

GUIDE TO GIVING

Be Found. Get Funded.

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



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.”

**MISSION
AUSTRALIA**

Pat Brennan,
Estate Coordinator

2019 GUIDE TO GIVING

Join trusted Australian charities
and not for profits.



PB

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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.



76,300 a month
Unique web users



49,000+
Unique subscribers



4 mins
Spent on site per user



51,000+
Social followers

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.

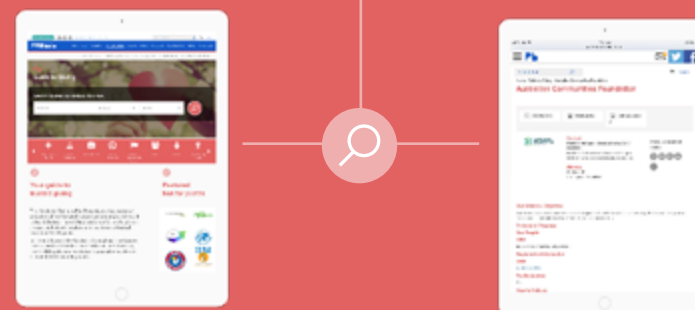
Flexible Options

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:



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 marketing and everything inbetween.



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 orginational 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

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.



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.



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.



SENIORS

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

TOTAL ANNUAL
REACH
1,000,000+

Newsletter subscribers 18,000*
Site users 915,000+ per year*

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.

Select your package:	Standard \$249	Advantage \$399	Premium \$899
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 organisations profile promoted via social media to potential donors.			✓
Categories included	One	Two	Three
Total savings:		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
- ✓ 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!

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 our website

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

4c. Display Advertising

\$750 / leaderboard

Increase your exposure

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

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1a. Select your Listing	Rate Inc. Gst	Qty	Total Inc. Gst
Basic Listing - Standard online listing. - One category.	\$249		
Advantage Listing - Listing highlighted online. - Two categories	\$399		
Premium Listing - Three categories - Social Media boost - Featured Charity add-on	\$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. <i>Please note: this add-on is included in Premium Listing</i>	\$279		
Additional Category Appear is more online searches	\$49 each		
Social Media Boost Increase your impressions to potential donors through our managed service. <i>Please note: \$500 is included in Premium Listing</i>	\$500 for 10k reach \$1000 for 24k reach \$1,500 for 49k reach		
Display Advertising Promote your organisation to our audience.	\$700 Sponsored Article \$750 Leaderboard* \$375 MREC*		
Total price of listings and add-ons:			

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

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: