

## THE SOFTWARE YOU KNOW

### From the President's Office

Dear Friend:

We are excited this month to unveil Edu@GuideStar, a new program to connect students, faculty, and academic researchers with GuideStar's nonprofit information. As we have learned more about our users over the last few years, we've been surprised and delighted to learn that a large number of students, teachers, and researchers are using GuideStar data every day in their classroom work. The types of activity vary greatly: students use GuideStar to study individual organizations, teachers rely on GuideStar to help in teaching classes on the entire sector, and researchers explore all sorts of interesting questions on the effectiveness and impact of organizations.

More than 600 academic institutions offer degrees and individual courses on the nonprofit sector, and that number increases yearly. As part of our public service as a 501(c)(3) nonprofit organization, GuideStar is offering complimentary access to our highest level of service to those strengthening the nonprofit sector through education. [Click here](#) for more information.

We are also pleased to announce the September 15 release of the *2005 GuideStar Nonprofit Compensation Report*. The report is GuideStar's fifth annual analysis of nonprofit compensation, and we are proud to be able to continue to make it available. ... [Read more](#)

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### In the Face of Disaster, Americans Respond with Their Hearts and Minds

*More than 1,200 deaths. As much as \$200 billion in recovery costs. In the aftermath of Hurricane Katrina and Hurricane Rita, what should nonprofits do about non-relief fundraising?*

National disasters bring out the best in the character of America's citizens, as they rush to the aid of victims of catastrophes such as Hurricane Katrina and Hurricane Rita. As professional fundraising consultants, we are often asked about the impact of such disasters on fundraising for other philanthropic needs. ... [Read more](#)

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### Making Your Needs Known

*"If it gets tax-exempt status, they will support it." Not necessarily—you have to let "them" know what you need. Here are some tips for doing just that.*

How dare we discuss your neediness, you may ask? Isn't it obvious? Aren't you doing such a

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[hurricane@guidestar.org](mailto:hurricane@guidestar.org)  
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good job of show and tell that you leave people thinking you've got it all handled? This, of course, leaves them no room to contribute. You've got to become masterful at walking the fine line. ... [Read more](#)

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## Newsletter Readers Respond to Katrina

*Newsletter readers responded generously and in an impressive—and inspiring—number of ways to Hurricane Katrina.*

In the aftermath of Hurricane Katrina, many individuals and organizations focused their energy on helping the survivors of the devastating storm. To learn more about this response, the September Question of the Month asked Newsletter readers, "Have you personally taken or do you plan to take any action in response to Hurricane Katrina?" An impressive majority of respondents—90 percent—answered that they had done or were planning to do something. ... [Read more](#)

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## Fourth Annual GuideStar Nonprofit Economic Survey

On October 11, we will send an e-mail inviting certain Newsletter subscribers to participate in our fourth annual nonprofit economic survey. If you are associated with a 501(c)(3) nonprofit organization and want to ensure that you receive an invitation—or that you **don't** receive one—click here.

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## [hurricane@guidestar.org](mailto:hurricane@guidestar.org) Now Off-line

Thank you to everyone who sent information about their hurricane-relief activities to us at [hurricane@guidestar.org](mailto:hurricane@guidestar.org). GuideStar staff members are no longer adding this information to organizations' GuideStar Reports. We hope, however, that every organization involved in the long-term relief and recovery efforts will update its GuideStar Information Form to reflect these activities. For more information on updating, go to [www.guidestar.org/npo/](http://www.guidestar.org/npo/) or contact us at [customerservice@guidestar.org](mailto:customerservice@guidestar.org).

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### October Question of the Month

If you were to recommend **one thing** to a nonprofit organization starting a volunteer program, what advice would you give?

[Share your answer](#)

### Stat of the Month

Number of public charities included in the 2005 *GuideStar Nonprofit Compensation Report*:

>83,000



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