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February 17, 2011

Don't Miss the Opportunity to Strengthen Your Organization through Legacy Giving

As the United States experiences the largest inter-generational transfer of wealth in history, many charities are missing a tremendous opportunity to strengthen themselves by encouraging legacy giving. Contributions by will, trust, naming a charity on a beneficiary form, life-income arrangements, and endowment gifts all represent forms of legacy giving.

Nonprofits have experienced explosive growth over the last 30 years, and competition for philanthropic dollars has intensified. Charities increasingly recognize that long-term survival depends on diversifying and strengthening revenue streams.

Because the vast majority of philanthropic gifts come from individuals, not foundations or businesses, charities are increasingly focused on cultivating and stewarding relationships with individual supporters. Successful organizations recognize that donor-centered communications are essential to sustaining long-term relationships. Yet most charities have not yet embraced legacy giving as part of their strategic resource development efforts. ... [Read more](#)

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'Tis the (Budget) Season

The holiday season has ended and the long, wintery months of January and February are upon us, bringing with them mounds of snow across the country and limited hours of daylight.

It is fitting, perhaps, that such a treacherous time of year is the prime time to tackle what many of us find to be a treacherous task: budgeting.

For the majority of organizations whose fiscal years end on June 30, now is the perfect time to assess how the organization's actual results compare to its budget. (And for organizations on a different fiscal year schedule—dare I say—it is always a good time to review a budget!)

With four full months left in the fiscal year, organizations have the flexibility to make changes in some areas of discretionary spending if unexpected events have caused budget overages. For example, an organization may postpone the purchase of a new computer if the resources that were budgeted for it were used instead to fix a broken water pipe in an emergency. ... [Read more](#)

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A Race Too Close to Call: GuideStar-KIMBIA Winter Giveaway Update

The race for the \$5,000 prize in our winter giveaway gets more exciting each day. (In case you came in late, the charity that garners the most user reviews this month will receive \$5,000 from our partner KIMBIA. The reviews are powered by our partner GreatNonprofits.) The leaders are jockeying for position, and new organizations keep entering the top 10. So if you thought it was too late to rally your supporters to write reviews, you might want to think again. We may have a photo finish! [See who's in the lead](#)

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Webinars

- Feb. 22—Don't Get Lost in the Crowd—Tap into Your Supporters' Passion to Become a Great Nonprofit. Register now
- Mar. 10—Trying Times ... Trying Harder: The Community Foundation of Middle Tennessee's Response to Historic Flooding. Register now

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Winter 2011 Nonprofit Fundraising Survey

How has the economy been treating your organization? Take a few minutes and let us know.

[Take the survey](#)

2/22/11 • 1PM EST

Don't Get Lost in the Crowd: Tap into Your Supporters' Passion to Become a Great Nonprofit

FREE • REGISTER NOW

WEBINAR

Join the Conversation



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[The Trust Blog](#)

Recent GuideStar Exchange Seal Recipients

The following nonprofits have recently 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.](#)

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Oprah Magazine and CNN!



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