



**PART 4 OF 4:**

# **NONPROFIT DIRECTORY LISTING BRANDING GUIDELINES**

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## **BOILERPLATE LANGUAGE**

### **The Giving Store:**

The Giving Store at [columbusfoundation.org](https://columbusfoundation.org) is your one-stop shop for easy and effective philanthropy of any kind, including Better Together projects. These projects are time-sensitive opportunities to improve our community, together. Recommended by our community experts, the needs are immediate and the solutions are smart—let's make Columbus better together!

### **Nonprofit Directory Listing:**

A Nonprofit Directory Listing is a streamlined snapshot of your organization that includes your logo, featured image, mission statement, and contact information. With a Directory Listing in The Giving Store, your organization can accept credit card gifts through electronic transfer from anyone at any time; access and export credit card gift acknowledgement details; and participate in crowd funding campaigns including giving day events. A listing increases your organization's visibility in the donor community and provides a link to your website where they can learn more about your story.