

# Who Offers What Guide

Pro Bono  
Australia

## Resource Guide for the Not for Profit sector

The Who Offers What Guide provides the vital link between Not for Profit organisations and those wishing to offer products, services and special rates to the sector.



### WHAT IS THE WOW GUIDE?

The WOW Guide (Who Offers What) is an on-line resource guide that caters specifically for the Not For Profit and Community Sector.

This easy to access directory – [www.wowguide.com.au](http://www.wowguide.com.au) – lists products, services and suppliers in a broad range of categories and allows those companies listed to give examples of recent work and industry-related clients.

Added to this, the site details special offers, rates and promotions that change on a monthly basis and are sent out via Pro Bono Australia's News Services and the WOW Bulletins, a collective subscription base of 12,000 people. The WOW Guide is also listed on the Pro Bono Australia website.

### HOW DID THE WOW GUIDE START?

Pro Bono Australia has been servicing Australia's Not for Profit organisations for over 19 years through our News Services, the Australian Directory of Not for Profit Organisations and the VolunteerMatch website. We have come to know the sector well and are highly regarded for the quality and innovation of the services we deliver.

As Pro Bono Australia has grown and developed over the years, our organisation has often been seen as an effective way for suppliers advertising their products and services to gain access to the Not for Profit & Community Sector.

The WOW Guide is a natural extension of our services - a free on-line resource providing Not for Profit organisations with a means to access special rates and offers on products and services from suppliers who cater specifically to the sector.

### WHO DOES THE WOW GUIDE REACH?

The WOW Guide is targeted to the key decision makers in thousands of Not for Profit and Community organisations across Australia. The Not for Profit sector contributes over \$21 billion to the Australian economy each year and the WOW Guide is an effective way to connect with this buying power.

Distribution of the WOW Guide occurs via two main channels - Pro Bono Australia's extensively read and highly regarded News Service and the WOW Guide monthly Bulletin, which lists new services, featured suppliers and specials.

The overall distribution for the WOW Guide is 20,000 per month.

