



**event 360**  
**EVENT FUNDRAISING TIPS**  
**EVENT FUNDRAISING TIPS**  
**FREE WHITE PAPER**  
[DOWNLOAD NOW](#)

September 2, 2010

### 15 Tips to Help You Raise More Money by Mail

- Use the same appeal message in your mail solicitations, on your Web site "call to action," and in your e-mail communications—to reinforce your message over and over.
- Focus more on your donor and what he or she wants to accomplish than on your organization.
- The appeal letter can have only one objective: a clear ask for support. It is not a newsletter, an end-of-year report, or item mixed in with other communications.
- Your top priority is always to renew your past donors. ... [Read more](#)

[back to top](#)

### The Day We First Met

Working with volunteers is a lot like dating (in the traditional sense). I say traditional because I hear from my friends that dating in the 21st century is much different with online, texting, tweeting, and such. It's been 18 years since I was on the mission to get the guy, but I remember it like it was yesterday. The parallels between recruiting and retaining volunteer leaders and dating are strangely similar.

**The Prospect.** When you're single, there are two ways to meet Mr. or Ms. Right: a chance encounter where you are both in the right place at the right time (he or she walks through the door and you just know). Or, more likely, it takes some effort; you put yourself out there to increase your chances of meeting your soul mate. The same is true with finding volunteer leaders. Most of the time, great volunteers don't just fall into your lap. You have to put yourself out there and work to find one that's a perfect fit. Put yourself in places that will help you meet volunteer leaders: chamber mixers, networking opportunities, volunteer in your own community. The leaders will shine, and you can make your move. ... [Read more](#)

[back to top](#)

### Compensation Rules for Charities

Did you know that nearly 52 percent—170,568, to be exact (according to the July 29, 2010, IRS master file of exempt organizations)—of charities that file Form 990 and 990-EZ have fiscal years that end in December? Which means it's budget time for these organizations.

And did you know that nearly 31 percent—101,248, to be exact—of these charities have incomes of \$100,000 or more? They are the organizations most likely to have paid staff. And setting compensation is an important part of the budget process. Which means it's a good time to review the rules related to compensation for executives who lead tax-exempt organizations. ... [Read more](#)

[back to top](#)

### This Month's Webinar

- September 28—Grantmaker Due Diligence in the Pension Protection Act Era. Register now

[back to top](#)

[Bob Ottenhoff's blog](#)



**TARGET YOUR NEWS**  
**Press Release Distribution**

**vovici**  
Receive our online newsletter. Read our features, tips and events every month.

### In This Issue

[15 Tips to Help You Raise More Money by Mail](#)

[The Day We First Met](#)

[Compensation Rules for Charities](#)

[This Month's Webinar](#)

**WIN \$1000 FOR YOUR CHARITY**  
**crowdRise**  
  
**CHECK OUT CROWDRISE**

**HOW TO RAISE A LOT MORE MONEY NOW**  
**50** Great Ideas from **11 Top Experts**  
**Network for Good.**  
**FREE EBOOK DOWNLOAD**

Recognizing the Top Philanthropic Achievements in the Community!  
**2nd Annual Classy AWARDS**  
Over **\$100,000** in Prizes  
**Nominate Now >>**

**1.6 Million People Are Now Using GoodSearch Monthly!**

More than a million and a half people are now using [GoodSearch.com](#) and [GoodShop.com](#) each month to support their favorite causes just by searching the web or shopping online! 90,000+ nonprofits now on-board!

**GoodSearch**

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



Volume 10, Issue 9, Part 1, September 2, 2010

Privacy Policy—we do not sell, rent, or lend the e-mail addresses of our subscribers.

GuideStar does not endorse, support, sanction, or verify the information or material that is contained in or linked to from paid advertisements in the GuideStar Newsletter. Ads have been obtained from sources believed to be reliable, but their content cannot be guaranteed. Unless otherwise specifically indicated, GuideStar has no affiliation with any of these organizations, and it makes no representations or warranties with regard to their products and/or services.

You received this message because you subscribed to the GuideStar Newsletter.

To unsubscribe, [click here](#) or send an email to: [unsubscribe-25413@elabs6.com](mailto:unsubscribe-25413@elabs6.com).

[Click here](#) to update your GuideStar e-mail preferences.

GuideStar USA, Inc.  
1730 Pennsylvania Avenue  
Suite 250  
Washington, DC 20006