

THE SOFTWARE YOU KNOW

In This Issue

[Patriotism or Blacklisting?
October Question of the
Month Results](#)

[How Ethical Is Your Nonprofit
Organization?](#)

[Not Just for Madison Avenue:
The Basics of Nonprofit
Marketing](#)

[Give with Your Head as Well
as Your Heart: GuideStar's
Tips for Donors](#)

[From the President's Office](#)

[Question of the Month](#)

[Stat of the Month](#)



**Patriotism or Blacklisting?
October Question of the Month Results**

In our post-9/11 world, should charities be required to check employees' names against government terrorist lists before receiving grants or contributions? Is such a measure the price we must pay for our safety or a violation of people's civil rights? [Find out](#) how Newsletter readers feel about this issue.

[back to top](#)



How Ethical Is Your Nonprofit Organization?

Nonprofits exist to serve the public good. People who work for nonprofits want to make the world a better place. So the term "nonprofit ethics" is redundant, right? Not necessarily. [Read more](#) about this important topic—and why it affects everyone in the sector.

[back to top](#)



**Not Just for Madison Avenue:
The Basics of Nonprofit Marketing**

With more than 1 million charitable organizations in the country, how do you ensure that donors hear your message? And that the *right* donors hear it? Perhaps marketing isn't just for slick corporate types bent on getting people to spend money. [Learn more](#)

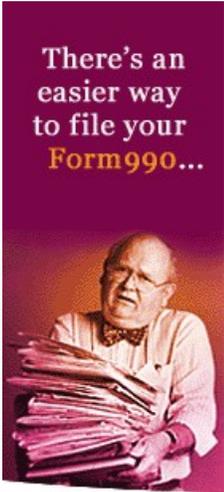
[back to top](#)



**Give with Your Head as Well as Your Heart:
GuideStar's Tips for Donors**

It's the time of year when people open their hearts and their pocketbooks. But with so many worthy causes served by so many

There's an easier way to file your **Form 990...**




Click here for **FREE** tools and information on e-filing the Form 990!

American Nonprofit Technology Alliance

- Donations
- Resources
- Education
- Over 500 Free Software Titles

Free Membership [Click Here!](#)

BOOST FUNDS - Online

Fundraising in today's Internet-driven world requires more than a "donate now" button on your Web site.

Download our **FREE FUNDRAISING GUIDE** and discover:

- How to create online fundraising campaigns that get results.
- How to measure online fundraising success.
- What some nonprofits are doing to achieve success online.

**November Question
of the Month**

Do you believe that
charitable organizations
should use business
criteria to measure
performance?

Share your answer



Connecting Nonprofit
Professionals Worldwide

dedicated organizations, what's a donor to do? Here are GuideStar's tips for finding the charities that are right for you.

[back to top](#)



From the President's Office

Dear Friend:

The giving season is here. As is true for so many people, the next two months look to be especially busy ones for GuideStar.

Traffic to our Web site will jump as donors research their end-of-year contributions, reporters gather tips for giving wisely, and nonprofits update their GuideStar Reports. As it does throughout the year, our Information Technology staff will monitor the site's performance vigilantly during this expanded usage to ensure that it remains available 24 hours a day, seven days a week.

The number of telephone and e-mail inquiries—everything from forgotten passwords to finding Forms 990 on the site to questions about our products and services—will increase. Last year, customer inquiries almost doubled at the end of the year, from 3,748 in October to 5,583 in December. [Read more](#)

[back to top](#)

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Stat of the Month

Proportion of Internet
users who obtained
information on-line for the
2004 election:

40%

Source: Pew Internet &
American Life Project

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