

Candid.

Demographics via Candid

Nonprofit contributors

Nonprofits like yours are being buried under funder requests for more demographic data, often submitting the same information multiple times, in custom formats, in grant applications and reports.

Candid can help. When you submit your demographic data via [Candid nonprofit profiles](#), funders can easily access it, all in one place. This means you spend less time collecting, preparing, and reporting data—and more time on your mission.

How it works

1 | Get internal agreement

Have a conversation with your nonprofit's leader about collecting and sharing demographic data and explain the benefits, including how it saves time.

2 | Make a copy of Candid's [survey templates](#)

Collect demographic data from your board, leader, and staff.

3 | Claim or update your [Candid nonprofit profile](#)

Update the organizational demographics section accordingly and update your profile annually.

Tips:

- Don't guess about demographic data, always ask
- Include a "decline to state option" for each question
- Make all parts of the survey voluntary
- Treat the data with sensitivity and confidentiality

Benefits:



Free, personalized profile link for unlimited sharing



Prospecting support through Foundation Directory Essential for one year*



Your most current information included in major giving platforms



Eligibility for donations with Apple Pay when you earn a Bronze Seal of Transparency

* Eligible nonprofits must have annual revenue or expenses under \$1 million and earn a Candid Gold Seal of Transparency.

Get started.

Update the demographic section of [your nonprofit profile](#).