



October 7, 2010

IRS Toolkit Helps Public Reach Out to Small Nonprofits in Danger of Losing Tax-Exempt Status

Time is running out for small nonprofits facing loss of tax-exempt status because they have not filed Form 990-N or Form 990-EZ for three consecutive years. The deadline for the IRS's one-time filing relief program is October 15, 2010. After that, nonprofits that (1) are required to file a 990 and (2) whose filings are at least three years in arrears will automatically lose their exemptions. To regain tax-exempt status, they will have to apply to the IRS all over again, a process that can take several months and requires payment of fees.

To help people spread the word before October 15, the IRS has prepared a communications toolkit. It includes an article and fact sheet outlining the situation, a list of the organizations that IRS records show are at risk, a YouTube video, and a widget that can be downloaded and posted on Web sites. ... [Read more](#)

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Why You Need to Blog

Blogging statistics are staggering.

A September 2010 study from eMarketer on the continued rise of blogging says the medium will continue to grow in popularity as more users turn to blogs to produce and consume content. According to the same study, by 2014, blog readership will rise to more than 150 million Americans, or 60 percent of the Internet population in the United States. June 2010 figures from WordPress (which powers many of the blogs you read) cite 11.4 million blogs hosted on their platform, with WordPress.com users publishing about 350,000 new posts on an average day (and their readers, in turn, leaving 400,000 new comments every day).

With all that conversation, discussion, opinion, interjection, and objection, it's easy see why some communicators consider blogging to be a daunting task. But the blogosphere is calling you, beckoning input and insight from you and your organization. And while it is something that requires dedication and commitment, it is a necessary communications tool in today's social media environment. ... [Read more](#)

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Make 2010 the Year YOU Start Planned Giving, Part V

Hello again!

You are reading article five of six to get your planned giving program going this year. We're starting your program with bequests—gifts by will—because they are the most popular of all planned gifts and the bedrock of every program. I had a lot to say on that subject in [this piece I wrote last year](#).

It's not too late to get on board with bequests. This month we're looking at stewardship—how to say "thank you" to your bequest donors—including starting your recognition society. You have recognition groups for your outright gifts. Don't your planned gift donors deserve the same? ... [Read more](#)

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This Month's Webinars

- October 12—Best Practices in Nonprofit Compensation. Register now
- October 21—GuideStar Professional Solutions: Your Nonprofit Analytical Toolkit. Register now

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