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# Newsletter

October 2008

**BE AN EMAIL SUPERHERO\***

\*expertise and big budget NOT required.



GET 10 FREE TIPS!

## From the President's Office

Dear Friend:

I am pleased to announce the creation of GuideStar's *Forum of Nonprofit Advisors*, a Web-based discussion group that advises us on issues affecting our nonprofit users. Already, a test group of advisors has given us invaluable advice on making the GuideStar Exchange accessible to smaller organizations and the types of incentives to offer nonprofits that update their GuideStar reports.

If you would like to know more about the Forum, go to [www.guidestar.org/npo/forum.jsp](http://www.guidestar.org/npo/forum.jsp) or contact us at [advice@guidestar.org](mailto:advice@guidestar.org). The Forum will be an invaluable resource for us as we make additions to our Web site, upgrade services, and launch new tools. We're excited about this new way to get your feedback on these important issues as we continue our efforts to make GuideStar more responsive to your needs and interests.

And now another piece of news: GuideStar's name has been officially changed to GuideStar USA, Inc. Before the paperwork went through, GuideStar was the name of our database and our "doing business as" name registered with the state of Virginia. Our legal name was Philanthropic Research, Inc. ... [Read more](#)

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## 2008 GuideStar Nonprofit Compensation Report Now Available

*Gender, organization size, and location all affected compensation in FY 2006.*

The eighth annual edition of the *GuideStar Nonprofit Compensation Report* was released September 25, 2008. Derived from information on more than 84,421 individual positions at more than 58,400 tax-exempt organizations for fiscal year 2006, it remains the most comprehensive nonprofit compensation analysis available and the only one based entirely on IRS data. ... [Read more](#)

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## Communicating 3.0 for Nonprofits: Succeeding in Your Messaging and in Maximizing Methods

*Rumors of the press release's death may be premature.*

Nobody ever said communicating was easy. Taking a message and relaying it to an audience so that they not only understand it but *act* on it is an onerous task indeed. Especially for nonprofits, which often have to do so with limited resources. Adding to the challenge is the fact that in the Web 2.0 world, our jobs as communicators have changed dramatically. ... [Read more](#)

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## 2008 GuideStar Nonprofit Economic Survey Kickoff

*Once again, it's time to take charitable organizations' financial pulse.*

On October 6, we will send an e-mail inviting Newsletter subscribers associated with 501(c)(3) organizations to participate in our seventh annual nonprofit economic survey. The survey is designed for U.S. public charities and private foundations. It will run October 6-20, 2008. ... [Read more](#)

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It only happens  
**once  
a year,**  
and it's  
*the place  
to be...*



MICRO  
EDGE

It's time for  
**Simplicity  
+  
Flexibility  
+  
Choice**

in managing relationships  
with all constituents  
- not just donors.

Convlo

## IRS Updates, October 2008: New 990-EZ Instructions, Form 990 Webinar, and Elimination of the Advance Ruling

News continues to flow from the IRS Exempt Organization and Government Entity Division.

Last month, the IRS released instructions for the new Form 990-EZ, announced a free Webinar on preparing the new 990, and dispensed with the advance ruling for 501(c)(3) public charities. ... [Read more](#)

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### Turning Financial Advisors into Fundraising Allies

*Fundraisers and financial advisors can coexist peacefully—and serve donors' needs.*

Have you ever been close to closing a large gift only to have the donor's advisor kill it? When you ask for a large gift, do you do so with a full understanding of the gift's impact on the donor's overall financial situation and his or her other goals for self, family, and society? ... [Read more](#)

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### Bring Community into Your Communications

*Make sure the community you serve knows about your organization's contributions to it.*

Set aside a few seconds to try to imagine what the United States of America would be like without a healthy, vibrant nonprofit sector. Your first reaction is likely to be in question form: How many more children and families would go hungry at night or not have access to health care of any kind? When a natural or manmade disaster strikes, who would provide all the necessary temporary food, shelter, and clothing to the victims? ... [Read more](#)

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### GuideStar on the Road

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

- Oct. 6: NAAG & NASCO 2008 Charitable Trust and Solicitations Seminar, Santa Fe, N. Mex.
- Oct. 18: Craigslist Foundation 2008 San Francisco Bay Area Nonprofit Boot Camp, San Mateo, Calif.
- Oct. 28: Ohio Society of CPAs Not-for-Profit Leadership Symposium, Cleveland, Ohio

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#### 2009 GuideStar Webinars

Tell us which topics you'd like us to cover next year.

#### Printing Newsletter Articles

Do GuideStar Newsletter articles print in *tiny* type? [Help is just a click or two away.](#)



### Yahoo-Powered Search Engine Funds Nonprofits

[GoodSearch.com](#) is a patent-pending, Yahoo-powered search engine that donates to nonprofits with every search. 66,000 nonprofits are onboard and 100 are joining daily!



**Success stories include:** •The ASPCA has earned \$18,000! •The Cystic Fibrosis Foundation has earned \$9,000!  
•The Elephant Sanctuary has earned \$8,000! *Featured in the NY Times, CNN, ABC News, Fortune and Oprah Magazine!*

