

# GUIDE TO GIVING

Be Found. Get Funded.



The Guide to Giving is brought to you by Pro Bono Australia, one of the country's best known social businesses. We offer media, jobs and resources for the common good to over one million people annually. Certified in 2014 as a B Corp organisation, today we act as the central online hub for the not-for-profit sector, the broader social sector and those wanting to engage with it. **Visit our website: [probonoaustralia.com.au](http://probonoaustralia.com.au)**

## Pro Bono Australia's directory of not-for-profit organisations

What started as a small publication that connected donors with charities is now a directory that is accessible to more than 117,990 monthly users. It's the Guide to Giving.

The Guide to Giving is the definitive map of Australia's not-for-profit, philanthropic and charity sectors, and has proudly been servicing these sectors for 30 years.

As a member of the Guide to Giving, charities are exposed to the country's largest audience of professional and individual funders and decision makers, who are seeking charitable organisations to fund, donate to, bequest to or research.

The Guide is an essential online resource that draws the attention of those who can and seek to engage, connect and donate to community organisations, bridging the gap between prospective donors and the community sector.

### GUIDE TO GIVING

Join trusted Australian charities and not for profits.

MISSION  
AUSTRALIA



## Why put your organisation in the Guide to Giving?

### Get noticed online

Reach donors where it matters.

Over 1.4 million engaged visitors annually visit [probonoaustralia.com.au](http://probonoaustralia.com.au). Those who visit the Guide to Giving section spend an average of seven minutes per session.

### Get Funded

We're trusted by donors.

The Guide to Giving has been around for 30 years. It's the one directory that decision makers on wills, bequests and philanthropy go to when making choices on where to allocate their or their client's funds. Online profiles have a Donate Now button directing dollars straight to your cause.

### Flexible Options

Tailored options to suit your needs.

We've created a range of listing options to suit your budget. Add-ons are available to increase your exposure.

## Guide to Giving members will save on:



### Pro Bono Jobs | 5% off

The sector's most established jobs board connecting passionate people to roles focused on social good.



### Pro Bono Webinars | 10% off

Comprehensive sessions developed to educate the social sector. Topics range from fundraising to recruitment and everything in between.



### Pro Bono Calendar | 50% off listings

The social sector's schedule. The best way to get socially-minded individuals to your next event.

- One discount allocation will be provided per Guide to Giving organisation
- Pro Bono Webinars discount can be used on either one organisational or individual pass per webinar
- Pro Bono Jobs discount includes individual job listings only
- Pro Bono Calendar discount will be active when logged-in to your Pro Bono Australia account



## To get funded, you first need to be found.

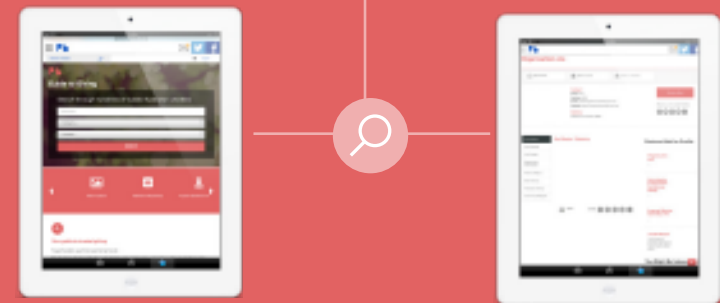
### Why is it important to have an online profile?

- ✓ Online listings improve your exposure, visibility and authority to search engines.
- ✓ Appearing in a targeted directory means higher conversions.
- ✓ probonoaustralia.com.au has a 34% visitation growth year on year, with 117,990 monthly unique users.\*
- ✓ You can easily enhance your listing to stand out from the crowd.

By listing with Guide to Giving, you'll be showing search engines like Google that you're a trusted authority in the social sector.

The more comprehensive and detailed your Guide to Giving profile is (by including lots of relevant text and links), the larger your digital presence will become. This will enhance your SEO ranking, and ensure your organisation can be found and get funded.

## Be seen. In our digital directory.



**Reach 1,415,882 users**  
Annually visiting Pro Bono  
Australia website\*

# Step 1: Select your package

Each of the three tiered packages showcase your organisation.

All listees enjoy member discounts on applicable Pro Bono Australia products and services.

Select your package:	Standard \$249	Advantage \$399	Premium \$899
<b>Guide to Giving member profile:</b> <ul style="list-style-type: none"> <li>• Searchable and categorised profile on probonoaustralia.com.au</li> <li>• Extensive self-managed profile</li> <li>• Logo presence in search results</li> <li>• Social media icon referral links and video and image capability</li> <li>• Includes member discount on other Pro Bono Australia products</li> </ul>	✓	✓	✓
<b>Highlighted in search results</b> Listing prioritised and highlighted with tonal profile background in search results.		✓	✓
<b>Featured Charity<sup>†</sup></b> Your charity's logo is displayed in various positions around the website.			✓
<b>Social Media Boost</b> Have your organisations profile promoted via social media to potential donors.			✓
<b>Categories included</b>	One	Two	Three
<b>Total savings:</b>		Save \$48	Save \$425

## Step 2: Select your add-on

Each of the booster packs promote your organisation to potential donors.

### 1. Additional Categories

**\$49** / category

Appear in more online searches

- ✓ Be included in additional categories
- ✓ Be found by more potential donors

### 2. Feature Your Charity

**\$279**

Increase your impressions

- ✓ Appear across Pro Bono Australia site
- ✓ Have your logo stand out on our website

### 3. Social Media Boost

from **\$500** / 10,000 reach

Managed service to increase your profile views

- ✓ Your profile seen across social media
- ✓ A managed service - we do the hard work for you!

### 4a. Display Advertising

**\$800** / sponsored article

Save 15%

- ✓ Included in Pro Bono News reaching 33k subscribers
- ✓ Featured on the news page for a week

### 4b. Display Advertising

**\$375** / MREC

Save 25%

- ✓ Increase your exposure to our audience
- ✓ Featured across landing pages

### 4c. Display Advertising

**\$750** / leaderboard

Save 25%

- ✓ Increase your brand awareness
- ✓ Featured at top and bottom of landing pages



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1a. Select your Listing	Rate Inc. Gst	Qty	Total Inc. Gst
Appear in the online directory.			
<b>Basic Listing</b> <ul style="list-style-type: none"><li>Standard online listing</li><li>One category</li></ul>	\$249		
<b>Advanced Listing</b> <ul style="list-style-type: none"><li>Listing highlighted online</li><li>Two categories</li></ul>	\$399		
<b>Premium Listing</b> <ul style="list-style-type: none"><li>Three categories</li><li>Social Media boost</li><li>Featured Charity add-on</li></ul>	\$899		
1b. Include your add-ons			
<b>Featured Charity Add-On</b> <ul style="list-style-type: none"><li>Online advertisement displayed in rotation on probonoaustralia.com.au</li></ul> Please note: this add-on is included in Premium Listing	\$279		
<b>Additional Category</b> <ul style="list-style-type: none"><li>Appear in more online searches</li></ul>	\$49 each		
<b>Social Media Boost *</b> <ul style="list-style-type: none"><li>Increase you impressions to potential donors through our managed service</li></ul> Please note: \$500 is included in Premium Listing.	\$500 for 10k reach		
	\$1,000 for 24k reach		
	\$1,500 for 49k reach		
<b>Display Advertising</b> <ul style="list-style-type: none"><li>Promote your organisation to our audience.</li></ul>	\$800 Sponsored Article		
	\$750 Leaderboard **		
	\$375 MREC**		
Total price:			

\* Social Media Boosts expire one year from purchase if left unused  
\*\* per one week of MREC/leaderboard exposure

2. Select your Category	
Listings are ordered online by category. Please only select the number of categories that is reflected in the listing you've chosen and any additional categories you've purchased.	
<input type="checkbox"/> Aged Care & Seniors	<input type="checkbox"/> Homelessness & Affordable Housing
<input type="checkbox"/> Animals	<input type="checkbox"/> Humanitarian
<input type="checkbox"/> Arts and Culture	<input type="checkbox"/> Indigenous
<input type="checkbox"/> Asylum Seekers & Refugees	<input type="checkbox"/> IT & Communication Technology
<input type="checkbox"/> Blindness/Deafness	<input type="checkbox"/> Law, Justice & Human Rights
<input type="checkbox"/> Cancer	<input type="checkbox"/> LGBTIQ+
<input type="checkbox"/> Children	<input type="checkbox"/> Libraries and Museums
<input type="checkbox"/> Community Support Services	<input type="checkbox"/> Men
<input type="checkbox"/> Conservation & Environment	<input type="checkbox"/> Mental Health
<input type="checkbox"/> Diabetes	<input type="checkbox"/> Overseas Aid and Development
<input type="checkbox"/> Disabilities	<input type="checkbox"/> Palliative Care
<input type="checkbox"/> Domestic / Family Violence	<input type="checkbox"/> Religion/Religious Groups
<input type="checkbox"/> Drugs, Alcohol & Addiction	<input type="checkbox"/> Research / Medical Research
<input type="checkbox"/> Education and Training	<input type="checkbox"/> Rural
<input type="checkbox"/> Employment Services	<input type="checkbox"/> Safety, Rescue and First Aid
<input type="checkbox"/> Families	<input type="checkbox"/> Science & Technology
<input type="checkbox"/> Foundations, Trusts & Philanthropy	<input type="checkbox"/> Social Enterprise
<input type="checkbox"/> Giving Circles	<input type="checkbox"/> Sport & Recreation
<input type="checkbox"/> Health – General	<input type="checkbox"/> Veterans, Ex-Service Men & Women
<input type="checkbox"/> Health – Hospital & Medical Centres	<input type="checkbox"/> Welfare
<input type="checkbox"/> Heart & Lung Disease	<input type="checkbox"/> Women
<input type="checkbox"/> HIV/AIDS	<input type="checkbox"/> Youth/Young People



3a. Enter your organisation details for your listing

Consider how you want people to find your organisation before completing the details on this page.  
Fill out your details and email your booking form to: [advertising@probonoaustralia.com.au](mailto:advertising@probonoaustralia.com.au)

Organisation name:

Address:

Website:

Contact name:

ABN:

Position title:

DGR Status Y/N:

Email:

ACNC registered Y/N:

Contact telephone:

Donate now link:

3b. Contact details

Leave blank if contact details are the same as the business listing contact details above

Contact name:

Email:

Position title:

Contact telephone:

4. Select your payment method

Total cost of listing and advertising packages = \$

☐ We wish to make a direct deposit

Pay to:

Pro Bono Australia

Bank:

Bank Australia

BSB #

313 140

Account #

12244307

Receipt #

Date Paid:

— / — / —

Please attach remittance advice

☐ We wish to pay by invoice

☐ We wish to pay by credit card

☐ Visa

☐ Mastercard

☐ American Express

Card Number:

— — — — — — — — — —

Name on card:

Expiry:

— / —

Signature:

Date: