

## Why should my organization be listed in 211?

- If someone dials 2-1-1 and you are not listed in the resource database, the perception is that your organization is not connected with the centralized place for information
- Funding entities may look to our website as a place to view nonprofits they might fund
- Thousands of people go to our website to find out information about nonprofits each year
- If people hear about your organization through a word of mouth, the media, etc, they might dial 211 for more information. (Ie, you are organizing a fundraising event, clothing drive, etc) and if you are not listed, we can't give out any information.
- Staff members from other non profits or government entities call us and look for contact information.
- Statistically, we analyze what resources are missing in each community. If your organization is not listed, it will show as an unmet need, which might be inaccurate.
- Organizations from other parts of the state look to our database to see what nonprofits are doing/providing, and the potential connection for that would be lost.
- We create resource guides (printable) and distribute to a wide variety of people/entities. If you are not in the 211 resource database, then you cannot be included in the guides.
- Organizations can list what type of donations they accept in our database. Anything from office supplies, pet food, clothing, boats, etc (excluding monetary donations) can be listed, and if you are not in 211, you are missing the opportunity for people to donate to you!

You can see, there are many benefits to listing in the 211 resource database. It is easy to register your organization. On our website is an intake form where you can simply fill in the blanks. There are no charges, ever, for listing with us, and all that is required is an annual update/verification of the information.

Let us know if you have any questions.

Thanks!

211 Resource Database Staff