



October 21, 2010

### Four Questions to Answer in Every Appeal

To grow your donor base and total donations you need to have an appropriate "Call to Action" in every appeal. The problem is that many nonprofit campaigns lack that. Hence the problem of the "Call to Inaction."

It's great to state who you are and what you do, but if you never clearly ask for money and never appeal to potential donors correctly, your results won't amount to much. To do that you need to answer the following four questions every time you ask. ... [Read more](#)

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### Does Your Nonprofit Have a Rainy-Day Fund?

No? You're not alone, which concerns the Nonprofit Operating Reserves Initiative Workgroup. "The fact is," the workgroup notes in its new Operating Reserve Policy Toolkit, "that numerous nonprofits have negative operating reserves and are already at risk. The current economic crisis or any crisis (e.g., fire, natural disaster, acts of terrorism, war, civil unrest, etc.) can threaten the very existence of thousands of nonprofit organizations."

You say your nonprofit *does* have a rainy-day fund? Is it the right size? How do you determine how much is too little, too much, or just right? ... [Read more](#)

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### IRS Updates, October 2010: Draft 2010 Forms 990 and 990-EZ and Last Workshops for the Year

Drafts of the 2010 core Form 990 and Form 990-EZ are available for review and comment, and you have one more chance this year to attend an IRS Exempt Organizations workshop for small and mid-size charitable organizations.

**Draft 2010 Core 990 and 990-EZ.** The IRS posted a draft of the 2010 core Form 990 on its Web site on October 2, 2010, and a draft of the 2010 Form 990-EZ on October 6. The IRS emphasizes that the forms are *drafts* to which changes may be made and that each form must be approved by the Office of Management and Budget (OMB) before it is released officially. ... [Read more](#)

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### Upcoming Webinars

- November 4—Community Foundations in the New Marketplace: Knowledge /s the New Value Proposition. Register now
- November 9—Giving Power: New Fundraising Tools. Register now

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