As a BBB Accredited Charity, an organization that meets your BBB’s Standards for Charity Accountability, you already understand the value donors place in knowing you are ethical and conscientious with the use of their gifts. BBB Accredited Charities are eligible to participate in a BBB Charity Seal Program. A BBB Charity Seal provides charities with a widely recognized and meaningful way to demonstrate their commitment to accountability and ethical practices. It conveys to the public the charity’s adherence to strong and comprehensive standards.

Use of the BBB Charity Seal
Upon approval, the BBB Charity Seal may be used:

- In transient advertising and solicitations such as direct mail, annual reports, newsletters, television and print advertisements billboards and radio advertisements;

- On your organization’s Web site, if the seal clicks to a participation confirmation page that your Better Business Bureau provides you.

Only BBB Accredited Charities have the opportunity to convey their commitment to accountability and adherence to strong and comprehensive standards by displaying the charity seal as depicted here.

Nonprofit Capacity Building Services

- Full time staff available to meet one-on-one with any charity working toward meeting BBB Standards for Charity Accountability

- Peer learning and networking services utilizing a Charitable Advisory Council, whereby volunteer mentors from successful nonprofit leaders would be available to work with agencies to meet BBB Standards and improve operational effectiveness

- Information about workshops and webinars presented by community experts addressing core competencies such as strategic planning, budgeting, board leadership, volunteer recruitment/management, fundraising and financial management

- Partnerships with community resources such as Miami Valley Nonprofit Collaborative, The Dayton Foundation, United Way, Alliance of Executives, Culture Works, WSU’s Nonprofit Leadership Alliance, and county affiliations to obtain services and guidance in any aspect of nonprofit management.
Maximize Your Accreditation

✓ Trust by association – Tells donors and volunteers your charity is accountable and conscientious with their gifts

✓ Special designation in your BBB’s Giving Smart from the Heart online giving guide

Complimentary search engine solutions sponsorship increases your organization’s visibility in the online marketplace and drives people searching on Google for local charities directly to you

✓ Connect with leaders and professionals in corporate and nonprofit organizations as well as local entrepreneurs and business owners through BBB’s Women in Business Networking (wibn.org).

✓ A listing in your BBB’s annual directory

✓ When potential donors request lists of trustworthy charities to give their time or money, your organization’s name is included

✓ Cut workers’ comp expenses through your BBB’s group rating discount program

✓ Reduce operating expenses through valuable legal advice, credit card processing, payroll, Web site development, and HR outsourcing programs

✓ Keep current on marketplace issues with various BBB communications, seminars and events

Community Impact

Donors expect charities to adhere to ethical standards, but aren’t sure how to confirm legitimacy. As a matter of fact, a survey by Princeton Survey Research Associates found 70% of donors think it’s difficult to tell whether a charity soliciting their donation is legitimate. Therefore, many donors use your BBB as a resource. As a matter of fact, there were over 7,500 inquiries about local nonprofit organizations in 2015.

Charity reports on all nationally soliciting charities plus over 500 local nonprofit organizations are available 24/7 by visiting your BBB Web site at www.bbb.org or by calling (937) 222-5825 or (800) 776-5301.

Investment Fee

The annual investment to participate in your Better Business Bureau’s Charity Seal Program is $340, which is considered to be an ordinary and necessary business expense. Better Business Bureau Tax ID #31-0257150