any normal transaction fees PayPal charges), so it only makes sense to get your group set up.

Even if your group is not yet listed, it's easy to get things started. Here's how:

### **Updating your nonprofit's directory listing**

1. First off, to either edit an existing nonprofit listing or create a new one, you need to be an individual member. Follow the instructions in the Individual Start Guide to do this.
2. Once you're logged in as a member, go to Generocity.org and click the big blue button labeled **NONPROFITS**, which will take you to that page.
3. Search our directory to see if your nonprofit is already listed. Click the link that says Search Nonprofit Directory.
4. Enter the name of your organization on the search page and click the light blue button labeled Search Nonprofits. If your organization is listed: continue to step 5, if not, skip to step 6 to create a new listing.
5. Click the name of your organization to see your full listing. If you would like to edit the listing, click the link underneath the title that says Update this listing. On the update screen, you may submit edits and additions to your page. The changes will be reviewed and approved by the Generocity team in a timely manner.

6. If your organization is not listed, click the blue button labeled **NONPROFITS** and return to the nonprofit page. Now, click Suggest a Nonprofit. Type the name of your nonprofit in the box that drops down and press Enter. If your nonprofit is not listed in the directory, you will see a light blue button on the right that says Suggest a New Nonprofit.

The screenshot shows a web interface for nonprofits. At the top, a blue header contains the word "NONPROFITS" in large white letters. To the right of the header are two links: "Search nonprofit directory" and "Suggest a nonprofit", both with magnifying glass icons. Below the header is a search bar with the text "Sample nonprofit" entered. To the left of the search bar, it says "Nonprofit name". Below the search bar, it says "No matches". To the right of the search bar, there is a button labeled "Suggest a new nonprofit" which is circled in black. There are also search and close icons on the right side of the search bar.

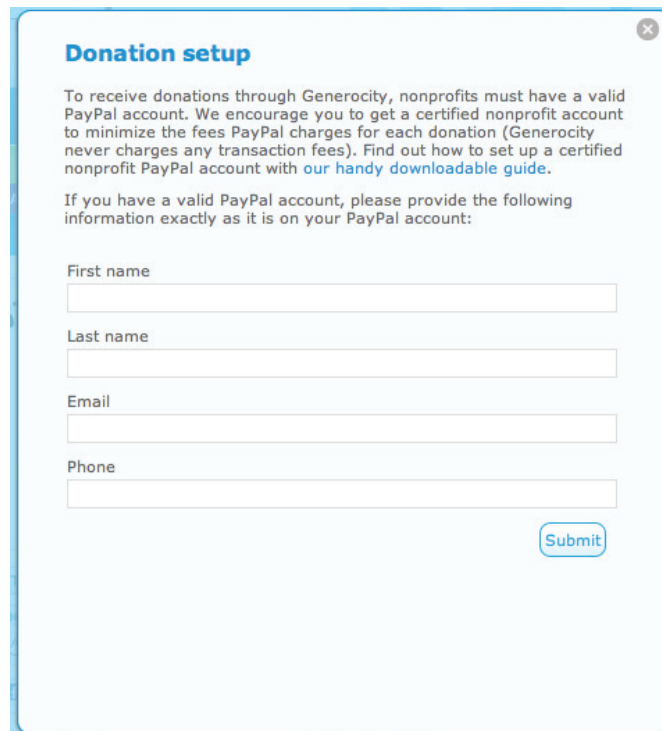
Once you submit either an edit to an existing nonprofit listing or a request for a new listing, it is sent to the Generocity team for review. Usually, new edits and content are added within two business days. A member of our staff may contact you with any questions or follow-up.

## Setting up donations through PayPal

1. To activate your nonprofit's PayPal account, you must first go to its nonprofit listing.
2. Once on your nonprofit's listing, check whether a PayPal account has already been activated. You'll be able to tell if it has because you'll see a yellow "PayPal verified" emblem next to the Donate button.
3. If a PayPal account hasn't already been activated, you'll see the blue button below.

This nonprofit is not yet set up to receive donations on Generocity. **Set it up now»**

4. Clicking the "Set it up now" button will open the form you see below, where you can enter your nonprofit's PayPal information. If your organization doesn't have an existing PayPal account, you'll see we also provide a downloadable step-by-step guide for creating one.



The screenshot shows a modal window titled "Donation setup" with a close button in the top right corner. The text inside the modal reads: "To receive donations through Generocity, nonprofits must have a valid PayPal account. We encourage you to get a certified nonprofit account to minimize the fees PayPal charges for each donation (Generocity never charges any transaction fees). Find out how to set up a certified nonprofit PayPal account with [our handy downloadable guide](#)." Below this, it says: "If you have a valid PayPal account, please provide the following information exactly as it is on your PayPal account:". There are four input fields labeled "First name", "Last name", "Email", and "Phone". A blue "Submit" button is located at the bottom right of the form.

5. Upon submission, we will review your information to verify the account. After your account is verified, your nonprofit will be ready to receive donations.

**Great!**

**Now your nonprofit is set up on Generocity.org. Here's what you should do next:**

1. Have your employees, volunteers, board members, and others become members of Generocity, go to your nonprofit listing pages, and "follow" your nonprofit. This raises the profile of your listing and makes it easier for others to find it. While they're on your profile page, maybe some will donate, since you've made it so easy for them!
2. Encourage your employees, volunteers, board members and others to create their own fundraisers and encourage their friends and social media followers to donate to your nonprofit . Generocity offers some great tools to make it easier for them, visit the GIVING page to learn more.
3. If Generocity writes a story about you, make sure you make full use of our sharing tools to make you're your mailing lists and social media followers know about it.

