

## Business Finder FAQ



### What is Business Finder?

Business Finder is the online vendor directory of the North Carolina Center for Nonprofits. It is one of several direct marketing opportunities for businesses to reach our Member nonprofits and online visitors.

### How do I publish a listing?

Interested parties are welcome to create an account on our website and craft their listing [here](#). Listings are \$250 for twelve months of exposure on our website. Your listing can appear up to three times in the directory by selecting categories of services relevant to what your firm offers.

### What exposure can I expect from listing in Business Finder?

Business Finder is viewable and searchable by any visitor of our website, not just our Members. As of January 2020, the directory receives an average of 1,100 pageviews per month.

The Center promotes traffic to Business Finder by:

- 1) Recommending the directory to daily callers requesting service referrals
- 2) Promoting the directory as a resource to 500+ annual conference attendees.
- 3) Each month, the Center welcomes all new listers from the previous month by naming their firm and linking directly to their listing in our newsletter to Members (4,500+ recipients/issue), as well inviting the reader to see other vendors in the directory.

### Will the Center recommend my listing to inquirers?

The Center does not endorse or recommend specific vendors.

### What's the difference between listing in Business Finder and being a Sustainer?

Purchase of a Business Finder listing is one of several [direct marketing opportunities](#) for promoting your firm to our Members and North Carolina's nonprofit sector.

Being a [Business Sustainer](#) is a contribution to the Center and confers benefits such as discounts on marketing opportunities, as well as supports our mission to educate, connect, and advocate for North Carolina nonprofits. Notably, Business Sustainers at the \$500 level and above receive a complimentary Business Finder listing.

### Are other discounts available for Business Finder listings?

Pro bono volunteers who complete three or more pro bono cases per year to help our Member nonprofits are offered a complimentary listing in the spring of each year. See [this page](#) for more information on how to become a pro bono volunteer with the Center.

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### Can my nonprofit market its services on Business Finder?

Nonprofits who provide services for other nonprofits—e.g. organizational development, coaching, meeting spaces—are welcome to buy Business Finder listings.

Notably, nonprofits who are *current* Members of the Center appear in the [Member Directory](#) and can [update their organization's profile](#) on the Center's website.

### What are some writing/style guidelines for attracting people to my listing?

On the page below we offer step-by-step instructions for the online process and design tips that give a few pointers for maximizing the audience of your listing.

### What if I have further questions?

If you have questions that were not answered here, contact Lynn Brinkley, Sustainability Assistant, at (919) 790-1555 x102.



## Business Finder – How to Create a Listing

Thank you for your interest in a twelve month [Business Finder](#) listing with the North Carolina Center for Nonprofits!

Below are step-by-step instructions for navigating the Center’s website.

### Instructions:

- 1) **Login:** If you do *not* have an account for the Center’s website, please [create one](#). If you already have an account, please [login](#) to the website.
  - a. New users: When creating a new account, please leave the “Organization” field blank.
  - b. Existing users: If you get an error that says your email or username is not recognized, you will have to create a new account. If your email/username is recognized, you may only have to [request a new password](#).
- 2) **Create:** Navigate to the “[Buy Business Finder Ad](#)” page in the dropdown menu under the Marketplace tab (shown at the top of our website). Then click the “Let’s Begin” button to create your listing.
- 3) **Checkout:** Once the required fields are all filled out on the “Create BF Ad” form, please click the “Save” button located at the bottom of the page, which will take you to your shopping cart. Review the contents of your cart and click the “Checkout” button.
- 4) **Submit:** After completing the Checkout form, please click the “Continue to next step” button and follow the instructions for entering your payment information. Then, click the other “Continue to next step” button at the bottom of the page to review all of the purchase information before submitting your payment.

### Checklist for maximizing your exposure:

- Link to your website
- High quality image of your logo
- Three simple and intuitive keywords
- Description of your services that is 500 characters or less
- Tick all the Category checkboxes (max of 3) that accurately describe your services
- Select all the regions of NC you serve, not just "statewide"
- Careful format the listing’s text so that it is visually appealing and inviting to read

If you have questions or need help creating your Business Finder listing, please contact Lynn Brinkley at (919) 790-1555 ext. 102.