

GUIDESTAR® Newsletter

April 7, 2011

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Online Fundraising is only 1 Click Away

- **Free** to Create, Promote & Track
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- Integrated with Social Networks



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New Online Development Training Focuses on Donor Relationships

How consistent is your organization at building long term relationships with key donors? On a daily basis, what types of donors are you calling on to gain support for your organization? How consistent are you at following a relationship development plan to achieve your organization's fundraising objectives? [Read more](#)



Recently Published on GuideStar

- [Fundraising's Worst Mistake](#)
- [GuideStar Announces Plans to Acquire Innovative Startups Philanthropedia and Social Actions](#)
- [Giving to Disaster Relief and Recovery in Japan](#)
- [Experience and the Future of Fundraising](#)

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New Report by GuideStar

How will publication of the Nonfiler Revocation List affect you? Find the answer in GuideStar's new report, "What Automatic Revocation of Nonprofit Tax Exemptions Means for You: A Review for Nonprofits, Grantmakers, and Donors." Written by GuideStar staff and published just today, this short but complete report is available for free download.

[Download your free copy](#)

What's in a Name? Just about Everything!

"The name of our organization is too long, too hard to remember and doesn't reflect what we do." Or ... "Our name is too similar to that of a local competitor's, which confuses folks, including our clients and donors." Or ... "The name of our organization is Atlantic County Human Services. Over the years we've expanded." [Read more](#)



Key Findings from the 2010 Nonprofit Fundraising Survey

The results of the 2010 Nonprofit Fundraising Survey, which compared fundraising results in fiscal year 2010 to those in FY 2009, are out, and they are good. [Read more](#)



Verify charities and identify supporting organizations

GuideStar Charity Check

Grantmaker Approved. IRS Compliant.

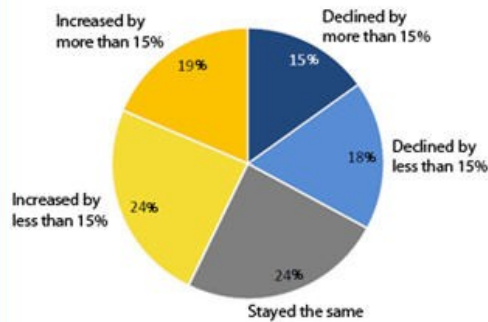
[View the demo](#)

Our Next Webinar

Engaging the Board in the Development Process
April 13, 2011, 1 p.m. ET
Cost: FREE

Kevin Strickland, president of the Not for Profit Group, will share a proven process for getting your board engaged in the development process. Although well intentioned, many board members aren't sure whom to target or how to initiate

Change in Contributions, FY 2009-FY 2010



Source: Nonprofit Research Collaborative, *The 2010 Nonprofit Fundraising Survey: Funds Raised in 2010 Compared with 2009*, 6.

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](#):



- [Detroit Zoological Society](#)
- [Adventure Cycling Association](#)
- [Aspire Public Schools](#)
- [Handel and Haydn Society](#)
- [First Place for Youth](#)
- [Student Sponsor Partnership, Inc.](#)
- [United Hospital Fund of New York](#)
- [Community Foundation for the Fox Valley Region, Inc.](#)

[Learn more](#) about the GuideStar Exchange

Recently Reviewed Charities

See what volunteers, clients, and donors have to say about these nonprofits.

- [AHEAD Energy Corporation](#)
- [Streetlights of Bethany Church](#)
- [City Green, Inc.](#)
- [Blue Ridge Boxer Rescue](#)
- [Corazon de Vida Foundation](#)
- [Essilor Vision Foundation](#)
- [Girls Incorporated of Worcester](#)
- [C A T S-CAN Inc.](#)
- [Lindsey's Place](#)
- [Women in Jazz South Florida, Inc.](#)

Have firsthand experience with a nonprofit? [Write a review](#)

referrals. They also struggle to make time to proactively utilize their networks to grow the organization's donor base.

[Register now](#)

Coming Soon

A Conversation with Beth Kanter: Networked Nonprofits and Social Media

April 27, 2011, 1 p.m. ET

Cost: FREE

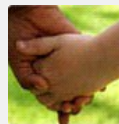
The opportunities presented to nonprofits via social media are constantly changing. Join nonprofit social media leader Beth Kanter and GuideStar's Inga Broerman as they engage in a Q&A-style dialogue about networked nonprofits—leveraging social media for social good.

[Register now](#)



Bob Ottenhoff's Blog

Over the years, GuideStar has taken on the monumental task of providing transparency into the nonprofit sector, with care to maintain a sense of neutrality, providing tools and data users can access to guide their decisions. Now, we come to yet another crossroads in our history. [Read more](#)



The Trust Blog

We're thrilled to announce that nonprofit organization Office of Letters and Light is the winner of the prestigious GuideStar-KIMBIA Nonprofit Giveaway Contest. As the contest winner, Office of Letters and Light (OLL) will receive a \$5,000 donation, provided by KIMBIA, which provides nonprofits and other organizations with the most powerful and flexible online fundraising and event management tools. [Read more](#)

Your Opinion, Please

Do you believe that the public has more or less confidence in the nonprofit sector than it did five years ago? Tell us what you think

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Volume 11, Issue 4, Part 1, April 7, 2011

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1730 Pennsylvania Avenue
Suite 250
Washington, DC 20006