



## Registering Your Nonprofit

Congratulations on deciding to join the Rosi family. We can't wait to simplify the joys of giving for you and your community of supporters. Our team has designed this registration process to be user-friendly and should take no more than 15 minutes. Be sure that you have handy certain detailed information (such as mailing address, EIN/Tax ID, Total Revenue, etc.) to make this process even smoother!

**All fields are required, unless otherwise indicated.**

[Click here to register your Nonprofit!](#)

### **Section 1 - Account Information**

#### **Username:**

Your account username should incorporate an abbreviation of the name of your nonprofit organization. **Only letters can be used** (no number, spaces or special characters).

#### **Name of Nonprofit:**

This must be the **full name of the legal entity** of your nonprofit. This should include Inc., Corp., LLC, etc. Please do not include any abbreviations, fictitious, or DBA names.

#### **Full Name of the Nonprofit Representative:**

This should be the full name of the individual who will act as the primary contact and administrator for the Rosi nonprofit account and dashboard; this individual will have access to communities, events, outreach communications, etc.

#### **Nonprofit Email Address:**

All emails from Rosi will be sent to the email address you provide; it will also be the email used to log in to the nonprofit account. Therefore, we recommend that you use an email address that your Nonprofit Representative has full access to.

**Please Note:** *If the Nonprofit Representative intends to sign-up for an individual Rosi account, they will **not** be able to use the same email address.*



### **Password/Confirm Password:**

Passwords must contain the following:

- Eight (8) Characters
- One (1) Capital letter
- One (1) Lower case letters
- One (1) Number
- One (1) Special Character

## **Section 2 - Background Information**

### **Brief Description**

This text is what will be displayed in the “Explore Your Nonprofit” module on the platform, alongside other nonprofits’ brief descriptions. This should be a simple description of who the nonprofit is and is **limited to 150 characters (including spaces)**.

***Pro Tip:** We know it’s hard to narrow down your big ideas to 150 characters, so we encourage you to use abbreviations (such as “&” rather than “and”) to help save space.*

### **Detailed Description:**

Here’s where you get to the good stuff! In this section, provide a more robust description of the nonprofit’s reason for being, mission, mission statement, communities served, etc. **There is no character limit**, however, most nonprofits find that 3 - 4 paragraphs are plenty sufficient!

***Pro Tip:** If your nonprofit offers a lot of programs or is involved in several projects, we recommend establishing individual Communities (found in your dashboard) for each program, project, and/or type of community. Here is where you can provide fuller descriptions.*

### **Tagline: Optional**

The tagline is generally a short, easily remembered phrase that your nonprofit uses in its advertisements or with its supporters, especially on television or the internet.

### **Nonprofit Phone Number:**

This should be the best phone number for us to contact you; we recommend either the number of the Nonprofit Representative, or else the main phone number for your organization. This *can* be a mobile number that is already registered in the account of an individual Rosi user.

**Nonprofit Mailing Address:**

This should be the address where your nonprofit receives its mail through the US Postal Service (which can include a PO Box number!) Should you choose to receive check payments, or if the alternative payment method is unsuccessful, this is the address we will use to send any checks. —

***Please Note:*** *The address you provide should coincide with public records.*

**Logo Image:**

Here is where you can attach your nonprofit's logo/image. This will be displayed alongside your nonprofit throughout the entire Rosi platform.

***Please Note:*** *Be mindful of the format and shape of your logo. We recommend using a square image, which typically displays better than a rectangular or oval shape. Your logo should be in .JPG or .PNG format and shouldn't be more than 2MBs.*

**Other Images: Optional**

Adding other images is optional, though we recommend that you maintain the same formatting that was used in the logo image.

## **Section 3 - Background Information**

**Nonprofit Website:**

Please provide your nonprofit's website URL / web address. We recommend that you link directly to your Homepage or About Us page, though you may choose any page of your choosing. If your nonprofit doesn't have an independent web page, no worries! You can use any active Facebook, Instagram, or LinkedIn page instead.

***Please Note:*** *Providing a link to your Nonprofits Donate page is prohibited.*

**Nonprofit Category:**

In this section, you can choose the broader categories that your nonprofit falls under. Select your category from the dropdown menu.



***Please Note:*** *If your nonprofit does not fit into one of the categories shown in the menu, please select “Other” and contact Rosi Nonprofit Support at [nonprofit.support@rosigiving.com](mailto:nonprofit.support@rosigiving.com); this will not cause a delay in the verification process!*

**Scope Of Nonprofit:**

This describes the communities served and/or the reach of your nonprofit’s mission. There is a menu to choose from on the registration form; the choices are: Local, National or International.

**Nonprofit Total Revenue:**

Indicate the ***Total Revenue as presented on your last 990 or published financial statements.*** It does not have to be an exact amount - feel free to round up to the nearest thousand dollars. If your nonprofit files a 990-N (i.e., postcard), indicate the amount under \$50,000. Please only enter digits on the registration form - no commas or decimals necessary!

**Year Nonprofit Was Formed:**

Indicate here the year the nonprofit was formed or the year the tax determination letter was received. Please use a four-digit number for the year.

**Nonprofit EIN/Tax ID:**

Input your nonprofit’s 9-digit EIN/Tax ID.

**Related Cause(s):**

Related Causes are narrower ways to classify and describe your nonprofit. These can be subsets of the category, specific communities served, cities/states/regions/countries, etc. There is a dropdown menu to use on the registration form - you can either type in your related cause(s) in the search bar or scroll through to find them.

***Please Note: You can associate more than one cause to your nonprofit.*** *If one or more of your nonprofit cause(s) is not included, please select “Other” and contact Nonprofit Support at [nonprofit.support@rosigiving.com](mailto:nonprofit.support@rosigiving.com); this will not cause a delay in the verification process!*



## **Section 4 - Rating Information**

### **Charity Navigator Rating:**

If you have a Charity Navigator rating, please indicate it here. Enter only the score (expressed as a percentage) for the overall rating. You then have the option to do the same for any, or all, of the four sub-score categories. (For reference, these are called “Beacons” by Charity Navigator). The stars will then populate based on the score percentages you enter.

***Please Note:*** *If there are sub-scores where there are no scores assigned, “Not Evaluated” will be noted.*

### **Guidestar/Candid Seal:**

If you have a Seal from Guidestar/Candid, please either indicate it here or specify that you have no Seal. You can choose from Bronze, Silver, Gold, or Platinum Seals.

## **What comes next?**

Once you’ve completed and submitted the Nonprofit Registration Form, our team will verify your information against public sources. After we finish the verification process, we will confirm your approval by sending an email to the address provided. If discrepancies exist, we will attempt to resolve them through communicating directly with your Nonprofit Representative.

Thank you, again, for joining the Rosi family. We look forward to making the world a rosier place with you!

- *The Rosi Team*