

If you use spam filters to protect your in-box, please take a moment right now to add newsletter@guidestar.org to your e-mail address book, spam software whitelist, or mail system whitelist. Adding the address will help ensure that you receive the Newsletter and that your e-mail software displays HTML and images properly.



From the President's Office

Dear Friend:

One of the joys of working for a nonprofit is the satisfaction of being part of an organization with goals and values that match your own. As president of GuideStar, I'm a member of a team of hard-working individuals who are effectively promoting positive change throughout the entire nonprofit sector by putting their core values into action every day.

An integral part of this value system is our conviction that GuideStar has a responsibility to make nonprofit information available in a manner that encourages broad use regardless of a user's ability to pay. Anyone can log on to our Web site and find solutions with free and reliable nonprofit information 24 hours a day, 7 days a week.

This type of open availability is crucial and can have tremendous impact on both donors and the nonprofits they support. Let me share with you, as an example, a comment we received from one of our nonprofit users in Ohio: ... [Read more](#)

[back to top](#)

What to Do After You're Funded

Don't, this author advises, just take a grantmaker's money and run.

After you've been told the fabulous news of your winning a sizable grant award, and the champagne in your Dixie cups has gone flat, I (the head of a foundation myself) recommend you do three things: 1. Sit down with a tasteful piece of stationery or a cheery card and send a thank you note to the funder. ... [Read more](#)

[back to top](#)

The Good, the Bad and the Ugly: How Passion, Relationships, and Expectations Affect Director Tenure

The next generation of museum leaders explores the factors that lead executive directors to stay—or go.

In Syracuse, New York, one museum is currently searching for its fourth executive director in 10 years. Although this turnover may seem high, it is consistent with national trends in the not-for-profit industry. In a 2006 nationwide survey of nonprofit leadership, 75 percent of executives stated that they planned to leave their jobs within the next 5 years. ... [Read more](#)

[back to top](#)

The Myths and Realities of Board Members and Fundraising

Despite what you may have heard, most board members are trained to greatness, not born to it.

Where is our dream trustee who can solicit gifts with passion and energy? Unfortunately few board members fit this ideal. One of the biggest myths perpetuated in fundraising is that most board members are willing and able to raise money. The reality of the situation is that our board members have some very real challenges when they are confronted with fundraising. ... [Read more](#)

[back to top](#)

Carrots or Karats: Rethinking Benefits for Nonprofit Employees

In This Issue

[From the President's Office](#)

[What to Do After You're Funded](#)

[The Good, the Bad and the Ugly: How Passion, Relationships, and Expectations Affect Director Tenure](#)

[The Myths and Realities of Board Members and Fundraising](#)

[Carrots or Karats: Rethinking Benefits for Nonprofit Employees](#)

[Of the Columbus Foundation, PowerPhilanthropy, DonorEdge, and GuideStar](#)

[GuideStar on the Road](#)



Online Seminars for Fundraising Professionals

Upcoming Seminars

April 29, 2008	Effective Capital Campaigns with Julia Walker
May 01, 2008	Successful Campaign Branding with Janis Johnson
May 08, 2008	Key Demographic Trends with Dr. Judith Nichols

www.forumforfundraising.com



Professional fundraising software for as little as \$29 a month!



"Benefits" means insurance and paid vacation, right? Often it does, but it can also mean much more.

Benefits are a key factor when job seekers evaluate job opportunities. Even though budget constraints often dictate a ceiling on nonprofit salaries, a competitive and robust benefits package can be an effective way to attract talent and retain employees. This article highlights some misconceptions about benefits and suggests a few ways that organizations can rethink the benefits they extend to their employees. ... [Read more](#)

[back to top](#)

Of the Columbus Foundation, PowerPhilanthropy, DonorEdge, and GuideStar

GuideStar and the community foundations of the DonorEdge Learning Community have joined forces to promote philanthropy on the local level.

The Columbus Foundation, one of the nation's largest community foundations, has launched PowerPhilanthropy, an on-line resource designed to connect people with high-quality information about local nonprofit organizations. Based on the DonorEdge® community leadership process developed by the Greater Kansas City Community Foundation, PowerPhilanthropy features detailed profiles of more than 300 organizations from the Central Ohio region. ... [Read more](#)

[back to top](#)

GuideStar on the Road

GuideStar staff will be at the following event this month. Click here to learn more: [GuideStar events calendar](#).

- Apr. 17-18: SCANPO 2008 Annual Nonprofit Conference, Charleston, S.C.

[back to top](#)



Yahoo-Powered Search Engine Funds Nonprofits

[GoodSearch.com](#) is a Yahoo-powered search engine that donates to nonprofits with every search. 57,000 nonprofits are now on-board and 100 new groups are joining daily!

GoodSearch

Success stories include: • The ASPCA has earned \$14,000+ • The Cystic Fibrosis Foundation has earned \$8,000+
• The Bubel/Aiken Foundation has earned \$7,900+ *Featured in the NY Times, CNN, ABC News, Fortune and Oprah Magazine!*



BOOST FUNDS ONLINE

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



[CLICK HERE TO DOWNLOAD YOUR GUIDE](#)

Volume 8, Issue 4, April 2008

Privacy Policy—we do not sell, rent, or lend the e-mail addresses of our subscribers.

GuideStar does not endorse, support, sanction, or verify the information or material that is contained in or linked to from paid advertisements in the GuideStar Newsletter. Ads have been obtained from sources believed to be reliable, but their content cannot be guaranteed. Unless otherwise specifically indicated, GuideStar has no affiliation with any of these organizations, and it makes no representations or warranties with regard to their products and/or services.

GuideStar newsletters are powered by Convio. Visit <http://www.convio.com>.