

SIGN UP & BE COUNTED!

A GUIDE FOR INDIVIDUALS AND ORGANIZATIONS



Welcome!

Americans for the Arts has created this guide to help ease the Dun & Bradstreet DUNS registration process for individual artists and arts organizations. By downloading this packet, you have taken the first step to ensure that you or your organization is counted in Americans for the Arts' Creative Industries research. In 2008, our analysis revealed that roughly 612,095 arts businesses employed 2.98 million people. But we know this is an undercount! If you are reading this introduction, you may be one of the many individuals or organizations that we suspect were not counted!

This packet provided by Americans for the Arts makes it easy for you to sign up for a DUNS number online. In this packet we've compiled step-by-step directions that will guide you through the process of registering with Dun & Bradstreet (D&B) via their website, frequently asked questions and a glossary of terms.

Ready to Register?

When you contact D&B you will be asked to provide the most up to date information on yourself (if you are an individual artist) or your organization. Americans for the Arts has compiled a checklist on the following page to help you register quickly and efficiently.

Please note that there is a 30 day period during which D&B will process your application. During this time they may contact you to sell their services. Feel free to decline their offers. After 30 days you will receive confirmation of your DUNS number.

Think you already have a DUNS Number?

You may be right! On page 3 of this packet we include directions on how to (1) check and see if you have a DUNS number, (2) update your profile to reflect any changes to your organization, (3) update your SIC code to reflect the proper arts-related business classification.

INSTRUCTIONS FOR NEW REGISTRANTS

- **Step 1. Assemble the following information:**
 - Legal name of your organization (or your name if registering as an artist)
 - Contact information
 - Name of an authorizing official (e.g., president, director. If you are an individual artist, that would be you)
 - Total number of employees
 - Purpose of your organization or type of artistic production (e.g., nonprofit dance company that performs and creates work, museum that provides art exhibitions for the general public, artist who specializes in metalwork)
 - Your Standard Industrial Classification (SIC) code. The SIC refers to the type of organization or art-form (e.g., arts council, ballet company, or actress). Use the SIC table found on our Creative Industries site to locate which code applies to you: www.AmericansForTheArts.org/CreativeIndustries
- **Step 2. Go to the Dun & Bradstreet webpage: <https://eupdate.dnb.com/>**
 - Click on "Request a DUNS number."
 - On the next screen, select "Get a DUNS number." You will be transferred to a page where you can begin your DUNS number request. Provide your name and contact information. Click "Submit" to continue with registration.
 - The next page asks you to complete your business profile. Fill in the fields with the information assembled in Step 1.
 - Next you will see two options: "Establish Credit File for \$549" or "Get it Free – Wait 30 Days"
 - Click "Thirty Days" to receive your DUNS number at no cost.

Congratulations! You have just signed up to be counted.

Once you've successfully completed your DUNS application, D&B will take up to thirty days to assign you a DUNS number. During this time, their sales department may contact you to register for their credit services. Whether you chose to purchase them is up to you, but do not feel pressured to sign up for anything. After 28 days your application will be released from the D&B sales department and you should receive your new number.

INSTRUCTIONS FOR UPDATING YOUR PROFILE

There are two things you may want to update: your SIC Code or your general background information.

1. Changing your Standard Industrial Classification Code

Unfortunately, you cannot change SIC code via the D&B webpage. You must call D&B. The call should take less than 10 minutes. Follow these steps to change your SIC code:

- **Step 1.** Use the SIC code table on the methodology page of our website to identify the most accurate SIC code for your organization:
http://www.AmericansForTheArts.org/information_services/research/services/creative_industries/007.asp
- **Step 2.** Call D&B (866.705.5711) and tell the operator that you would like to request the SIC code that is currently associated with your organization. If this code is not the one you identified using our chart, ask the operator to change it to the one you have chosen.

2. Updating general background information

- **Step 1.** Visit D&B's e-Update web page at <https://eupdate.dnb.com/>.
- **Step 2.** Login to view and update your organization's profile.
 - If you are registered with D&B, but haven't signed up for eUpdate, go to the site above and click "Not registered?" below the "Log in" button.
 - You will be taken to a page titled "Request Access to your D&B Credit File". Fill in your DUNS number or business information and your contact information. D&B will send you an email with your access information.
 - Once you receive a password from the D&B eUpdate service, return to <https://eupdate.dnb.com> and log in.
- **Step 3.** Update your profile to reflect changes in the number of employees, business address, etc.

Thanks for keeping your profile up to date! Your new information will be available for use in next year's creative industries research. As was the case when you signed up for your DUNS number, D&B may contact you to sell their services. You are in no way obligated to purchase their services and should feel free to turn them down. Updating your profile is a free service and should not result in any charges or fees.

FREQUENTLY ASKED QUESTIONS

What is a DUNS number?

DUNS stands for “data universal numbering system,” a coding method developed by Dun and Bradstreet (D&B) to track businesses in their database. In order to be counted in the D&B database, you must have a DUNS number.

Who should sign up for a DUNS number?

Individual artists and nonprofit arts organizations should register for a DUNS number.

Why should I register for a DUNS number?

There are two reasons why it is important for all of the nation’s arts related businesses, organizations and artists to secure a DUNS number. First, registering for a DUNS number makes you eligible for grants. The federal government has recently enacted a new policy that requires all grantees and contractors to provide a DUNS number as part of their grant applications and proposals, and many state and local arts agencies are doing the same. Thus, even to apply for a grant from the National Endowment for the Arts, for example, you need a DUNS number. Second, Americans for the Arts has developed a powerful geo-political advocacy tool—the Creative Industries project—that uses the DUNS number to identify each for-profit and nonprofit arts-related business in the country. The more accurate the information is, the more successful our combined efforts to increase awareness of the national scope of the arts industry will be.

Why should I update my business profile?

If your business profile has changed in the past year (e.g. change in number of employees) then you should update your information to ensure that your account profile is as accurate as possible. We have found that some of the nonprofit arts organizations that already have a DUNS number are associated with incorrect, non-arts affiliated SIC codes in the D&B database. It is your responsibility to ensure that you are correctly coded in the D&B database. Fortunately, it is a simple process that takes only minutes to complete.

How do I register/update by my business profile?

Americans for the Arts strongly encourages you to register online. This packet contains step-by-step instructions on how to get a DUNS number and update your business profile.

What if I already have a DUNS number?

If you have a DUNS number, you should update your business profile periodically to assure that it is as accurate as possible.

Why should I register online as opposed to by phone?

The Sign Up and Be Counted campaign is solely run by Americans for the Arts. We do not have a contract with D&B to provide DUNS numbers to all arts organizations. While the process is much quicker by phone (it takes less than 5 days for your application to be processed) you will encounter many difficulties if you do so. The operators at D&B, while very helpful, are not

trained to deal with the complexities of arts organizations and individuals. They may have difficulty understanding your business type (especially individual artists). Avoid potential frustration by signing up online.

How long does it take to apply for a DUNS number?

The online form takes only minutes to complete. Please note that if you choose the free registration option, you will have to wait 30 days for your DUNS number. When a free online account is set up, it is routed to the D&B sales office. They may call and try to sell you services that you should not feel obligated to accept. After 28 days, the account will automatically be transferred over from the sales office to be set up with a new DUNS number. This 30 day timeline is built into the process for every customer who chooses not to pay for the service.

When should I register/update my profile?

Complete your online registration/account update D&B by December 31 of each year. Americans for the Arts downloads data from D&B at the beginning of each calendar year. If you aren't registered or updated by the end of the year, you won't be tracked accurately next year. If you plan to apply for a grant that requires a DUNS number, give yourself enough time to sign up and receive it—in other words, more than 30 days.

Does it cost anything to register for a DUNS number?

Nope. If you chose the free registration option on their site, there is no charge. However, in doing so, D&B will hold your application for 28 days. During this time, you may be contacted by D&B sales people offering you D&B products and services. You are free to refuse; this is just standard procedure on their end. After 28 days your application will be processed and you will receive your DUNS number.

Why doesn't D&B know about Americans for the Arts or Sign Up and Be Counted when I call them?

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GLOSSARY

Americans for the Arts: Americans for the Arts is the nation’s leading nonprofit organization for advancing the arts in America. With more than 45 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

CFDA Number: If you register with D&B by phone (which we advise you *not* to do) the customer service representative might ask you for a CFDA number. The Catalog of Federal Domestic Assistance (CFDA) is a government-wide compendium of federal programs, projects, services, and activities that provide assistance. Each program in the Catalog is preceded by a five-digit program identification number (CFDA number), for example 93.110. The first two digits identify the federal department or agency that administers the program, and the last three digits are assigned in numerical sequence. Americans for the Arts does not have a CFDA number associated with the Sign Up and Be Counted campaign as we are not a government organization.

Creative Industries: The Creative Industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. We have guarded against overstatement of the sector by excluding industries such as computer programming and scientific research—both creative, but not focused on the arts.

Dun & Bradstreet: Dun & Bradstreet (D&B) is widely acknowledged as the most comprehensive and trusted source for business information in the United States. D&B provides very reliable data about employment and the number of arts-centric businesses in both the nonprofit and for-profit arts.

DUNS Number: DUNS stands for “data universal numbering system,” a coding method developed by Dun and Bradstreet to track businesses in their database. In order to be counted in the D&B database, you must have a DUNS number.

SIC Code: The Standard Industrial Classification (SIC) code is an 8 digit code that identifies the arts industry sub-category in which you or your organization belongs. For example, the SIC code for a summer theater company is 79220306 and the code for an arts council is 86999902.

Sign Up and Be Counted: A national campaign run by Americans for the Arts with the aim of having all arts related businesses, organizations, individual artists and art collectives in the United States sign up with the D&B database. The D&B database provides Americans for the Arts with the data used to analyze the creative industries. As long as there are arts-related businesses and individuals not in the database, then there will be an undercount in creative industries.

USEFUL LINKS

Creative Industries Homepage:

<http://www.AmericansfortheArts.org/CreativeIndustries>

Sign Up and Be Counted Homepage:

http://www.artsusa.org/information_services/research/services/creative_industries/003.asp

Creative Industries: Methodology

http://www.artsusa.org/information_services/research/services/creative_industries/007.asp

Dun & Bradstreet eUpdate Service

<https://eupdate.dnb.com/>