



February 3, 2011

## Get Your Stakeholders to Show the Love—and Give Your Organization a Chance to Win \$5,000

It's time for your supporters to go public about their relationship with your organization. By telling the world how they feel about you, they'll be giving your organization a chance to win \$5,000 in the first GuideStar-KIMBIA nonprofit giveaway for 2011.

The nonprofit that garners the most new reviews between February 1 and February 28, 2011, will receive a \$5,000 gift from KIMBIA. Anyone who has firsthand experience with your organization and is not a paid employee can write a review.

So ask your board members, volunteers, recipients of your services, donors, and other stakeholders to declare their love for your organization. We've created a free tool kit you can use to spread the word. Then complete the entry form. ... [Read more](#)

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## Effective Approaches for Acquiring New Donors: Thoughts on Building a Prospective Donor Development Process

In today's tough economic environment, many not-for-profit organizations are struggling to grow donations. For many, the impact of a relatively weak economy has affected the quality and quantity of gifts. Taking a more strategic approach to donor development has never been more important. When our principals meet with those seeking donations, we hear common themes of why many are struggling to find new opportunities. See whether any of these reasons apply to you:

**No time**—Most of those responsible for development are busy. Even the best are bogged down with multiple organizational tasks (returning calls and e-mails, attending conferences, stuffing envelopes, to name a few). Not-for-profit employees wear many hats, and just keeping existing donors happy can be a stretch.

**Not sure whom to target**—Taking a shotgun approach to calling on "everybody who has a heartbeat" or cold calling potential donors rarely results in producing quality prospective donors who are ready to write a check. ... [Read more](#)

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## IRS Updates, February 2011: Programs for Non-Charitable and Charitable Organizations, Charitable Distributions from IRAs

The IRS is offering a free webinar for *non*-charitable organizations, has announced the schedule for its spring workshops for 501(c)(3) organizations, and has published information on making charitable distributions from IRAs.

**Webinar for Non-Charitable Organizations.** On February 24, 2011, the IRS will present a free webinar for new tax-exempt organizations that are not 501(c)(3) charitable organizations. The webinar has been designed especially for 501(c)(4), (c)(5), (c)(6), (c)(7), (c)(8), and (c)(10) organizations. ... [Read more](#)

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## Webinars

- Feb. 9—Ten Predictions for the Next Ten Years. Register now
- Feb. 15—Grantmaker Due Diligence in the Pension Protection Act Era. Register now

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## Your Opinion, Please

What issue most keeps you up at night? Take a quick poll

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### Recent GuideStar Exchange Seal Recipients

The following nonprofits have just updated their nonprofit reports. These organizations have earned the GuideStar Exchange Seal on their report pages and a one-year subscription to [GuideStar Premium](#):

- [Tides Center](#)
- [Hetrick-Martin Institute Inc.](#)
- [Lutheran Child and Family Services](#)
- [Spertus College of Judaica](#)
- [Jackson County—MS Spay & Neuter Program](#)
- [Southern Sustainable Resources](#)
- [Mary's Pence](#)
- [Center for Economic and Social Rights Inc.](#)

[Learn more](#) about the GuideStar Exchange

### Recently Reviewed Nonprofits

People rely on user reviews when making purchasing decisions—and deciding where to donate. Join the following organizations by encouraging your stakeholders to write reviews for your organization. The nonprofit that receives the most reviews in February 2011 will win \$5,000 in the [GuideStar-KIMBIA winter giveaway](#).

- [Arts on Stage, LTD.](#)
- [Guitars Not Guns](#)
- [Villalobos Rescue Center Pets In The Hood Inc.](#)
- [APS Foundation of America, Inc.](#)
- [Art for The Nations](#)
- [Alberta Bair Theater Corporation](#)

[Learn how](#) reviews can help you raise more money

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

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