

Aunt **BERTHA**

PROVIDER 101 GUIDE

The process of helping others just got easier.

Claimed Provider 101 Guide

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Introduction

Hello and welcome to the Aunt Bertha community. We're so excited you're here! Our mission is to connect all people in need and the programs that serve them (with dignity and ease). **So, we can't do what we do without direct service providers.** Direct service providers are so important to us, we created this guide especially for you!

You may be asking yourself, "*Am I a direct service provider?*" If you founded, run, work for, or are otherwise engaged with providing a free or reduced cost social service to the community, then YES! Keep reading to learn about all of the features you have access to (for free!) on Aunt Bertha.com.

Together we can address social issues and support the lives of your community, empowering community members to take advantage of programs that can improve their overall health, wellness and happiness. Thank you for what you do, and from all of us at Aunt Bertha--welcome!

"So I've claimed my program. Now what?"

Great question! We'll show you here. This guide is your go-to to get started using all of the features we've created to help your organization get a greater impact from the work you're already doing in the communities you serve. But first things first...

Logging In

Logging in provides you with access to additional features and functionality beyond just search. You will only be able to save your favorite programs, make referrals, etc. if you are logged in. Click "Sign Up," enter your work email address and create a password. **Remember to login each time you use the site to get access to all the great features in this guide and more!** If you need assistance, please contact us at community@auntbertha.com.

Adding Your Program

If there is a program that you would like to see listed in the database, let us know!

1. Click "Suggest Program" on the bottom right hand side of any auntbertha.com page



2. Enter the information of the program into the "Suggest a Program" form and click "Search." This initial search will make sure that we don't already list the program in the database.

A screenshot of the "Suggest a Program" form. The form is titled "Suggest a Program" and includes a sub-heading "First, let's do a quick check!". Below this is a paragraph of instructions: "Fill out the form below with any information you have, and we'll check if the program you're looking for is already listed. If not, you'll be able to suggest that we add this program." The form contains several input fields: "Program or Provider Name" with the text "Joe's Food Pantry"; "State program serves" with a dropdown menu showing "Select a state..."; "Phone Number" with the text "512-555-5555"; and "Website" with the text "www.joesfoodpantry.com". A blue "Search" button is located at the bottom left of the form.

3. Our Data Team will then verify if the program meets our requirements of being a **direct social service** that is offered at a **free or reduced cost**, and then add it to the database. Within 48 hours you will receive an email from our Data Team letting you know if the program was listed or if they have any additional follow up questions.

Claiming Your Program Listing

Claiming your programs on Aunt Bertha has never been easier! If you founded, run, work for, or are otherwise affiliated with a direct service provider that has a program listed on AuntBertha.com, you can claim that program in just a few easy steps.

1. Go to www.auntbertha.com/claims
2. Enter the name of your organization or program, then click “Search.”

Step 1: Search for your Program

Search for your program or agency name *

Aunt Bertha Community Foundation ✓

Program zip code (optional)

78731 ✓

Q Search

3. Select one of the programs you'd like to claim by clicking the “Claim” button.

Step 2: Select a Program ?

You searched for **Aunt Bertha Community Foundation**, here are some possible matches. **Pick one** of them to see if we list any other program from your organization.

Program Name	Agency/Provider Name	
Case Management 	Aunt Bertha Community Foundation	Claim
Healthy Food Program 	Aunt Bertha Community Foundation	Claim
Food Pantry 	Aunt Bertha Community Foundation	Claim
Soup Kitchen 	Aunt Bertha Community Foundation	Claim
Residential Housing Program 	Aunt Bertha Community Foundation	Claim

4. Select any additional programs you'd like to claim by checking the box to the left, then click "Claim Programs."

Select additional programs

We found these other programs in our database that belong to **Aunt Bertha Community Foundation**. Please select any other programs you would like to claim.

<input checked="" type="checkbox"/>	Program Name	Agency/Provider Name
<input checked="" type="checkbox"/>	Case Management ↗	Aunt Bertha Community Foundation
<input checked="" type="checkbox"/>	Residential Housing Program ↗	Aunt Bertha Community Foundation
<input checked="" type="checkbox"/>	Soup Kitchen ↗	Aunt Bertha Community Foundation
<input checked="" type="checkbox"/>	Healthy Food Program ↗	Aunt Bertha Community Foundation
<input checked="" type="checkbox"/>	Food Pantry ↗	Aunt Bertha Community Foundation



5. Create an account by entering your name, work email, and password. (If you already have an account, use that password here.)

Step 3: Verify Your Claim [?](#)

You're almost done claiming your programs! You just need to create an account to verify that you work for **Aunt Bertha Community Foundation**.

Your first Name

 ✓

Your last name

 ✓

Work email address

 ✓

We use this to verify that you work for Aunt Bertha Community Foundation.

Your password

 ✓

Use your account password if you already have one, or create a new one if you don't. [Forgot your password?](#) Min. 8 characters with 1 capital, 1 lowercase, and 1 special character.

- I agree to the [Terms](#) and [Privacy Policy](#) for the Aunt Bertha system and I consent to creating an account and storing this data to create an account.

6. Click "Complete Your Claim."



* If you have any questions, enter your email address and click "Get Help" at the bottom of the page

Having Trouble?

If you can't find your program or would like help, let us know how to contact you and we'll reach out as quickly as possible! Clicking "Get Help" won't navigate you away from this page.

Your email address

7. You'll see a confirmation that your programs were claimed. Check your email for the confirmation to activate your claim.

Success! Check your email!

Click the link you will soon receive in your email to activate your account and complete your claim.

In the meantime, you can learn about the [free tools](#) you can access as a claimer, or go to [Aunt Bertha home](#) to search for resources in your area!

8. Check your email to validate your claim and click on "Activate your claims now!"

Hi Meredith!

We've received a request to claim your programs on Aunt Bertha. In order to finish claiming your programs, we need to you to verify your email address by clicking the link below.



When you claim your programs, you will be able to:

- Update program information
- Add and edit program locations
- Review referrals received on the platform

If you have received this email in error, please let us know.

Aunt BERTHA

Who Can Claim and Edit My Program?

Who can claim my programs?

If you founded, run, work for, or are otherwise affiliated with a program listed on AuntBertha.com, you can claim that program. You do not have to be the Program Director or Executive Director to claim the program, **but we do verify that the user attempting to claim is affiliated with the program.**

A single program can be claimed by more than one person, so multiple staff within your organization can have access to edit your program and use the free tools in our Provider Package.

By claiming a program, you unlock the ability to update your programs' information to ensure the right people are able to find your services easily as well as many [free tools](#) to help you put Aunt Bertha to work for you.

Who can edit my programs?

1. Our data team updates the programs. They strive to do this every six months, but as we rapidly grow, we encourage claimed providers to update their programs when something changes.

2. And providers can update their programs too.

At the time a program is claimed, we look to see if your information matches what we know about the organization you work for. If it matches, we complete the claim instantaneously. If the information is slightly different than what we would expect, our Community Engagement team takes a look and may contact you for more information. We take this combined approach to make claiming as easy as possible while also maintaining the security of your data. **A user can only edit a program's information if they have successfully claimed it on AuntBertha.com**

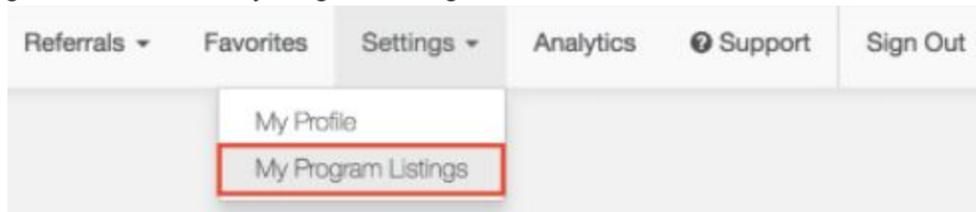
A note on data entry and security... For more information on how we update programs internally and how we manage our data, click [here](#).

CLAIM MY LISTING!

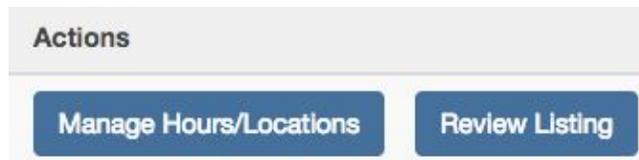
Editing Your Program Information

To update your program listing on Aunt Bertha:

1. Click the "Settings" tab and select "My Program Listings"



2. Choose which program you'd like to update and click either the "Manage Hours/Locations" or "Review Listing" button on the far right.



3. For "Manage Hours/Locations": Update your listing's information by clicking the "edit" button on the right.



Then update any of the following fields:

Add or Edit Location/Hours

Bertha Grows: Community Gardens

Location Name *

People can receive service at this location.

Address

Address line 1 *

Address line 2

City *

State *

Postal *

Confidential location: don't display this street address publicly

Service Hours *

This location is open 24 hours a day, 7 days a week

Sunday:

Open Closed

Monday:

Open

to

Tuesday:

Open

to

Wednesday:

Open

to

Thursday:

Open

to

Friday:

Open

to

Saturday:

Open Closed

Office Details

Languages supported here *

English ▾

Location phone number (optional)

Ext.

Location email address (optional)

Website for this location (optional)

http://...

Notes for this location (optional)

Location end date (optional) - for temporary locations, we can deactivate them from your listing on this date

Deactivate after

For temporary locations only, enter the date the location will close.

4. When you're finished editing, click "Save and go back" to save your changes, or "Discard changes" if you do not want to save any of your changes.

Save and go back

✖ Discard Changes

5. To add a new location, click "Add New Location," then follow the same instructions in Step #3.

Manage Locations/Hours ?

Program: Bertha Grows: Community Gardens

+ Add New Location

6. To activate any inactive location, click "activate location" on the right hand side of your Inactive Locations listings.

Inactive Locations

These locations will not be visible to people looking at your program.

Inactive: test

1805 7th Street
Wyandotte, MI 48192

People can receive service at this location.

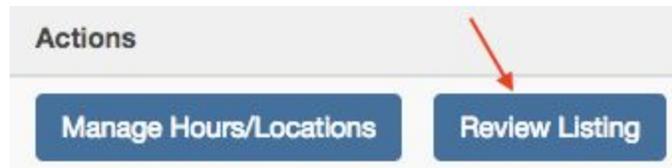
Languages Supported: English
Phone: ext.

edit

activate location

You can also deactivate any active location at any time by clicking "deactivate location" on the right hand side of your Active Locations listings.

7. To edit additional information within your program listing, click "Review Listings" on the "My Program Listings" page (see Step #2).



8. For "Review Listings": Update update any of the following fields:

- * To select multiple items from the drop down menu (i.e., services you provide and languages you support), hold down the "shift" key and select all the items with your mouse.

Edit Program Information - Bertha Grows: Community Gardens [?]

Program Name:*

About Your Program

Program Description:*
Bertha Grows: Community Gardens program provides resources and education to enable participating families to grow their own food for their own health and well-being and the benefit of their families, their community, and the environment. Participation includes access to free garden plots and gardening resources, seeds, transplants, compost, tools and books; classes and leadership training which enable families and community members to plan, start, and sustain their community gardens.

What services do you provide?* [?]
 ×

Who do you serve?* [?]
 ×

Which languages do you support?*

Is your program available to new clients?*

Does your program have a cost?*
 Free
 Reduced Cost
 Not Free or Reduced Cost

Contacting Your Program [?]

1) People should to

2) People should to ×

Main phone number*

Main email address

Website URL*

Contacting through our site

We try to help you meet your clients where they are by providing free tools for digital intake. Giving people a way to contact when they're online can help if they:

- are searching for help outside of office hours
- don't have a phone or don't have minutes
- are using a computer in a public space (like a library or their workplace)

When someone lets us know they are interested in your program, what should we do?*

Email you their name, email address, and phone number

Address to email their info (we won't publish this address anywhere!)

vescobar@auntbertha.com

 *Tip: If you prefer that this email gets sent to to their nearest office instead of one main email address, then you can add office email addresses through the manage offices tool. This address will be used only if we don't have local office address.*

Eligibility

This program helps people with income at or below %200 of federal poverty guidelines. 

Add an eligibility rule

9. When you're finished editing, click "Save and go back" to save your changes, or "Discard changes" if you do not want to save any of your changes.

 Save and go back

 Discard changes

What are Next Steps?

Aunt Bertha's mission is to connect people in need and the programs that serve them (with dignity and ease). The "Next Steps" tab on each program card is a big part of how we do that, and is something that differentiates us from other resource directories.

To us, finding a program to meet a need is just the beginning. The "Next Steps" are the immediate action items a person in need should take in order to receive services from a program.

Examples include:

- A food pantry who's best next step is for the person in need to present at the location in person.
- An agency who requires a person in need to call and verbally walk through an intake form with a case manager.

Why does Aunt Bertha use this model?

We recognize that every program has a different set of best practices someone looking for services should follow to get help. That's why we allow providers to update their Next Steps and include an email address, phone number, or other option and indicate the best way to get in touch.

Serves nationwide

Bertha Grows: Community Gardens

Details & Print

by Aunt Bertha Community Foundation

Send to a Friend

Save to Favorites

7.82 miles away 1234 Main Street, Austin, TX, 78703 [\(Get Directions\)](#)

Open Now: 08:00 AM - 05:00 PM

What: help pay for food, community gardens, nutrition education

Who: all ages, families, low-income

Next Steps

Description

Hours & Location

Reviews

Edit or Claim

Email worker@auntbertha.com to get more info.

Call 512-123-1234 to get services.

Connect: Tell them you're interested or refer someone else.

Connect

Connect Button

If you are looking for services or navigating on behalf of someone else, you can use the Connect button on the Next Steps tab to let the program provider know you're interested in learning more or getting help. After clicking the Connect button, you'll be asked to fill out a short form to send information to the provider.

Tell the program you're interested, or make a referral

Who is this for? For myself or my family I'm referring someone else

Your Name *

Your Email Address *

Tell us about the person you're helping:

Someone you've Connected before:

Use contact info on file *

Or

Connecting someone new:

Their Name *

Their Email Address *

Their Phone Number [Edit](#)

(Optional)

Confirm Consent * Do you have verbal consent from this person or their guardian (if under 18) to share the details provided with this agency.

Yes, I give consent.

We'll ask the program provider to follow up with the person you're referring, and we'll also:

- Save this referral for you and send it to the person you're referring.
- Create an account for each of you, if you don't have one yet.

Important! We'll do our best to send them your information, but it's possible that we may not be able to reach the agency or get a quick response. *If you are in an emergency situation, call 911.*

Making Referrals

Aunt Bertha makes it easy to connect directly to services. Anyone can use the Connect button, whether for themselves, as a seeker, or on behalf of someone else, as a helper.

1. Log in and [search by Category](#) or [Keyword](#)
2. Once you find a program you like for a seeker, locate the "Connect" button on the Program Listing

3. Select, "I'm interested for myself of my family" or "I'm referring someone else"
4. Enter your name and email address
 - a. If you are referring someone else, also enter the name, email address and phone number (optional) of the person you are referring (the seeker)
5. Verify that you give or have consent to share this information from the seeker and click the, "Yes, I have consent" button. Then click "Send".

6. If the agency has a screener form set up, answer the additional questions and hit "submit."

Tell the program you're interested, or make a referral

Who is this for? For myself or my family I'm referring someone else

Your Name *

Your Email Address *

Tell us about the person you're helping:

Someone you've Connected before:

Use contact info on file *

Or

Connecting someone new:

Their Name *

Their Email Address *

Their Phone Number [Edit](#)

(Optional)

Confirm Consent * Do you have verbal consent from this person or their guardian (if under 18) to share the details provided with this agency.

Yes, I give consent.

We'll ask the program provider to follow up with the person you're referring, and we'll also:

- Save this referral for you and send it to the person you're referring.
- Create an account for each of you, if you don't have one yet.

Important! We'll do our best to send them your information, but it's possible that we may not be able to reach the agency or get a quick response. If you are in an emergency situation, call 911.

What happens next...

Searching for Yourself or a Family Member

You can view and update the status* your connections by clicking "My Referrals" at the top right navigation. An email will be sent to the agency asking them to contact you with their intake information.

If you were able to submit a screener form, the agency will receive a notification on their account where they can respond directly to you through Aunt Bertha.

Referring Someone Else

You can view and update the status of your referrals by clicking "My Referrals" at the top right navigation. An email will be sent to your seeker from Aunt Bertha letting them know a referral has been made. Your seeker will be able to log in and see all of the programs to which they have been referred. From their seeker dashboard, they can update the status* of their referrals.

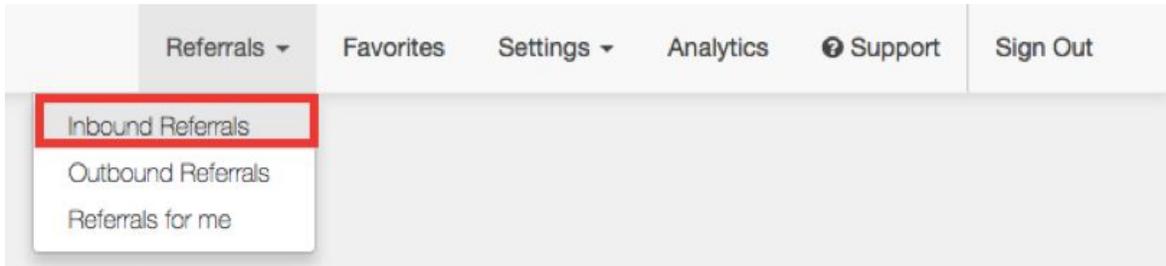
An email will also be sent to the agency asking them to contact the seeker with their intake information. If your seeker was able to submit a screener form, the agency will receive a notification on their account where they can update the status of the referral and respond directly to the seeker through Aunt Bertha.

Viewing Referrals

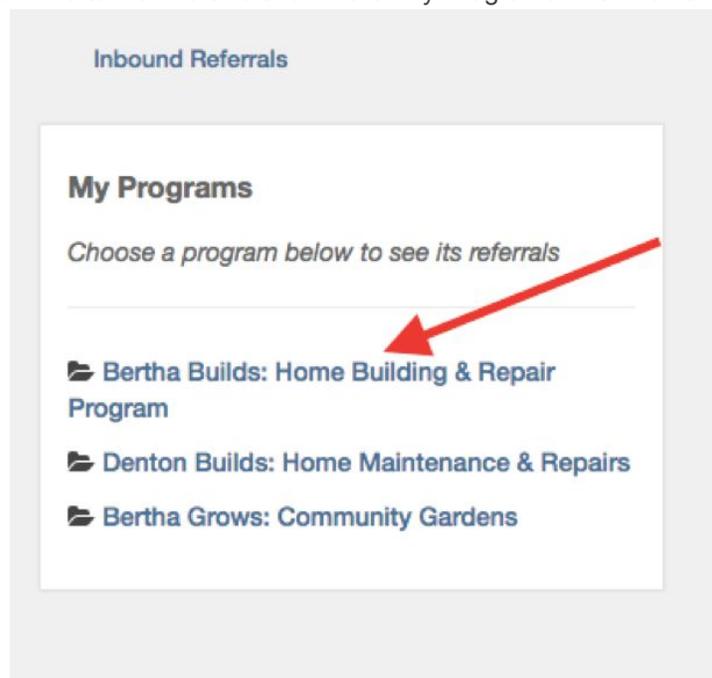
Inbound Referrals

Referrals made to your agency or organization from a person in need of service or someone navigating on their behalf.

1. Click the “Referrals” tab and select “Inbound Referrals”



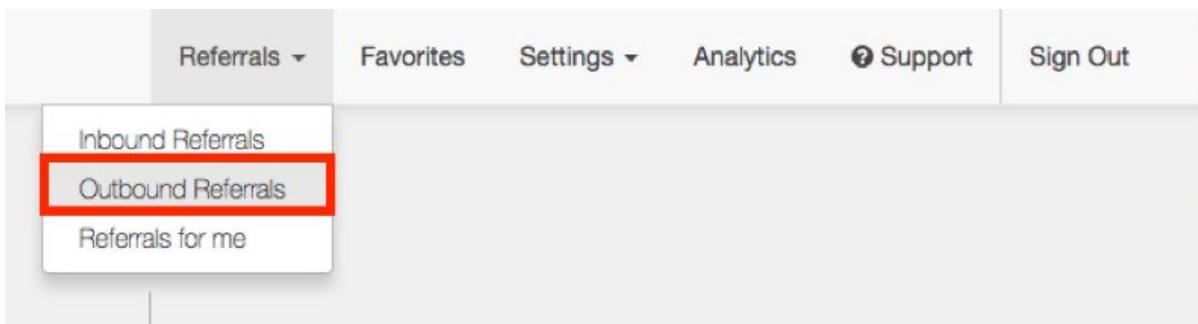
2. Choose which program you'd like to view referrals for in the “My Programs” menu on the left side of the screen.



Outbound Referrals

Referrals made from your agency or organization to another organization on behalf of someone in need of service.

1. Click the “Referrals” tab and select “Outbound Referrals”



2. Choose who you'd like to view referrals for in the "My Referral Folders" menu on the left side of the screen.



What are the other options on the screen?

- Select the "Share" button in the top right corner to share the folder with the person you're helping to finish making the referral
- Select the "Edit" button in the top right corner to archive the folder if you no longer need it.
- Select the "Print" button to print the program information for your records.



Updating Referrals

Inbound Referrals

Referrals made to your agency or organization from a person in need of service or someone navigating on their behalf.

1. Click the “Referrals” tab and select “Inbound Referrals”
2. Choose which program you’d like to update the referral status for in the “My Programs” menu on the left side of the screen.
3. Click the “Status” drop down menu to indicate if your agency was able to help the person the referral was made for.



Outbound Referrals

Referrals made from your agency or organization to another organization on behalf of someone in need of service.

1. Click the “Referrals” tab and select “Outbound Referrals”
2. Choose who you’d like to view referrals for in the “My Referral Folders” menu on the left side of the screen.
3. Click the “Status” drop down menu to indicate if the person in need of service got help.



What are the other options on the screen?

- Select the “Share” button in the top right corner to share the folder with the person you’re helping to finish making the referral
- Select the “Edit” button in the top right corner to archive the folder if you no longer need it.
- Select the “Print” button to print the program information for your records.

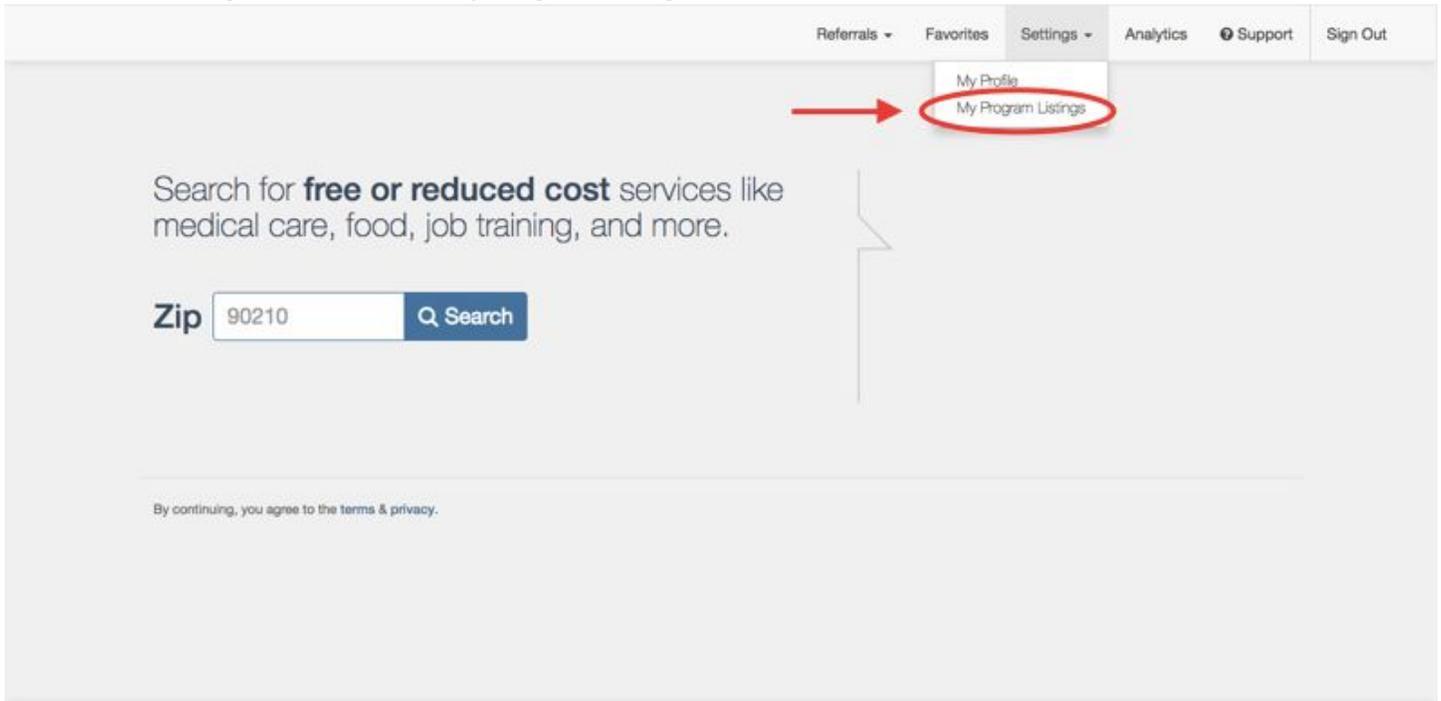


Editing Search Tags

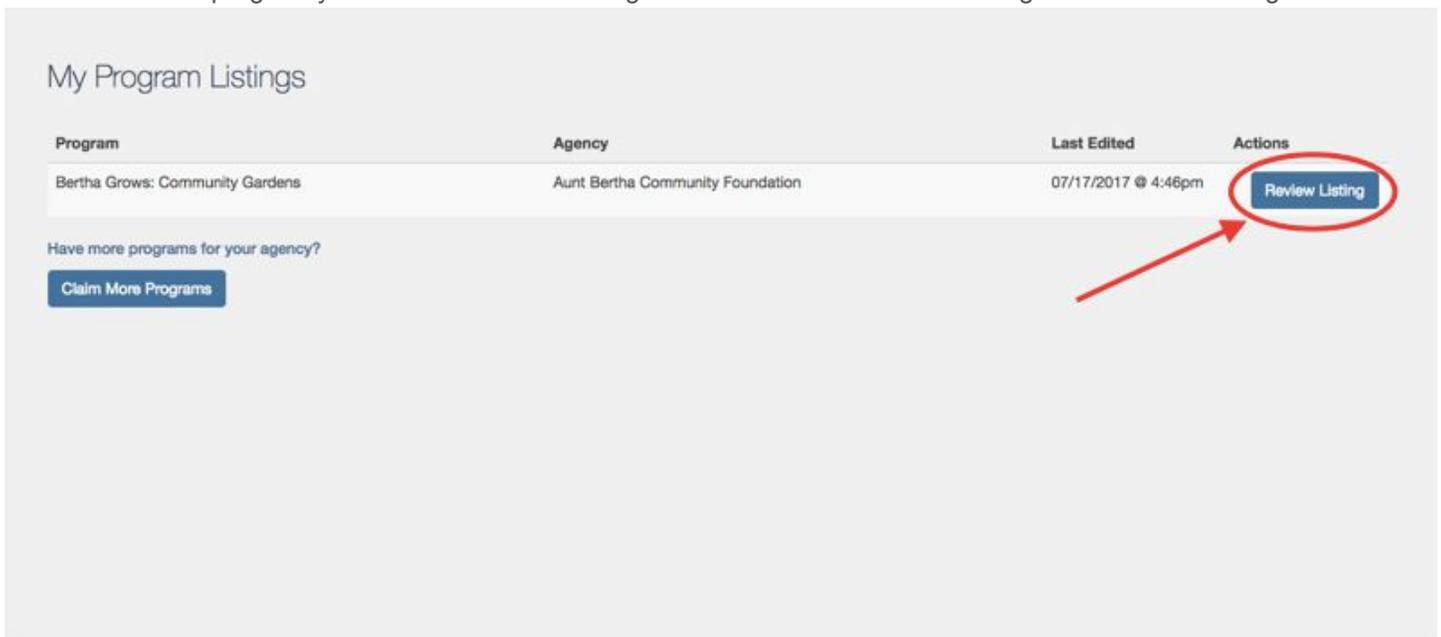
Add Search Tags

To add search tags on Aunt Bertha:

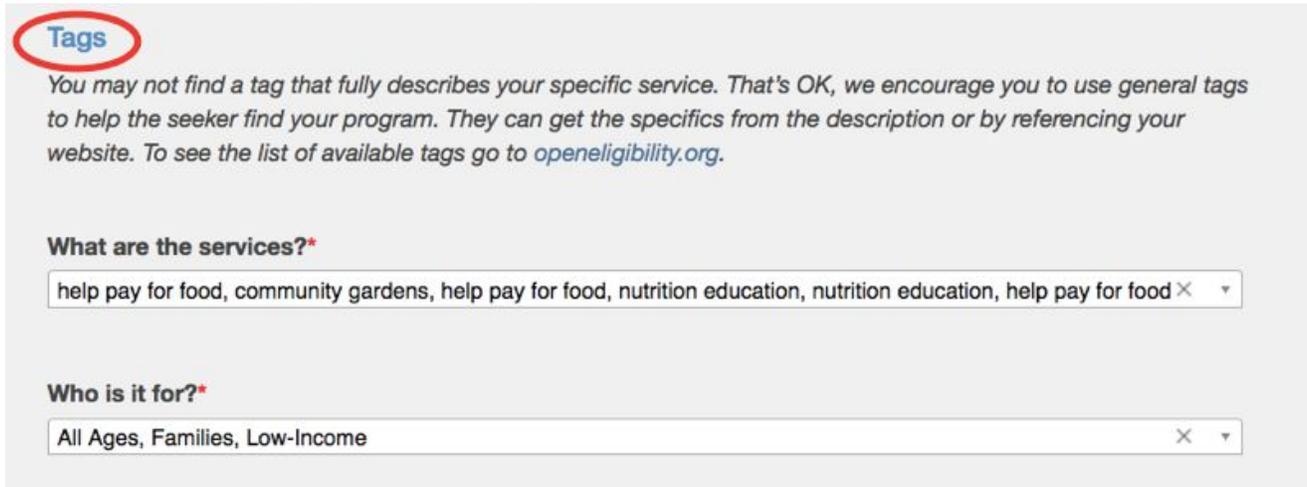
1. Click the “Settings” tab and select “My Program Listings”



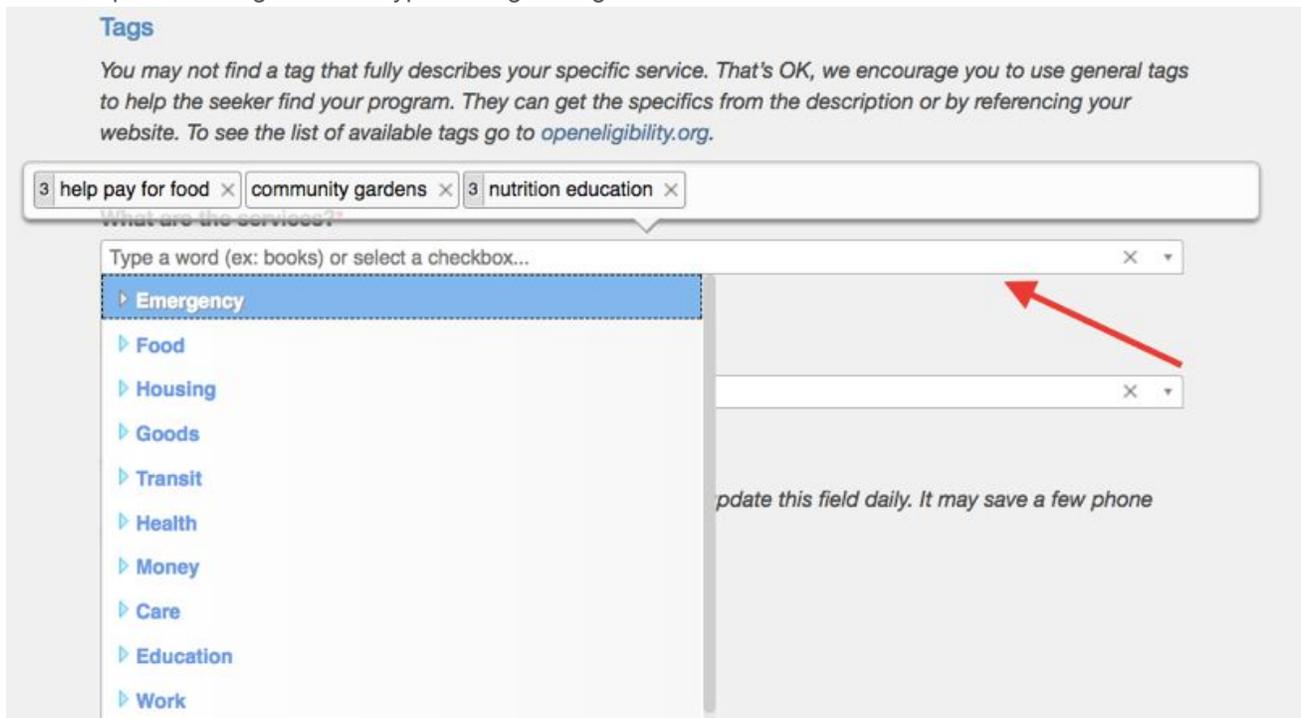
2. Choose which program you'd like to add search tags for and click the “Review Listing” button on the far right.



3. On the Program Review page, scroll to the “Tags” section.

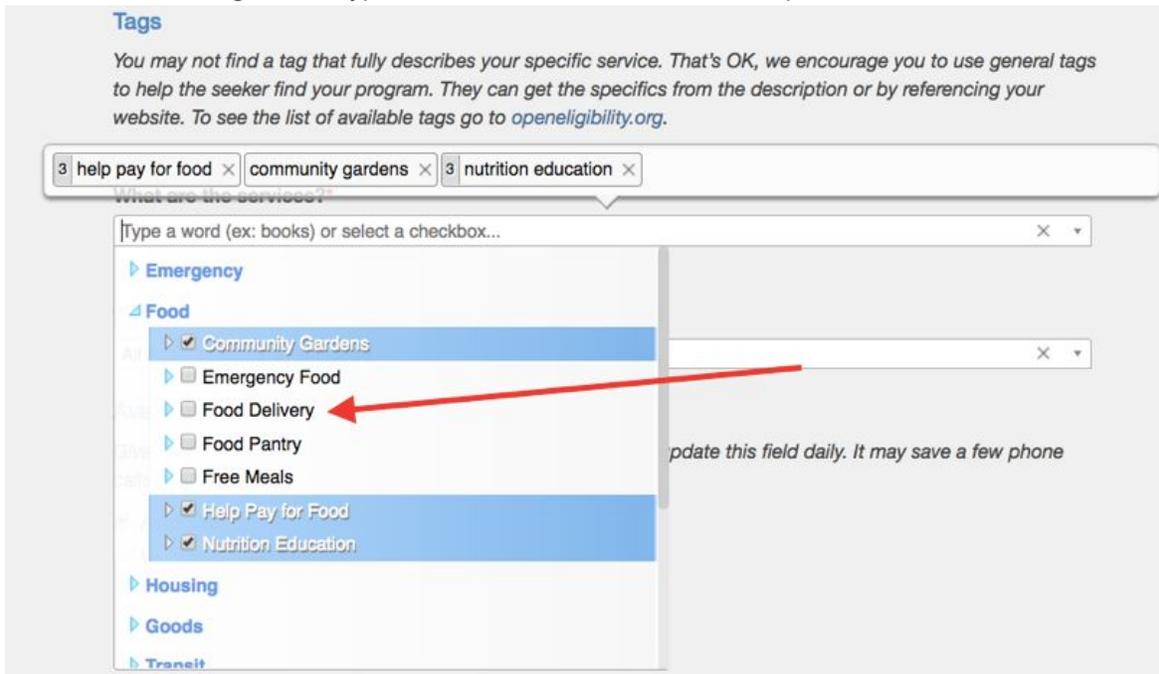


4. Click the box you would like to add tags for. *Note* There are two types of tags: “What are the services” and “Who is it for”. You can update the tags for both types of tags using these instructions.



5. Select which category fit your program.
a. Choose from the list of categories or type a search term in the box to see options.

6. Choose from the list of categories or type a search term in the box to see options.



7. To deselect a subcategory, click the checkbox again.

8. The search tag has been added.

9. Scroll to the bottom of the screen and click the “Update Listing” button.

Update Listing

Remove Search Tags

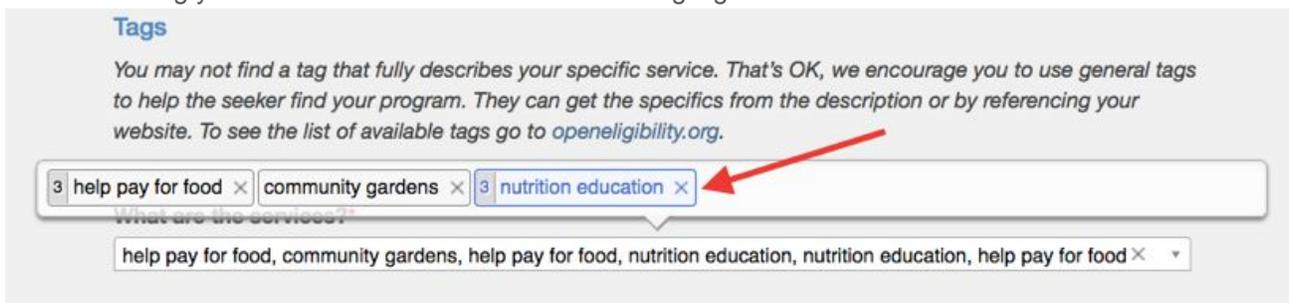
To remove search tags on Aunt Bertha:

1. Follow Steps 1-3 for how to add search tags.

2. Click the box you would like to remove tags for. *Note* There are two types of tags: “What are the services” and “Who is it for”. You can update the tags for both types of tags using these instructions.

3. Hover over the box you would like to remove tags for.

4. Hover over the tag you’d like to remove and click the blue highlighted “x”.



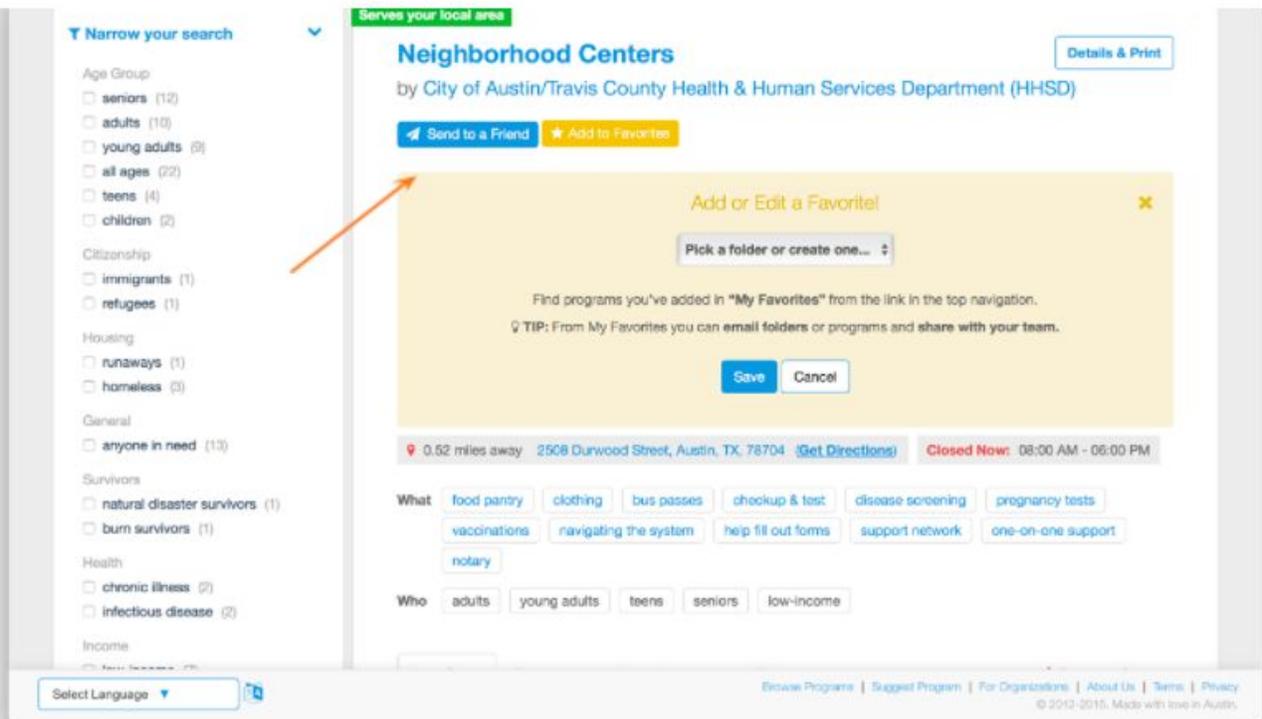
5. Scroll to the bottom of the screen and click the “Update Listing” button.

Update Listing

Saving Favorite Programs

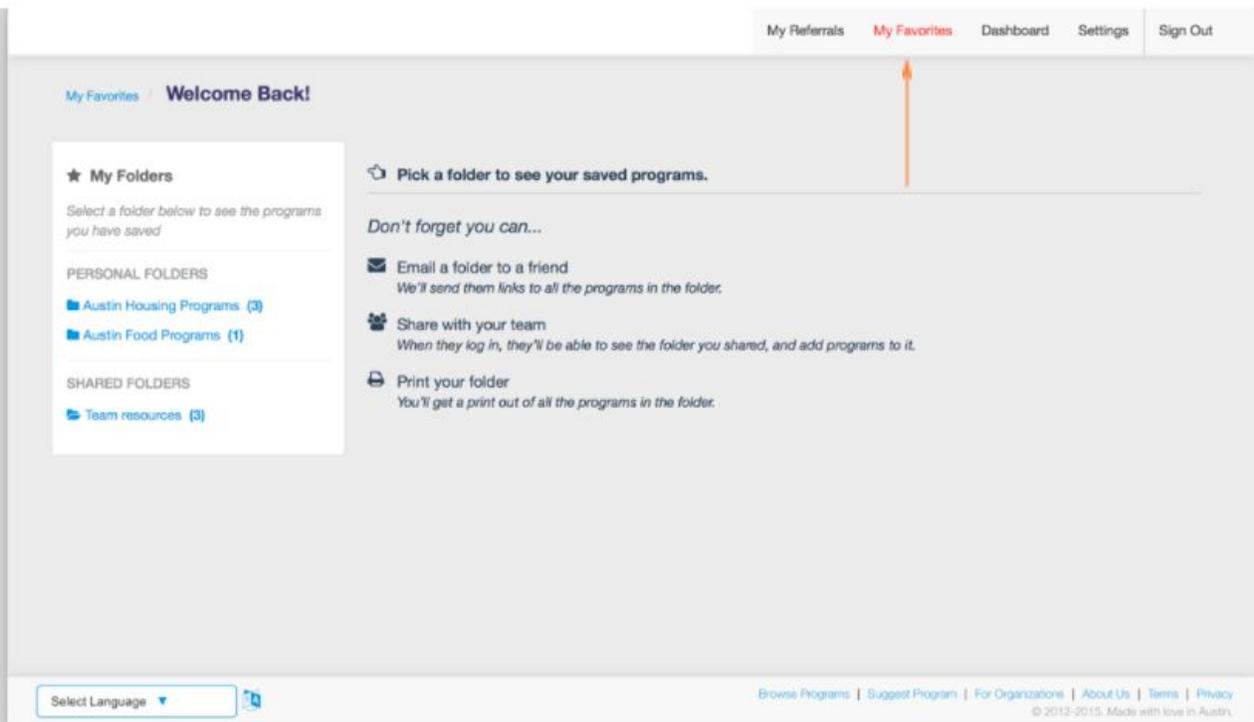
Favorite a Program

Save programs to the Favorites section for easy reference later. Click “Add to Favorites” and create a new folder or pick an existing folder.



View Favorites

You can view the programs you have saved under My Favorites.



Setting Up Team Sharing

Important Note: Aunt Bertha must add folder sharing to your account--simply email community@auntbertha.com and we'll work with you to get started.

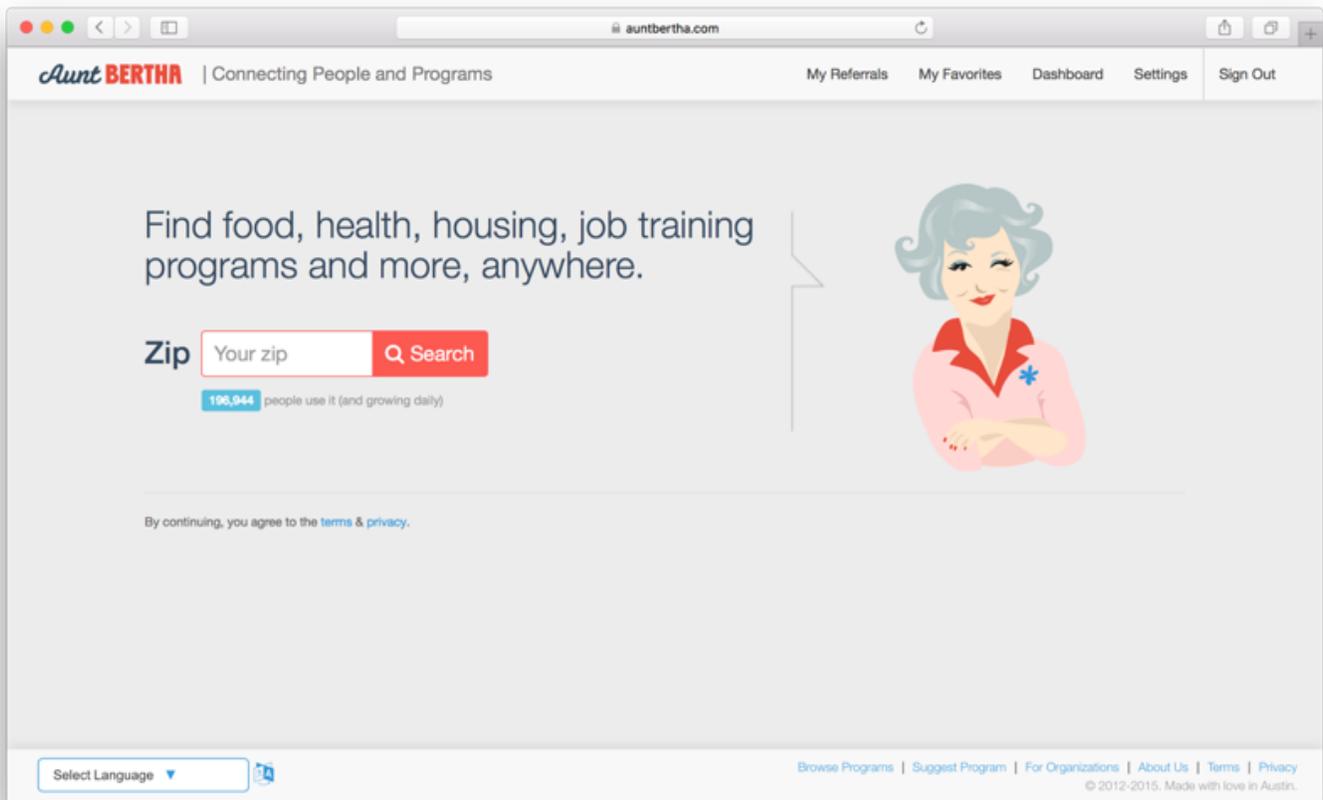
★ Add to Favorites

Share with a Group

Overview

When logged into Aunt Bertha, you can create "Favorite" folders and share them among your staff. Once a Favorites folder is shared with a group, anyone can add their preferred programs. Since Aunt Bertha updates all listings every six months, the information is always up to date!

Finally, by using the "Reviews" feature, staff can leave comments about the programs, sharing their experience with fellow colleagues from any location.



Sharing Your Favorite Folders

You can share your Favorite folder with someone outside of your organization by email, or share with a group that you are a part of.

You can rename your Favorite folder by clicking on Edit.

Finally, you can print the entire folder containing your favorite listings all at once.

This screenshot shows the 'Austin Food Programs (1)' folder page. On the left, there is a 'My Folders' sidebar with 'Austin Food Programs (1)' selected. The main content area features a listing for 'Neighborhood Centers' by the City of Austin/Travis County Health & Human Services Department (HHSD). The listing includes details such as location (2508 Durwood Street, Austin, TX, 78704), hours (08:00 AM - 06:00 PM), and a list of services like food pantry, clothing, and bus passes. At the top right of the listing, there are buttons for 'Share', 'Edit', and 'Print'. An orange arrow points to the 'Share' button.

This screenshot shows the same 'Austin Food Programs (1)' folder page, but with a sharing modal open. The modal is titled 'Tell a friend about these programs!' and contains options to 'Send an Email' or 'Share with a Group'. The 'Share with:' dropdown is set to 'Demo Group'. Below this, it lists the permissions for the group: 'See this folder in their own My Favorites page' and 'Add or remove programs in the folder'. There are 'Send' and 'Close' buttons at the bottom of the modal. The background content of the folder page is visible but slightly dimmed.

Now, the shared folder will appear in the favorites drop down menu, allowing anyone to add their favorite program to that folder as well. Now you have a curated list of your favorite resources that are always up to date!

This screenshot shows the 'Austin Food Programs (1)' page. On the left, under 'My Favorites', there is a sidebar with 'PERSONAL FOLDERS' and 'SHARED FOLDERS'. The 'SHARED FOLDERS' section is expanded to show 'Austin Food Programs (1)', which is highlighted with a blue bar and an orange arrow pointing to it. The main content area displays details for 'Neighborhood Centers' by the City of Austin/Travis County Health & Human Services Department (HHSD). It includes a location (2508 Durwood Street, Austin, TX, 78704), a 'Send to a Friend' button, and 'Favorite Settings'. Below this, there are filters for 'What' (food pantry, clothing, bus passes, etc.) and 'Who' (adults, young adults, etc.). At the bottom, there are 'Next Steps' and a 'Make a Referral' button.

This screenshot shows the 'St. Vincent de Paul Food Pantry at St. Ignatius Martyr' page. On the left, there is a sidebar with various filters like 'Health', 'Income', 'Household', 'Urgency', and 'Armed Forces'. The main content area displays details for the food pantry, including its location (2303 Euclid Avenue, Austin, TX, 78704) and 'Closed Now' status. A yellow dialog box titled 'Add or Edit a Favorite!' is overlaid on the page, containing a dropdown menu with 'Austin Food Programs' selected, a 'Save' button, and a 'Cancel' button. An orange arrow points to the dropdown menu. The dialog box also contains text: 'Find programs you've added in "My Favorites" from the link in the top navigation.' and a tip: 'TIP: From My Favorites you can email folders or programs and share with your team.'

Writing a Review

To keep notes about programs, use the “Write a Review” feature. For example, you can note that an organization generally has great availability and keep track of helpful employees.

You can keep your notes private or share with your group, giving everyone more information!

The screenshot shows a web browser window at auntbertha.com. The main content area displays the profile for "St. Vincent de Paul Food Pantry at St. Ignatius Martyr" by St. Ignatius Martyr Catholic Church Austin. The profile includes a "Serves your local area" badge, a "Details & Print" button, and buttons for "Send to a Friend" and "Add to Favorites". The location is listed as "0.84 miles away 2303 Euclid Avenue, Austin, TX, 78704" with a "(Get Directions)" link and "Closed Now: 09:00 AM - 01:00 PM".

Under the "What" section, there are tags for "help pay for housing", "help pay for utilities", "food pantry", "baby supplies", "clothing", "home goods", "personal care items", and "prescription assistance". The "Who" section has tags for "anyone in need", "homeless", "young adults", "adults", and "seniors".

Navigation tabs include "Next Steps", "Description", "Hours & Location", and "Reviews" (which is active). A "Report a Change" link is also visible. The review form shows a 5-star rating and a text box containing "This program has a great food selection at their food pantry". Below the text box are radio buttons for "Post as a personal note." (selected) and "Share with" (set to "Demo Group"), and a "Leave a Review" button.

At the bottom left, there is a "Select Language" dropdown. At the bottom right, there are links for "Browse Programs", "Suggest Program", "For Organizations", "About Us", "Terms", and "Privacy", along with a copyright notice: "© 2012-2015. Made with love in Austin."

Utilizing Analytics

Your Claimed Provider Dashboard is a snapshot of your program's analytics on Aunt Bertha. Here, you'll be able to see and download information such as the number of times your program showed up in searches on Aunt Bertha, the number of people who viewed your program, and more.

How to access and use your Program Activity Report

1. Click the "Analytics" tab.



2. Select "Claimed Provider Dashboard" by clicking the "View Report" button.



3. Choose which program's report you would like to view, as well as the date range and aggregation of the report by clicking "Filter" in the top left corner. Once you have made your selection, click "Apply".

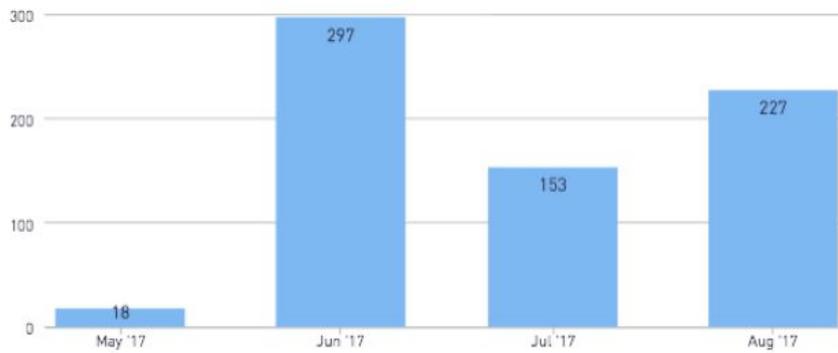


4. Check out all the impactful analytics related to your claimed programs, like...

How many people are searching for and interacting with your program on auntbertha.com:

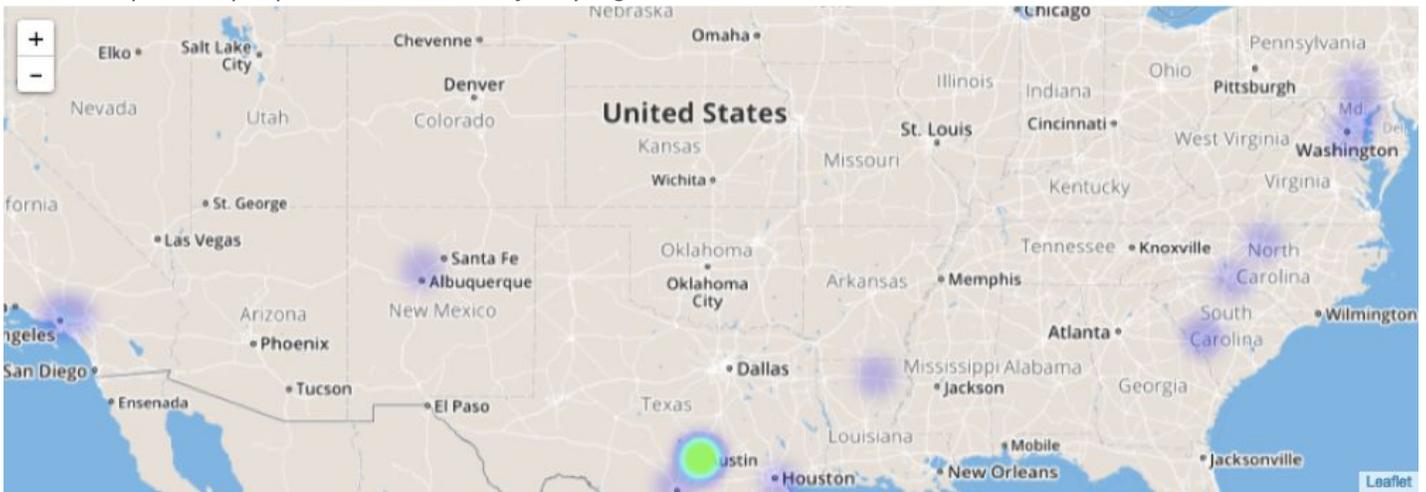


See what months people are searching for your programs and what actions they're taking on your listing:



ACTIONS TAKEN	TOTAL TIMES
start referral	62
start an application	58
add to referral folder	35
suggest a program change	10
create referral for self - with application	8
create referral for other - with application	7
click program name	6
click program description	4
start a review of a program	4

See what zip codes people searched to find your programs:



.....and a whole lot more!

5. Edit, search, or export parts of the report by clicking the “More Options” menu in the top-right corner of any analytics graphic.

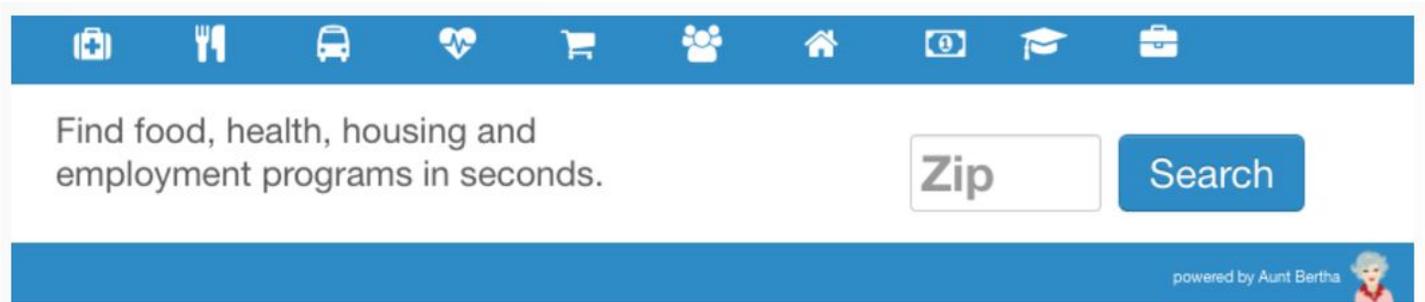
program listing

More Options

Actions Taken on Your Program Listing

ACTIONS TAKEN	TOTAL TIMES
start referral	62
start an application	58
add to referral folder	35
suggest a program change	10

Adding an Aunt Bertha Widget to Your Website



1. Confirm back-end access to your website.
 - a. Good resources for this might be your organization's IT department or webmaster.
2. Go to about.auntbertha.com/widget and fill out the quick form so we can best assist you and customize your widget.
3. Once the widget has been embedded on your site, add helpful language to tell your users what the widget is and how to use it. For example:

"This free search tool is offered through our partnership with Aunt Bertha. AuntBertha.com helps people find and connect to social services across the United States like food pantries, housing, job training, credit counseling, and more. Just type in your zip code to start searching!"

Provider FAQs

1. Why would I list my program on Aunt Bertha?

Listing your program allows more of the right people to find and connect with your services. Through a quick zipcode search, people in need (we call them seekers) can easily find the services they need in their area. We know you're already doing amazing work in your community--increase the impact of that work by listing on Aunt Bertha today.

2. What is "claiming" my program?

Simply, claiming your program makes you the "keyholder" to the listing on AuntBertha.com. It unlocks free features like: the ability to update your program's information (location, hours of operation, availability, eligibility requirements, etc), managing referrals in real time, and access to Aunt Bertha's customized reporting and analytics tool.

3. How do I claim my program?

It's simple! Head over to auntbertha.com/claims to get started. Follow the how-to guide [here](#) if you need more help.

4. What happens after I claim my program?

Well first, great job and thank you! You'll be hearing from a member of our Community Engagement team soon who can act as a resource for any questions you may have about the new free features you've unlocked. You can also head [here \(about.auntbertha.com/provider\)](https://about.auntbertha.com/provider) for more information and how-to's. Still not finding what you need? Email us at community@auntbertha.com!

5. What are the benefits of claiming my program?

Claiming your program has tons of great (and free!) benefits and we're constantly working on more. When you claim today, you...

- 1) Will have the ability to get the right information about your programs to people in need by easily updating key information, like: your location, hours of operation, availability, eligibility requirements, supported languages, etc.
- 2) Will gain access to free tools to help you help others, including:
 - a) Referrals and outcome tracking
 - b) The ability to link to an eligibility screener or your own online application
 - c) Analytics of what programs and services people are searching for in your area, which can be exported for use in impactful presentations and funding applications
 - d) NEW! Team sharing of favorite resources
- 3) You will be identified as a Claimed Provider on AuntBertha.com with a badge on your program listing, helping you stand out as an engaged and valid resource.

Are there other features you wish were in Aunt Bertha? Want to help make an awesome product even better? Suggest changes or enhancements by sending an email to community@auntbertha.com.

6. How much time does it take to manage my listing?

Updating your listing is easy and only takes a couple of minutes. Follow the how-to-guide [here](#). You only need to update your program's listing when something has changed. Have you moved to a new office? Changed your eligibility requirements? Is your availability full? Just a couple minutes lets people know your program's most up to date information.

7. How much does it cost to list/claim my program?

Listing and claiming your program on Aunt Bertha is FREE! At Aunt Bertha, our mission is to connect all people in need and the programs that serve them (with dignity and ease). That means the more programs we can list on Aunt Bertha, the more that people in need can find the services that they deserve.

8. My organization is really small. How can Aunt Bertha help me?

Aunt Bertha helps organizations of all sizes. We know it's not about driving the most people to your program, but driving the *right* people to your program. Claiming your listing allows you to fine tune your program's search details, so people can find out if they're eligible for your services even before talking with you. At the same time, updating your listing takes just a few minutes and is only necessary when something has changed within your program.

9. My organization is really large. How can Aunt Bertha help me?

Aunt Bertha works with organizations of all sizes. As a large provider, we know that impact is important to you. Claiming your listing allows you to use the reporting tool to access customized data like how often your program has shown up in searches and how many seekers received help from your program. Additionally, you can manage the referrals for all of the programs offered by your organization in one, centralized location.