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From the President's Office

Dear Friend:

Just two weeks ago, we launched our latest service resulting from collaborating with our users. It's called LibraryServices@GuideStar, and through this new program, academic and public libraries can give their patrons access to GuideStar Premium. ... [Read more](#)

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Stop the Stopgap Measures!
A Long-range View toward Fundraising

Does fundraising make you feel like a hamster in a wheel—running hard but going nowhere? Here are suggestions for moving forward.

Raising money is a constant, enormous task for most nonprofits. In a survey last year of GuideStar's Newsletter readers, nearly half of you (46 percent) said this was your greatest challenge. Perhaps it is time to take a step back from the day-to-day operation (and bills) of your organization and focus on the horizon. ... [Read more](#)

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Partner Spotlight: TechSoup and VolunteerMatch

- **TechSoup**—Powered by CompuMentor, one of the nation's oldest and largest nonprofit technology nonprofit organizations, TechSoup.org offers nonprofits a one-stop resource for their technology needs. ... [Read more](#)
- **VolunteerMatch**—Attracting volunteers who are talented, enthusiastic, and dependable is not without its challenges. However, with VolunteerMatch's proven, effective on-line service, nonprofits anywhere in the United States can recruit volunteers quickly and efficiently. ... [Read more](#)

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What Is Your Organization's "Elevator Message"?

Do you lose your audience while waxing poetic about your organization's mission and programs? Perhaps it's time to craft your elevator message.

When I first heard the phrase "elevator message," I wondered what was so important about delivering a message while rising to the 15th floor. Then someone explained the idea was to be able to describe an organization's work to an outsider in the short space of an elevator ride. I've been a confirmed elevator man ever since. ... [Read more](#)

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Senate Committee Passes New Accountability Rules

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July Question of the Month

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GuideStar continues to be a sector advocate of increased transparency and accountability. As part of our public service commitment, we have published a number of articles about recent [charity reform](#) proposals. We hope you find this Chronicle of Philanthropy piece equally interesting and informative. We'd love to hear what you think.

The Senate Finance Committee on June 28 passed a series of measures designed to encourage greater accountability among donors and nonprofit groups. ... [Read more](#)

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Insurance Advice for Start-up Nonprofits

Checklist for a new nonprofit: Mission statement? Check. Program descriptions? Check. Board members? Check. Insurance? Uh-oh.

Over the past several years, I have had an opportunity to work exclusively with nonprofit organizations and help them research a myriad of insurance options. Many of these newly formed nonprofits were looking for insurance for the first time. ... [Read more](#)

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To Blog or Not to Blog, That Was the June Question of the Month

More and more people are getting into keeping blogs (i.e., Web logs). So how widespread is blogging in the nonprofit sector?

Nonprofits, Julie Moran Alterio reported in the May 29, 2006, *Journal News*, are "starting to tap into the power of blogs, podcasts, news feeds and social networking sites." ...

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ARE YOU A FUNDRAISING GENIUS?

Volume 6, Issue 7, July 2006

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