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# Newsletter

July 2008



## Software Donations for Nonprofits

Microsoft Office Pro

\$20  
ADMIN FEE

### From the President's Office

Dear Friend:

Over 10 years ago, when GuideStar first started, transparency in the nonprofit sector was a revolutionary concept. It was nearly impossible to find good-quality nonprofit data. Posting IRS 990s on our Web site in 1999 caused a stir, with lots of angry phone calls from nervous nonprofit leaders.

Today, transparency is considered an essential characteristic of a successful nonprofit organization. ... [Read more](#)

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### The State of Fundraising On-line: Results of a *Giving USA* Survey

*New research on Internet fundraising.*

As part of an effort to contribute more to the understanding of on-line giving, *Giving USA* included questions about Internet use for fundraising in a survey of the public-society benefit subsector that was distributed in spring 2008. ... [Read more](#)

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### Five Ways to Promote Ethics in Your Organization

*Tips for putting ethics front and center.*

As a professional who consults with organizations on how to raise the visibility and value of their brands, I'm always stressing with my clients that a brand is not a cosmetic you apply to make your organization look pretty. Rather, a brand is nothing less than your DNA. ... [Read more](#)

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### Raising Planned Gifts by Mail

*Ways to tailor your mailing list so that you get the most bang for your buck.*

Despite the lack of confidence we sometimes feel about direct mail's efficacy, the fact remains—it works. Maybe one day this will change—perhaps the Internet will come into its own as a fundraising medium. But for now, raising planned gifts by mail is a solid and revenue-producing strategy. ... [Read more](#)

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### Five Questions Every Search Committee Should Ask—Of *Itself*

*Some introspection can increase a search committee's chances of success.*

Since the founding of BoardWalk Consulting almost six years ago, we have had the privilege of working with literally hundreds of search committee members as clients grapple with their organizations' issues of leadership succession. From this fascinating mix of missions, personalities, recruitment challenges, and interview styles, we've developed two sets of key questions common to successful searches: ... [Read more](#)

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GiftWorks



Fundraising software anyone can use and everyone can afford.

LEARN MORE

Just \$399

MANAGE BETTER RAISE MORE

### GuideStar on the Road

July 14-15: 2008 AMA (American Marketing Association) Nonprofit Marketing Conference, Washington, D.C.

[Learn more](#)

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## No-Ask Fundraising: Six High-Impact Jobs for Board Members

*Board members can help nonprofits raise money without asking for a dime.*

How do we harness our board members' passion for the cause and channel it into productive fundraising activities? Here are practical, easy ways your board members can open the door, connect their friends to your organization, expand your organization's social networks, and help you find new friends and donors—without having to solicit. ... [Read more](#)

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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. 61,000+ nonprofits are now on-board and 100 new groups are joining daily!



**Success stories include:**

- The ASPCA has earned \$16,000+
- The Cystic Fibrosis Foundation has earned \$8,600+
- The Elephant Sanctuary has earned \$7,800+

*Featured in the NY Times, CNN, ABC News, Fortune and Oprah Magazine!*



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