



It's 2010. Do You Know Where Your Donors Are?
Free eBook for GuideStar Newsletter Readers:
8 Online Fundraising Changes You MUST Make in 2010 from Network for Good.

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GuideStar Green Giveaway

In honor of Earth Day, GuideStar invites environmental and wildlife nonprofits to enter the GuideStar Green Giveaway. Ten organizations that have at least 10 reviews on GuideStar and GreatNonprofits will be drawn at random to win \$500 each. We'll announce the results in the May 2010 Newsletter and feature the winners on our site. ... [read more](#)

[back to top](#)

Give Us Your Feedback on TakeAction@GuideStar

If you've been to GuideStar's home page over the last couple of days, you've probably noticed the handsome image featuring a sea turtle, individuals representing several causes, and text inviting you to "Take Action Guided by expert opinions & user reviews." ... [read more](#)

[back to top](#)

Any Organization Can Win High Visibility and Build a Strong Brand by Using Smart but Inexpensive Public Relations Tactics!

Even if you don't have a big marketing or public relations budget, you can still raise your organization's profile and build a strong brand among customers, members, potential members, the news media, and other opinion leaders if you use a few proven—and inexpensive—PR tactics to raise your visibility. ... [read more](#)

[back to top](#)

Make 2010 the Year YOU Start Planned Giving, Part II

Welcome back! Or, welcome! This is the second article in my year-long series to help start your planned giving program in 2010. To get the most of this article, you'll need to have read the first article and have done the homework. If you haven't, it's not too late to get on board. ... [read more](#)

[back to top](#)

Stakeholder Reviews: The Arts Are "Nourishment for the Mind and Spirit"

Social media are fundamentally changing nonprofit work. Whether it's via Twitter, Facebook, or another channel, finding ways to engage your community in the work of your organization is increasingly critical to your success. One of the most effective ways to do this is to gather user reviews. ... [read more](#)

[back to top](#)

When It Comes to Your Brand, Details Matter

I was just about to make a positive remark about the attractive design on the cover of the document, when a colleague of the person whose department was responsible for putting the piece together blurted out, "Hey, Jim, the county's name is spelled wrong on the cover of your report." ... [read more](#)

[back to top](#)

This Month's Webinar

- Apr. 21—GuideStar Professional Solutions: Your Nonprofit Analytical Toolkit Register now

[back to top](#)

[Bob Ottenhoff's blog](#)



In This Issue

[GuideStar Green Giveaway](#)

[Give Us Your Feedback on TakeAction@GuideStar](#)

[Any Organization Can Win High Visibility and Build a Strong Brand](#)

[Make 2010 the Year YOU Start Planned Giving, Part II](#)

[Stakeholder Reviews: The Arts Are "Nourishment for the Mind and Spirit"](#)

[When It Comes to Your Brand, Details Matter](#)

[This Month's Webinar](#)

FREE Training for Nonprofits

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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. 89,000 nonprofits are onboard and 100 are joining daily!

- The ASPCA has earned \$33,000!
- The Cystic Fibrosis Foundation has earned \$13,000!

GoodSearch

Featured in The NY Times, ABC News
Oprah Magazine and CNN!



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