



From the President's Office

Dear Friend:

What picture do you have in your mind when you think of GuideStar? For some it is a reference library—like the great central libraries of a university or city—where people can come to research and study. For me, it is a town square or a vibrant community, where people interact for a variety of reasons—to gather information, to provide resources, to meet others, and to exchange ideas. I see a GuideStar that is dynamic—not static—a GuideStar whose data and tools empower and enable people to take action on their passions and do their jobs better.

The power of the Internet gives us the ability to make those connections more vivid—not just between you and GuideStar but between GuideStar users as well. ... [Read more >](#)

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Nonprofit Compensation under the Microscope

The vast majority of U.S. charities are small organizations with annual gross revenues of less than \$25,000. The people involved with these nonprofits usually volunteer their time or work for a pittance. Leaders of the remaining organizations, however, need to examine their compensation-setting processes carefully to ensure that they are following best practices. ... [Read more >](#)

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Call Your Donors

Those three words say it all. In these uncertain times, nonprofits are asking, "What do we do now? How do we survive, manage, or even thrive in this economy?" I've spent this week calling about 50 CEOs from some of the groups in our Five-Year Sustainable Funding Program. I called to listen, to see how each group was faring, how their fundraising was going, what more they might need. ... [Read more >](#)

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Blood in the Water: Why You WILL Face a Media Crisis and What You Can Do About It

Smithsonian: Larry Small, brought in as secretary from Fannie Mae, gives himself perks to which he was accustomed in the private sector that are way out of line for a national nonprofit with 70 percent federal funding. The media uncover this, and there is unrelenting bad coverage, driving Congressional hearings and pressure. Small is gone, and the reputations of the Smithsonian and its board are heavily tarnished. ... [Read more >](#)

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The Door Has Opened: New Form 990 Creates Strategic Opportunities and Risks for Nonprofit Organizations

A major step in transparency is unfolding in the nonprofit world. The vehicle delivering this change is the newly revised IRS Form 990, "Return of Organization Exempt from Income Tax," which nonprofit organizations have begun filing for the 2008 tax year. The impact that the increased transparency will have on nonprofit organizations has been severely underestimated. ... [Read more >](#)

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Practical Ideas for Using Web 2.0 to Create Passive Revenue for Your Organization

There has never been a better time to explore alternate fundraising opportunities. The exciting thing is that there are a lot out there, including Web 2.0 strategies, and the possibilities are only limited by your imagination—not your resources. ... [Read more >](#)

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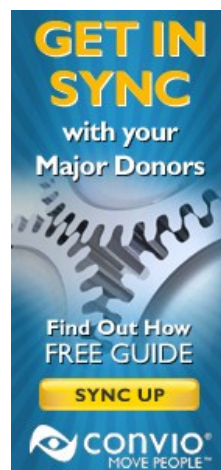
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IRS Updates, June 2009: New 990 Tips, Mergers and Terminations, and Conferences and Workshops

The service posts another set of tips for filers of the new 990, offers guidance on what to tell the IRS if your organization merges with another nonprofit or ceases operations, and announces events for exempt organizations. ... [Read more >](#)



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This Month's Webinars

- June 23—GuideStar Enterprise Solutions: Trusted Nonprofit Intelligence
- June 24—Creating Sustainable Funding in Economically Challenging Times
- June 30—Grantmaker Due Diligence in the Pension Protection Act Era



[Learn more or register >](#)

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Yahoo-Powered Search Engine Funds Nonprofits

[GoodSearch.com](#) is a patent-pending, Yahoo-powered search engine that donates to nonprofits with every search. 80,000 nonprofits are onboard and 100 are joining daily!



Success stories include: • The ASPCA has earned \$27,000! • The Cystic Fibrosis Foundation has earned \$11,500
• The Elephant Sanctuary has earned \$10,500! *Featured in the NY Times, CNN, ABC News, Fortune and Oprah Magazine!*



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