



March 17, 2011

### Fundraising's Worst Mistake

After decades of fundraising, I'm sometimes asked, "What's the worst mistake you've made in your career?" It's a question I can answer without hesitation because the mistake is one I made not just once, but countless times ... and at great cost. Simply put, I didn't pay enough attention to my donors' children.

Don't get me wrong. I've spent more hours than I'd care to admit bouncing little Johnny on my knee or listening to Missy play the piano. I've paid my share of fulsome compliments to donors about the extraordinary qualities of their children and their grandchildren. That kind of behavior is a given, and anyone who misses the opportunity to praise a donor's offspring probably lacks the temperament of a good fundraiser.

But as the years have passed, I've come to realize that noticing and complimenting children isn't enough—at least not for the long term. ... [Read more](#)

[back to top](#)

### GuideStar Announces Plans to Acquire Innovative Startups Philanthropedia and Social Actions

GuideStar, the nonprofit industry's leading resource for nonprofit data, today announced plans to acquire two innovative social impact organizations, Philanthropedia and Social Actions. GuideStar's addition of both organizations will strengthen its leading role in the nonprofit industry by adding to its growing knowledge base of tools, data, and information designed to advance transparency within the nonprofit sector.

Philanthropedia and Social Actions are aligned with GuideStar's new strategic plan, which puts expanded emphasis on increased transparency in legitimacy, reputation, and performance information about the nonprofit community. ... [Read more](#)

[back to top](#)

### Tragedy in Japan

The world's sympathies go to all those in Japan affected by the devastating earthquake and tsunami earlier this week. GuideStar has compiled a list of nonprofits that have offered their assistance as well as tips for donors who wish to support the recovery efforts. [Read more](#)

[back to top](#)

### Webinars Are on Spring Break

But they'll be back soon. Watch this space for details.

[back to top](#)

### In This Issue

[Fundraising's Worst Mistake](#)

[GuideStar to Acquire Philanthropedia and Social Actions](#)

[Tragedy in Japan](#)

[Webinars Are on Spring Break](#)

[Recent GuideStar Exchange Seal Recipients](#)

[Recently Reviewed Nonprofits](#)



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*The only large-scale analysis based entirely on IRS data*

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### Recent GuideStar Exchange Seal Recipients

The following nonprofits have earned the GuideStar Exchange Seal on their profile pages and a one-year subscription to [GuideStar Premium](#):

- [The Women's Project & Productions](#)
- [Central Queens YM & YWHA Inc.](#)
- [Equal Rights Advocates Inc.](#)

### 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.

- [Nature Conservancy, Inc.](#)
- [Grand Canyon Association](#)

- [International AIDS Vaccine Initiative Inc.](#)
- [Contemporary Art Museum St. Louis](#)
- [Texas Casa Inc.](#)
- [Chicago Arc](#)
- [Minneapolis Foundation](#)

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- [Hole in the Wall Gang Fund, Inc.](#)
- [Center for Biological Diversity](#)
- [Abuse Counseling and Treatment](#)
- [Jazz Bridge Project Inc.](#)
- [The Water Project Inc.](#)

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[back to top](#)

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More than a million and a half people are now using [GoodSearch.com](#) and [GoodShop.com](#) each month to support their favorite causes just by searching the web or shopping online! 90,000+ nonprofits now on-board!

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Volume 11, Issue 3, Part 2, March 17, 2011

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