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## IRS Releases Guidance for Small Nonprofits at Risk of Losing Tax-Exempt Status

On July 26, 2010, the IRS released guidance on filing relief for Form 990-N and 990-EZ filers in danger of losing their tax exemptions because they have not filed for three consecutive years. This one-time relief is available to small organizations whose filing deadlines fall on or after May 17, 2010, and before October 15, 2010. All returns filed under this program are due *no later than October 15, 2010*.

Relief is *not* available to Form 990 and 990-PF filers. The guidance states, "This one-time relief benefits Form 990-N (*e-Postcard*) and Form 990-EZ filers only. Organizations required to file Form 990 or Form 990-PF are not eligible and are automatically revoked if they fail to file for three consecutive years." ... [Read more](#)

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## Make 2010 the Year YOU Start Planned Giving, Part IV

Hello there!

Welcome to my fourth article in a year-long series to get your planned giving program started in 2010. We're starting with bequests, and it's never too late to get started. This month I'm helping you follow up on the responses from the letters you refined and mailed after the last article.

My readers are willing sharers of written matter. I got about a dozen submissions when, in April, I asked for your sample letters and other promotional materials. You're not the touchy-feely type, though. In June I asked you to send me your concerns about following up with constituents and discussing charitable bequests with them. Nada. ... [Read more](#)

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## How to Engage 20-Somethings in Your Cause

Finding new volunteers and donors is one of the biggest challenges facing nonprofit organizations. For the past few years, more and more nonprofits have used social media to get people to embrace their causes, but getting the "social-media generation" behind your cause and then inspiring them to contribute in time and resources is another matter.

Today's 20-somethings, sometimes called "slactivists," are often cynical of corporate efforts. After all, at a formative age they witnessed dramatic institutional and corporate failures. But they were also born during an age of riches, are highly educated, and have been told that the world is their oyster. So they are a very optimistic group. ... [Read more](#)

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## GuideStar Health Giveaway Winner

In June, we invited health and medical research organizations that had at least 10 user reviews to enter the GuideStar Health Giveaway. The organization that received the most reviews during the month of June would receive \$5,000 from GuideStar.

Many entered, but only one could be chosen. ... [Read more](#)

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## Webinars Are on Summer Vacation

GuideStar's webinars will be back in September, refreshed and ready to inform you about nonprofit issues and solutions. In the meantime, they advise everyone to stay cool and hydrated during this historically hot summer.

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The image is a promotional graphic for VOVIC EFM. It features a black background with the word "VOVIC" in white at the top. Below it, "EFM:" is written in large white letters, followed by "The Best Practices of Customer Loyalty Leaders" in smaller white text. At the bottom, a red button contains the text "&gt; Download Whitepaper" in white.

The image is a promotional graphic for Marketwire. It features a red background with the text "Press Release Distribution" and "Target Your News" in white. At the bottom, the "marketwire" logo is displayed in white.

[Bob Ottenhoff's blog](#)



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## 1.6 Million People Are Now Using GoodSearch Monthly!

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Oprah Magazine and CNN!



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