

## 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 2023, the directory receives an average of 1,500 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 400+ 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 (4,300+ 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.

Becoming a [Business Sustainer](#) is a charitable 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 two or more pro bono cases per year to help our member nonprofits are offered a complimentary 12-month 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?

Below we a few design pointers for maximizing the audience exposure of your listing.

- Link to your website
- Upload a high-quality image of your logo
- Use three simple and intuitive keywords
- Write a 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"
- Carefully format the listing's text so that it is visually appealing and inviting to read

### What if I have further questions?

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