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# Newsletter

June 2008



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## From the President's Office

Dear Friend:

What do we do, and why do we do it?

That was a question I asked in my Newsletter column last month. A number of you wrote to agree that it's easy to get lost in the day-to-day details of running a nonprofit, with the result that we lose sight of the big picture—our respective missions and those we serve.

I want to come back to that question this month because it's at the core of our work at GuideStar in promoting transparency and accountability in the nonprofit sector. We see openness not as an annoyance or merely an obligation (although there is a sense of responsibility) but more as an opportunity to share with our various stakeholders our missions, activities, and the ways we measure success.

As it turns out, government representatives at various levels are asking similar questions about nonprofits and our work, sometimes for troubling reasons. ... [Read more](#)

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## Four Steps to Take Board Members from Fear of Fundraising to Enthusiasm

*Help your board members understand: it's not fundraising, it's friend raising.*

If you want to get your board members fully active in fundraising, you need to approach them from a new perspective. You have to change their mind-set about fundraising and redefine it from an entirely new point of view. Board members don't understand how powerful the act of raising money can be—it's an effort to make the world a better place. ... [Read more](#)

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## Recruiting 2.0: Using On-line Social Networking to Attract Top Talent

*Harness the power of the Web to expand your candidate pool.*

In the nonprofit sector, an estimated 60 percent of open positions are filled through referrals and networking. For this reason, nonprofit organizations benefit from building wide professional networks. Thanks to the proliferation of social networking Web sites, nonprofits can go on-line to grow their networks, promote their "employer brand," and connect with prospective employees. ... [Read more](#)

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## Using Your Web Site to Support Strategic Goals

*Make sure your Web site truly supports your organization's goals.*

Every nonprofit organization has goals, and these goals can change over time. Some organizations set out to raise money for research and then begin to provide education. Some set out simply to educate but then move toward advocacy. And still others serve to meet the ever-changing needs of their members. As new goals get added and old ones go by the wayside, nonprofits need to adjust their communications and fundraising efforts accordingly. ... [Read more](#)

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**Forum for Fundraising**  
Online Seminars for Fundraising Professionals

**Perfect Solicitations**  
Karen Osborne  
June 12, 2008

**Outstanding Case Statements**  
Tom Ahern  
June 24, 2008

**Major Gift Fundraising**  
Terry Axelrod  
July 10, 2008  
[www.forumforfundraising.com](http://www.forumforfundraising.com)



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over-priced software  
that drains funds from  
your cause.

## New Survey Looks at Tomorrow's Nonprofit Leaders

*Working in the nonprofit sector appeals to Generations X and Y, but they're concerned about several issues.*

When the Baby Boomers begin to retire en masse from the nonprofit sector, will the next generation be ready to replace them? And more important, will they be willing? These crucial questions are addressed in a new survey, *Ready to Lead*, conducted by the Meyer Foundation in cooperation with CompassPoint, the Anne E. Casey Foundation, and Idealist.org. ... [Read more](#)

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## Keep Out of Politics: The IRS Political Activities Compliance Initiative

*Don't take chances—learn the rules.*

With the 2008 presidential campaign season officially upon us, some nonprofits and their employees could soon find themselves faced with gray areas regarding the types of political activities they may or may not be permitted to become involved with. The issue is a serious one: engaging in prohibited political activity can result in excise taxes or even loss of tax-exempt status. ... [Read more](#)

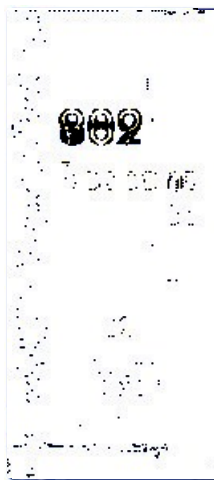
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## GuideStar on the Road

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

- June 5: 2008 IRE (Investigative Reporters and Editors) Conference, Miami, Fla.
- June 11: Indiana CPA Society Not-for-Profit Conference, Indianapolis, Ind.
- June 17-19: GuideStar DonorEdge Community Leadership Conference, Kansas City, Mo.

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## Yahoo-Powered Search Engine Funds Nonprofits

[GoodSearch.com](#) is a Yahoo-powered search engine that donates to nonprofits with every search. 60,000 nonprofits are now on-board and 100 new groups are joining daily!

GoodSearch

**Success stories include:** • The ASPCA has earned \$15,000+ • The Cystic Fibrosis Foundation has earned \$8,400+  
• The Elephant Sanctuary has earned \$7,500+ *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](#)

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