



## Charity Review - Increase Donor Confidence

You know it is important for your nonprofit to demonstrate to donors you can be trusted. At the same time, it is critical to find a way for your organization to stand out.

We can help.

Our FREE charity review program provides an avenue for your nonprofit to demonstrate your commitment to transparency, ethics, and accountability.

**Nonprofits that meet our 20 Standards of Charity Accountability will be recognized as an Accredited Charity.**



Standard Is Met



Standard Is Not Met



Unable to Verify

BBB offers an optional [Seal Holder](#) program, featuring additional benefits and the use of the BBB seal for advertising and marketing, helping share your commitment to trust with potential donors.

# 70%

of donors say **trusting** a charity is

## ESSENTIAL

Source: 2019 give.org Donor Trust Report



- Charity Review report states that all 20 Standards are met
- Listed as Accredited on bbb.org and give.org
- Proven increase in fundraising revenue associated with meeting all 20 Standards (2016 Nielsen Study)
- Distinction from other nonprofits in similar field or area
- Social media shout outs from BBB
- Automatic eligibility for Nonprofit Torch Award
- Use of BBB Charity Seal on solicitations, marketing materials, & website
- Accredited Charity Seal displayed in Charity Review
- Accredited Charity Seal displayed in search results on bbb.org and give.org
- Eligible to participate in Wise Giving Alliance webinars
- BBB Accredited Charity window decals
- Eligible to be highlighted in BBB's Beacon magazine
- Eligible to participate in BBB advertising Programs
- Eligible for BBB's Charity of the Month program

Accredited  
Charity  
(FREE)

Charity Seal  
Holder  
(License Fee)



**ACCREDITED  
CHARITY**  
bbb.org

To become a BBB Accredited Charity:  
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