



## I TRUST

501(c) Agencies Trust to help me save time and money for my organization.

— Dana Fraticelli, CEO, Boys & Girls Club of Silicon Valley



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### From the President's Office

Dear Friend:

I'm sure our country's economic situation is your chief concern as you read this article today.

A paragraph by Ben Stein in the *New York Times* caught my attention: "We are more than our investments. We are more than the year-to-year or day-by-day changes in our net worth. We are what we do for charity. We are how we treat our family and friends. We are how we treat our dogs and cats. We are what we do for our community and our nation. If you had \$100 million or \$100,000 a year ago and now you have a lot less, you are still the same person. You are not a balance sheet, at least not one denominated in money." ... [Read more](#)

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### Grants That Work

*Focusing your efforts can literally pay off.*

Many nonprofits may be searching for additional grant revenue to replace some funding that is being cut. Here are some suggestions for looking at new grant opportunities. These strategies work for foundation grants as well as government grants and contracts. ... [Read more](#)

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### The Most Important Part of Your Strategic Plan

*Hint: It's not defining your goals.*

Trust is at a premium. Public skepticism regarding institutions and organizations of all kinds is at an all-time high. Trust, which many once took for granted—especially with respect to some of our most venerated for-profit, nonprofit, and government institutions—is now at a premium. ... [Read more](#)

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### Top Five Ways to Appreciate Your Donors Now

*The most effective thanks strengthen donors' connection to your mission.*

1. Show them what their gift enabled you to accomplish. Give specific examples of the number of people it allowed you to reach, serve, educate, and inspire. Give them at least one story about one of these beneficiaries. ... [Read more](#)

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### Avoiding Common Hiring Pitfalls

*Follow these tips to increase the chances for a successful search.*

There are a number of ways that recruiting and hiring processes can go wrong, and hiring the right people into the right positions is too important to leave to chance. Whether your organization has dedicated human resources professionals or not, there are a number of common hiring mistakes that can be easily avoided. ... [Read more](#)

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### GuideStar Webinars for 2009

Many of you asked for the complete list of Webinars we have planned for this year. We're happy to oblige. [Webinar schedule](#)

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#### GuideStar on the Road

Feb. 28: Third Sector Conference, Bermuda

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#### FREE Webinar

## Yahoo! Powered Search Engine Funds Nonprofits

[GoodSearch.com](http://GoodSearch.com) is a patent-pending, Yahoo-powered search engine that donates to nonprofits with every search. 75,000 nonprofits are onboard and 100 are joining daily!

**GoodSearch**

**Success stories include:** ● The ASPCA has earned \$24,000! ● The Cystic Fibrosis Foundation has earned \$10,700!  
● The Elephant Sanctuary has earned \$9,800! *Featured in the NY Times, CNN, ABC News, Fortune and Oprah Magazine!*



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