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November 18, 2010

The Best Holiday Fundraising Appeal You've Never Tried

This past summer the Society of Singers, a nonprofit that provides financial support to professional singers dealing with career-threatening illnesses or other emergencies, found itself face to face with numerous challenges. In addition to having to adjust its budget and relocate to a staff member's home, its CEO/president retired, and the organization's new leadership was confronted with the challenge of raising \$110,000 in a very short amount of time.

Society of Singers immediately set to work reaching out to its supporters. The organization sent out numerous e-mails and campaign letters—including a link to its profile on GreatNonprofits, where it has 55 glowing reviews—asking supporters to donate money.

Sure enough, donations started coming in. Over the summer, the Society of Singers was able to raise \$45,000 and, more importantly, is still around to serve the singers' community. ... [Read more](#)

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Show Me the Money! Going from "Friendraising" to Fundraising

Another question from readers of GuideStar Newsletter articles this year:

All your talk about "friendraising" is great, but show me the money! My organization needs funding right now!

You're exactly right to focus on getting the funds that you need.

Here's my perspective on asking: I absolutely don't believe in cold calls. I believe in making friends first.

I don't know about you, but I don't like to be solicited without some introduction to the organization asking me. I like to be "warmed up" a bit.

It's sorta like asking someone out on a date; you can't just ask out of the blue. ... [Read more](#)

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Do-It-Yourself Compensation Analysis: The New, Improved GuideStar CEO Compensation Checkpoint Report

Last year, we introduced CEO Compensation Checkpoint Report, a customized report that analyzed CEO compensation at a specific nonprofit within a group of comparable organizations. This year, we've made the report even more flexible and put the power in the user's hands. You can now use National Taxonomy of Exempt Entities (NTEE) codes or location to identify peer organizations that best align with your organization's mission and programs.

We've also automated what was for us a manual process, enabling you to generate the report on demand and making it possible for us to lower the price of this service. Previously \$700 per report, CEO Compensation Checkpoint Report is now \$500 per organization analyzed. A 30-day post-purchase guarantee allows you to generate up to six different versions of the report for the Employer Identification Number (EIN) for which it was originally was purchased. ... [Read more](#)

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Webinars Have Gone Skiing

They'll return in the New Year. They wish everyone a successful and low-stress end of the year and look forward to seeing you again in 2011. Happy holidays!

Join the Conversation

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