



December 2010

THE ONLINE GIVING STUDY
A Call to Reinvent Donor Relationships
A cross-platform look at \$381 million | 3.6M gifts | 1.8M donors | 66,470 nonprofits

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true sense NETWORK for Good.

December 2, 2010

Make 2010 the Year YOU Start Planned Giving, Part VI

A final "Hello!" This is the last installment of my 2010 article series to get your planned giving program started this year. We started your program with charitable bequests because they are the simplest—and by far the most popular—planned gift. There's more detail on why to start with bequests in [this article from 2009](#).

In this final episode, we look at other planned gifts you can promote with relative ease because they do not require in-house expertise.

Beneficiary Designations. Your charity can receive a gift from any financial asset that has a death beneficiary feature.

The most common example is life insurance. ... [Read more](#)

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2010 Fundraising Survey Results: The Worst May Be Over

In October 2010, GuideStar joined forces with the National Center for Charitable Statistics (NCCS), the Association of Fundraising Professionals (AFP), the Center on Philanthropy at Indiana University, Blackbaud, and the Foundation Center to create the National Research Collaborative and conduct an end-of-year fundraising survey. Representatives of 2,356 public charities and 163 private foundations took the survey online between October 19 and November 3, 2010.

The results are encouraging: The proportion of participants reporting decreased contributions dropped 14 percentage points, from 51 percent in October 2009 to 37 percent in October 2010. The percentage who said contributions had increased grew 13 percentage points, from 23 percent in October 2009 to 36 percent in October 2010. These figures may herald the beginning of an economic recovery in the nonprofit sector. ... [Read more](#)

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Is Your Mission Getting Creepy?

I'm trying to launch two twenty-something-year-old sons. As they think about their futures and write and send out résumés, my constant refrain to them is "Don't chase the money; chase your lives. If you don't, you may—and it's only a possibility—end up with the money. However, you may find out later in life that you missed out on discovering your true passion and excelling at what you do best."

The same holds true for organizations: Don't chase the money; passionately pursue your mission.

It's tempting, especially during these hard economic times, to go after whatever money is out there regardless of whether or not it fits into what your organization was created to do. Some people call it "mission creep." I call it bad decision making—and the consequences can be devastating. ... [Read more](#)

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Webinars Are Busy Decorating for the Holidays

They'll return in the New Year. They wish everyone a successful and low-stress end of

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the year and look forward to seeing you again in 2011. Happy holidays!

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