

Why should my organization be listed in the Helpline Center Resource Database?

The Helpline Center has a resource database that is used by 211, containing nonprofit and government information across the state of South Dakota. Here are some reasons why eligible entities are invited to get listed:

- So that your information is available to those who need it. Who uses the information in the Resource Database?
 - Helpline Specialists
 - Individuals and families seeking assistance (either via a website or by speaking to Specialist in person, over the phone or through chat/text)
 - Professionals/staff and volunteers working for other human service organizations
 - Government departments and divisions, including public libraries and schools
 - Researchers and students
 - Planners, funders and policy makers
 - Businesses, especially personnel departments
- The Helpline Center analyzes thousands of calls and referrals every year, to identify “unmet needs”. We need all nonprofit and government resource listed, so we can accurately identify where there are gaps in services. Sometimes we get asked, what is missing in our community? We wouldn’t want to list a service that is actually be provided, but just not in our database.
- Organizations from across South Dakota look to our database to see what nonprofits are doing/providing, and the potential connection for that would be lost.
- We create various resource guides (printable) where funding is provided. Hundreds of these guides are downloaded/distributed each year to a wide variety of people/entities. If you are not in the Resource Database, then you cannot be included in the guides.
- If people hear about your organization through a word of mouth, the media, etc, they might dial 211 for more information. If you are not listed, we can’t give out any information.
- In a disaster, 211 plays a critical role by keeping 911 lines open for emergencies. We provide a 24/7, easy to remember number for the public to have a central place during the response and recovery efforts.
- Finally, 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!

211 is the centralized database of human service information in the state of South Dakota. You can see, there are many benefits to getting listed. It is easy to register your organization. Simply fill out our [intake form](#). 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!