



Dear GuideStar Newsletter Reader

We're trying something new this month. We're cutting the July issue in half and sending a few articles to you today and the rest on July 15. We thought it might be more convenient for you to receive fewer articles more often. We're also providing more text from each piece to make it easier for you to decide whether or not you want to read the entire article.

What we're *not* changing is our commitment to providing information that will help you keep abreast of changes in the sector, give you new approaches to old challenges, and help your organization be more effective.

If you have a moment, please tell us what you think by completing a short (two questions) survey.

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How to Increase Donations by 39%

Here's a killer strategy for increasing your gifts by up to 39 percent.

And what is the magic ingredient? It's your board members, who else?

Can you possibly employ ONE FUNDRAISING STRATEGY and have it return up to a 39 percent increase in gifts?

Yes, it may sound impossible—but it's true. ... [Read more](#)

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Five Effective Ways Nonprofits Can Use the Internet to Communicate and Market to Their Audiences

Today, marketing isn't so much about the "big sell" as it is about the way in which you communicate with your audiences. Of course, big-budget ad campaigns for TV, radio, print, and, now, online will never go away entirely, but realistically, most nonprofit organizations do not have the budgets to invest in traditional advertising, let alone any other kind of costly marketing campaigns.

Through technology, marketing has grown another branch that involves establishing and maintaining ongoing conversations rather than a one-way push of messages. This shift presents more cost-effective and do-able ways for your nonprofit organization to promote your cause while actively engaging your audiences in the process. ... [Read more](#)

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June 30 Fiscal Year End Date Will Trigger Form 990 Deadline for Many Organizations

If your nonprofit's fiscal year ended June 30, it would behoove you to verify that it is compliant with IRS reporting requirements. As we've [noted previously](#), the Pension Protection Act of 2006 requires the IRS to revoke automatically the tax-exempt status of any organization required to file an annual information return (IRS Form 990-N, 990-EZ, 990, or 990-PF) that fails to do so for three consecutive years.

The deadline for filing Form 990 and its variants is determined by the end of the filing organization's fiscal year. The filing deadline for a nonprofit whose fiscal year ended June 30, 2010, is November 15, 2010.

"The first time the revocation provision of the Pension Protection Act was put in effect was last May, when returns for organizations whose fiscal year ended December 31, 2009, were due," said Bob Ottenhoff, GuideStar's president and CEO. "We [learned then](#) that thousands of nonprofits, particularly smaller ones, did not realize they needed to file and were at risk of losing their exemptions." ... [Read more](#)

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This Month's Webinar

- July 21 Developing Next Generation Philanthropic Leadership. Register now

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Oprah Magazine and CNN!



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