GUIDE TO GIVING
Be Found. Get Funded.
To be funded, you first need to be found.

From a small publication that connected donors with charities, to a digital directory that is utilised by more than 80,000 monthly users.

The Guide to Giving is Pro Bono Australia’s national directory of not-for-profit organisations and charities. It is the definitive map of Australia’s not-for-profit, philanthropic and charity sectors, and is now proudly in its 29th year.

When featured in the Guide to Giving, charities are exposed to the country’s largest audience of professional and individual funders and decision makers through Pro Bono Australia’s unparalleled audience.

“Inclusion in the Guide to Giving is an integral part of our fundraising strategy. Pro Bono Australia do the hard work getting our brand out there, making it one of the least time-consuming fundraising resources we are a part of.”

Pat Brennan, Estate Coordinator
To be 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 conversion.
- probonoaustralia.com.au has a 19% visitation growth year on year.
- You can easily enhance your listing to stand out from the crowd.
- Add-ons options include sponsored articles, social media boosters and eDM offerings.
- Having been around for over 28 years, Pro Bono Australia is a trusted and prominent sector resource.
- Pro Bono Australia represents a unique opportunity to reach a highly targeted, engaged and passionate audience.
Why put your organisation in the Guide to Giving?

Get Noticed Online
Reach donors where it matters.
More than one million engaged visitors spend over four minutes per session on probonoaustralia.com.au.

Get Funded
We’re trusted by donors.
The Guide to Giving has been around for 28 years. It’s the one directory that decision makers on wills, bequests and philanthropy go to when making choices on where to allocate 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.

Contact: sales@probonoaustralia.com.au | 03 8080 5650 | probonoaustralia.com.au

Be found in our digital directory.

Reach: 915,918
Hosted on Pro Bono Australia Website
What’s new in the Guide to Giving?

Guide to Giving members can now save money on professional resources
We will provide Guide to Giving members with discounts on Pro Bono Australia services that are of most use to charities and not for profits.

Our distribution has grown.
Your profile will now be distributed all year round, to an unparalleled audience of lawyers, accountants, seniors and philanthropists.

We’ve improved our user experience.
We’re continuously working on redesigning profiles, search pages and landing pages to improve digital engagement.

Guide to Giving members will save on:

- **5%**
  **Pro Bono Jobs | 5% off**
The sector’s most established jobs board connecting passionate people to roles focused on social good.

- **10%**
  **Pro Bono Webinars | 10% off**
Comprehensive sessions developed to educate the social sector. Topics range from fundraising to marketing and everything inbetween.

- **75%**
  **Pro Bono Calendar | 75% off listings**
The social sector’s schedule: the best way to get socially-minded individuals to your next event.

- Discounts will be active for 12 months from purchase
- 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 packs only
- Pro Bono Calendar discount will be active when logged in to your Pro Bono Australia account

GUIDE TO GIVING
Contact: sales@probonoaustralia.com.au | 03 8080 5650 | probonoaustralia.com.au
Reach people connected with your cause

Thanks to our valuable partner organisations we’re able offer exclusive access to an unparalleled network of professionals working in philanthropy and bequests.

**TOTAL ANNUAL**

**REACH**

1,000,000+

* Newsletter subscribers 18,000*

* Site users 915,000+ per year*

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**WEBSITE TRAFFIC**
Our site is a hub for Australia’s social sector and gets over 297,500 page views each month. Our users are engaged and seek solutions to empower a cause.

**NEWSLETTER**
The Good Business news edition is sent monthly to executives in corporations that care about social responsibility.

**LAW SOCIETIES**
Our agreements with law societies allow us to distribute the directory to their members who regularly advise their clients on philanthropic giving.

**FINANCIAL LEADERS**
Accountants regularly educate their clients on the benefits of tax-deductible donations and are therefore essential to the donation equation.

**CORPORATE DONORS & PHILANTHROPISTS**
The directory is distributed to personnel at the top 1,000 national companies.

**SENIORS**
The directory is distributed by top organisations to individuals looking to donate to charitable organisations.

* Figures correct as of May 2018.
Step 1: Select your package

Each of the three tiered packages showcase your organisation. All 2018 listees enjoy member discounts on applicable Pro Bono Australia products and services.

<table>
<thead>
<tr>
<th>Select your package:</th>
<th>Standard</th>
<th>Advantage</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$249</td>
<td>$399</td>
<td>$899</td>
</tr>
</tbody>
</table>

Guide to Giving member profile:
- Searchable and categorised profile on probonoaustralia.com.au
- Extensive self-managed profile
- Logo presence in search results
- Social media icon referral links and video and image capability
- Includes member discount on other Pro Bono Australia products
- Free Masterclass webinar on fundraising

Highlighted in search results
Listing prioritised and highlighted with tonal profile background in search results.

Featured Charity†
Your charity’s logo is displayed in various positions around the website. Featured charities are also included in our Good Business news edition.

Social Media Boost
Have your organisation’s profile promoted via social media to potential donors.

Categories included
One  Two  Three

Total savings:
Save $48  Save $425

†Included at least once during the year when your charity’s category is featured.
Step 2: Select your add-on
Each of the booster packs promote your organisation to potential donors.

<table>
<thead>
<tr>
<th>1. Additional Categories</th>
<th>2. Feature Your Charity</th>
<th>3. Social Media Boost</th>
</tr>
</thead>
<tbody>
<tr>
<td>$49/ category</td>
<td>$279</td>
<td>from $500/ 10,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>reach</td>
</tr>
<tr>
<td>Display advertising is subject to availability.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 1. Additional Categories
- $49/ category
- Appear in more online searches
- ✔ Be included in additional categories
- ✔ Be found by more potential donors

### 4a. Display Advertising
- $700 / sponsored article
- Save 25%
- ✔ Included in Pro Bono News reaching 33k subscribers
- ✔ Featured on the news page for a week

### 4b. Display Advertising
- $375 / MREC
- ✔ Appear across Pro Bono Australia site
- ✔ Reach 18k extra subscribers by via our Good Business news edition

### 4c. Display Advertising
- $750 / leaderboard
- ✔ Increase your exposure to our audience
- ✔ Featured across landing pages
- ✔ Featured top and bottom of landing pages

### 2. Feature Your Charity
- $279
- Increase your impressions
- ✔ Appear across Pro Bono Australia site
- ✔ Reach 18k extra subscribers by via our Good Business news edition

### 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!

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GUIDE TO GIVING
Be Found. Get Funded.

Pro Bono Australia’s directory of not-for-profit organisations

The Guide to Giving is brought to you by Pro Bono Australia, one of the first social businesses in the country. 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
### 1a. Select your Listing

**Basic Listing**
- Standard online listing.
- One category.
- Rate: $249

**Advantage Listing**
- Listing highlighted online.
- Two categories.
- Rate: $399

**Premium Listing**
- Three categories.
- Social Media boost.
- Featured Charity add-on.
- Rate: $899

### 1b. Include your add-ons

**Featured Charity Add-On**
- Online advertisement displayed in rotation on probonoaustralia.com.au.
- Included in Good Business news service.
- Rate: $279

**Additional Category**
- Appear in more online searches.
- Rate: $49 each

**Social Media Boost**
- Increase your impressions to potential donors through our managed service.
- Rate: $500 for 10k reach,
  $1000 for 24k reach,
  $1,500 for 49k reach

**Display Advertising**
- Promote your organisation to our audience.
- Rate:
  - $700 Sponsored Article
  - $750 Leaderboard*
  - $375 MREC*

### 2. Select your Category

Listings are ordered online by category. Please only select an amount of categories that is reflected in the listing you’ve chosen and categories you’ve purchased.

- [ ] Aged Care & Seniors
- [ ] HIV/AIDS
- [ ] Animals
- [ ] Homelessness & Affordable Housing
- [ ] Arts and Culture
- [ ] Humanitarian
- [ ] Asylum Seekers & Refugees
- [ ] Indigenous
- [ ] Blindness/Deafness
- [ ] Industry Associations
- [ ] Cancer
- [ ] Law, Justice & Human Rights
- [ ] Children
- [ ] Libraries and Museums
- [ ] Community Support Services
- [ ] Men
- [ ] Conservation & Environment
- [ ] Mental Health
- [ ] Diabetes
- [ ] Overseas Aid and Development
- [ ] Disabilities
- [ ] Palliative Care
- [ ] Drugs, Alcohol & Addiction
- [ ] Religion /Religious Groups
- [ ] Education and Training
- [ ] Research
- [ ] Employment Services
- [ ] Rural
- [ ] Families
- [ ] Safety, Rescue and First Aid
- [ ] Foundations /Philanthropy
- [ ] Science & Technology
- [ ] Gay/Lesbian/Bi/Transgender Groups
- [ ] Social Enterprise
- [ ] Giving Circles
- [ ] Sport & Recreation
- [ ] Health – General
- [ ] Veterans, Ex-servicemen/Women
- [ ] Health – Hospital & Medical Centres
- [ ] Welfare
- [ ] Heart & Lung Disease
- [ ] Women
- [ ] Youth/ Young People

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Once complete please send completed booking form to:  E sales@probonoaustralia.com.au or F: 03 8080 5650
Contact a team member for personalised support:  E sales@probonoaustralia.com.au or P 03 8080 5650

* per one week of MREC/leaderboard exposure
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

- Organisation name:
- Address:
- Website:
- State: If operating in multiple states, please indicate those states. [ ] National  [ ] NSW  [ ] NT  [ ] QLD  [ ] SA  [ ] TAS  [ ] VIC  [ ] WA  [ ] CAN
- Contact name:  ABN:
- Position title:  DGR Status Y/N
- Email:  Contact telephone:

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: National Bank
  - BSB #: 083 170
  - Account #: 48 550 5460
  - Receipt #
  - Date Paid: —— / —— / ——
- Please attach remittance advice
- We wish to pay by enclosed cheque
  - Pay to: Pro Bono Australia
  - ABN: 53 090 770 666
  - Cheque #

- We wish to pay by credit card
  - Visa  [ ] Mastercard  [ ] American Express
  - Card Number: ————  ————  ————  ————
  - Name on card:
  - Expiry: —— / ——
- Signature: Date: