

GUIDESTAR CASE STUDY

Client: Carolyn Appleton, CFRE

Title: President

Company: Carolyn M. Appleton, Inc.

Industry: Nonprofit Fundraising and Public Relations

Service: GuideStar—General



"If GuideStar could have seen me that afternoon, it would have found me out on the street broadcasting to every passerby how great it is. Discovering GuideStar resolved a difficult situation and made me feel triumphant!"

—Carolyn Appleton, CFRE

CHALLENGE

At the request of a major gift donor and nonprofit board member with whom she was working during a capital campaign, Ms. Appleton began compiling information from similar-sized organizations across her state. The donor was hoping to re-evaluate the size of the board for the organization they were associated with and tasked Ms. Appleton for canvassing to find this information.

Ms. Appleton identified around two dozen organizations of similar size and began contacting each to find out basic board information as well as what each group thought about the effectiveness of their respective boards.

Although many organizations were forthcoming with such information, Ms. Appleton found that some were not. In fact, one colleague told her the information she was seeking was private, and she could not have it. Without the information, Ms. Appleton was unable to fulfill her responsibility.

GUIDESTAR SOLUTION

Discouraged by this setback, Ms. Appleton got on the Internet and began checking every site possible. She soon found GuideStar. Although unfamiliar with GuideStar, she signed up and decided to have a look.

Within minutes, Ms. Appleton found board lists, names and addresses, and other pertinent budgetary details from nonprofits' IRS returns. Upon discovering this information, Ms. Appleton said, "If GuideStar could have seen me that afternoon, it would have found me out on the street broadcasting to every passerby how great it is. Discovering GuideStar resolved a difficult situation and made me feel triumphant!"

SUCCESS

Ultimately, Ms. Appleton was able to complete her report with the information she found on GuideStar. From that point forward, she became a "die-hard fan of GuideStar."

