



Q. Where do I find revenue, expense, and compensation data to benchmark nonprofits?

A. GuideStar Premium 

The Readers Have Spoken

As we promised two weeks ago, here is the second half of the July 2010 GuideStar Newsletter. When we sent the first half, we asked you what you thought of the changes we'd made to the Newsletter. The verdict is in and the results are decisive: A majority (84 percent) of our readers want to see fewer articles more frequently. You also like seeing longer extracts from each article in the Newsletter itself. So that's what we're going to do. Thanks to everyone who took the time to give us feedback.

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Why Aren't Fundraisers Asking for Referrals? Coaching Tips for Not-for-Profit Managers

OK, it's hypercompetitive out there for the gift, grant, and/or sponsorship. Other organizations are probably scrambling for all the state, federal, corporate, and individual donor opportunities that exist on Planet Earth. Even some of the larger not-for-profit organizations that traditionally have relied on name recognition and brand are actively seeking new donors and funders. Acquiring new qualified donors takes longer than ever.

But here's some good news: More than 80 percent of donors would recommend the organizations they support to another potential donor. This statistic shouldn't be a surprise. Research shows that most corporate and individual donors are happy with the organizations they support and give high marks to their program services.

The next snippet of good tidings for fundraisers is that referrals from existing donors are roughly three times more likely to turn into a closed gift than a referral from your friendly local accountants and attorneys. ... [Read more](#)

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It's Not About How Your Message Is Delivered

I was part of a team conducting a focus group for a large nonprofit client. The focus group comprised representatives from the financial sector, a target audience this particular national nonprofit was most interested in cultivating through its messaging.

One or more of the messages we were about to test had the words "partners" and "partnership" in them, which we thought were no-brainers. After all, they are simple, easy-to-understand words that convey affiliation, cooperation, collaboration, alliance, all the good stuff, right?

Wrong!

As the messages came up for the group's reaction, two bankers immediately raised their hands. ... [Read more](#)

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IRS and Treasury Issue Final Regulations Regarding Excise Taxes on Prohibited Tax Shelter Transactions and Related Disclosure Requirement

On July 2, 2010, the IRS and Treasury issued final regulations under section 4965 and section 6011(g) relating to entity-level and manager-level excise taxes with respect to prohibited tax shelter transactions to which tax-exempt entities are parties. The final regulations replace proposed regulations that were issued in 2007. The IRS and Treasury also issued final regulations under sections 6011, 6033, and 6071 relating to certain disclosure and return filing obligations with respect to such transactions. The final regulations replace temporary regulations that were issued in 2007. In both cases, the final regulations adopt the earlier regulations with certain minor modifications.

Section 4965 was enacted as part of the Tax Increase Prevention and Reconciliation Act of 2005 and imposes two excise taxes with respect to certain tax shelter

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transactions to which tax-exempt entities are parties. Section 4965(a)(1) imposes an entity-level excise tax on certain tax-exempt entities that are parties to "prohibited tax shelter transactions." Section 4965(a)(2) imposes a manager-level excise tax on "entity managers," as defined in section 4965(d), of tax-exempt entities who approve the entity as a party (or otherwise cause the entity to be a party) to a prohibited tax shelter transaction and know or have reason to know, at the time the tax-exempt entity enters into the transaction, that the transaction is a prohibited tax shelter transaction. ... [Read more](#)

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This Month's Webinar

- July 21 Developing Next Generation Philanthropic Leadership. Register now

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[Bob Ottenhoff's blog](#)



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