



Charity Navigator

Encompass Rating System Toolkit

Charity Navigator's Encompass Rating System



Nonprofit Toolkit

Congratulations on receiving your Encompass rating from Charity Navigator! This powerful trust indicator demonstrates to your donors they can give with confidence due to your financial health, transparency, and accountability.

Please feel free to use the following guidelines and ideas to share your accomplishment with the world. We would also love to hear how your charity uses the Encompass rating; please email us at media@charitynavigator.org if you have any questions or feedback to share!

Jump to page 6 to download your Encompass Rating Assets

A New Era in Charitable Giving

Key Changes

Since 2001, Charity Navigator has rated the effectiveness of thousands of nonprofits based on measures of finance, accountability, and transparency through the Star Rating System. While eligibility requirements for a star rating disqualify less established and smaller nonprofits, the Encompass Rating System provides smaller and more recently established nonprofits to be evaluated through the use of available data. The Encompass Rating System is based on a numerical score out of 100 and will live alongside the current Star Rating System. Star-rated charities are not affected by this new system.



Differentiators

The new methodology utilized by the Encompass Rating System enables our organization to rate nonprofits at scale, bringing the impactful work of more than 150,000 newly-rated nonprofits to the attention of donors and providing the assurance that a rating from Charity Navigator bestows.

Methodology

The Encompass Rating System uses a combination of automated methods and technology-supported manual research and analysis to provide donors and nonprofits with four clearly-visualized indicators of organizational effectiveness - we refer to these as beacons.

A score of 75 or above indicates that a nonprofit is effective and transparent in the areas being assessed, based on Charity Navigator's criteria. These organizations will receive the 'Give with Confidence' attribution on their Charity Navigator page.

The Beacons

The Encompass Rating System is a comprehensive evaluation tool that analyzes nonprofit performance based on four key indicators. At this time, we have developed and released beta versions of two beacons: Finance & Accountability and Impact & Results. We issue Encompass ratings to nonprofits if they have been scored on either or both of these beacons.



Finance & Accountability

This beacon evaluates a nonprofit organization's financial health, including measures of stability, efficiency, and sustainability. We also include accountability and transparency practices to ensure integrity.



Impact & Results

This beacon assesses how well a nonprofit delivers on its mission. To issue an Impact & Results score, we estimate the actual impact a nonprofit has on the lives of those it serves, and determine whether it is making good use of donor resources to achieve that impact.



Leadership & Adaptability

(Coming soon)

This beacon will provide an assessment of the organization's leadership capacity, strategic planning, and the ability to readily innovate or respond to changes in constituent demand/need to achieve the organization's mission.



Culture & Community

(Coming soon)

This beacon will provide an assessment of the organization's people operations/HR, connectedness and engagement with the constituents and communities served, reputation, and Diversity, Equity, and Inclusion measures.

Highlight Your Encompass Rating

We invite you to highlight your Encompass rating in your own marketing materials. We have some guidelines for how you use our brand and reference Charity Navigator and the Encompass Rating System so that we are consistent across all mediums.



Charity Navigator
Encompass Rating System
Encompass rating



Not sure about how you want to use the Encompass seal?

Email us at media@charitynavigator.org and we'll be happy to answer your questions.



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Highlight Your Encompass Rating

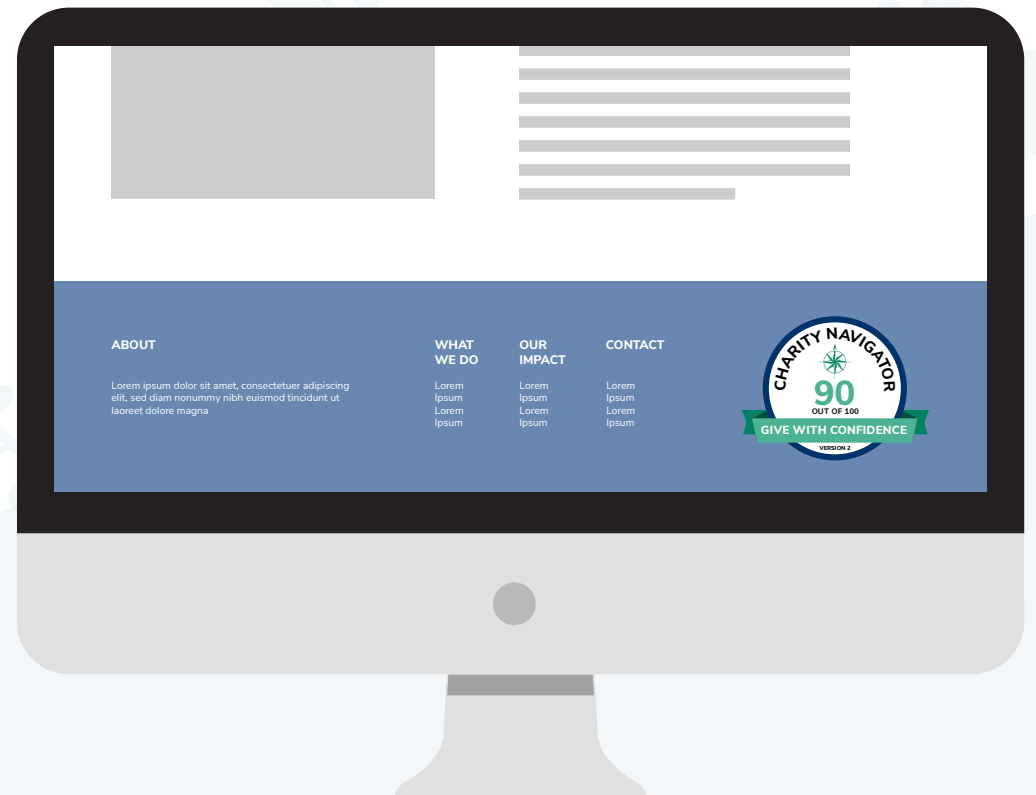
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Promotional Assets & Graphics

In addition to your Charity Navigator Encompass profile page, we have prepared a set of assets for you to access and use as you prepare to promote your Encompass rating. Within this folder, you will find your Charity Navigator seal, a social media graphic, and prepared messaging for media relations and emailing your community.

When featuring your Charity Navigator seal on your website, you **MUST** link the image to your Charity Navigator profile page. The URL is easy to remember - it's <https://charitynavigator.org/ein/> [INSERT EIN WITHOUT DASH]

 [Download Encompass Rating Assets](#)



Spreading The Word

Generating Media Awareness

A sample press release to announce your accomplishment to the media is [available here](#). We ask that you take care in how you modify this release - if you have any questions about what changes you want to make, please email us at media@charitynavigator.org.



Twitter

We're now rated by [@CharityNav](#) 🏆 Check out our Encompass rating and the breakdown of our finance and accountability metrics. [link to your profile]

Facebook

Have you heard the news? We're now rated by [@Charity Navigator](#)! You can 'Give with Confidence' knowing that we have been independently evaluated for effectively stewarding donations. Check out our Charity Navigator profile to learn more! [link to your profile]

Instagram

📣 We're now rated by [@CharityNav](#)! You can 'Give with Confidence' knowing that we have been independently evaluated for effectively stewarding donations. 🏆

LinkedIn

We've been rated by [@Charity Navigator](#), which means our donors can 'Give with Confidence' knowing that we have been independently evaluated as accountable and financially responsible. Learn more: [link to your profile]

Engaging Your Network

Emailing Your Community

Consider sending a special email announcement to your community letting them know about this important achievement. A [sample email](#) is included for you to use. Consider including this in an automated welcome series to help build trust with prospective donors.

Showcasing the Achievement

Featuring your rating on your website is a great way to signal to donors that your organization is trustworthy and deserving of their support. Ensure you're following our guidelines on page 5 and share how you display your Encompass seal with us by emailing media@charitynavigator.org!



Thank You!

Congratulations on being an Encompass rated organization!

Your accomplishment validates that your supporters can trust your commitment to good governance and financial accountability. We hope this makes a difference in your fundraising efforts and look forward to seeing how your organization grows.

Questions? We're here to help

media@charitynavigator.org

Or find us on social media at the links below.

Stay in touch

Receive updates on charity ratings, new features, hot topics and fundraising tips.

[Sign up for our newsletter](#)

