

**FUNDRAISING IN HARD TIMES**
Free downturn survival guide
GET IT NOW

From the President's Office

Dear Friend:

Usually at this time of year we are in the middle of the hustle and bustle of the "Giving Season," a time when many nonprofits receive the majority of their donations, and are wistfully looking forward to some free time when we can reflect on the activities of the past year and craft our goals for the coming year.

But this year, we have a new concern—the global financial meltdown and the impact it will have on the nonprofit sector. I have been telling reporters that it is too early to tell if nonprofits will be adversely affected this year. It seems unlikely that we won't. ... [Read more](#)

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Managing in Tough Times: Seven Steps

There are steps you can take to help your organization weather the current economic storm.

Tough times force hard choices. And these are rapidly becoming the toughest times most of us have ever seen. Even for nonprofit leaders who are accustomed to "making much of little," the repercussions of the unfolding economic downturn are likely to pose unprecedented challenges. ... [Read more](#)

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It's Not Too Late to Be Ready for the Most Charitable Time of the Year

You still have time to reach out to on-line donors.

It's never too early to tweak or fine-tune your year-end campaign (and with the Internet, it's not yet too late to start planning and executing it). A new study from JupiterResearch and Convio shows that not being ready to engage donors on-line would be a huge mistake. ... [Read more](#)

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GuideStar on the Road

GuideStar on the Road is on hiatus until the New Year. But feel free to [contact us](#) if you have an upcoming event that we can attend or if you would like us to speak to a group of GuideStar users or make a presentation.

Effective On-line Donation Pages: Five Short Tips

Make sure you're getting the most out of your site's donation page.

On-line fundraising has become a growing source of income for many nonprofits over the past 10 years. But while organizations typically spend lots of time developing clever, creative, and inspirational on-line content, they often overlook more mundane aspects of on-line appeals that can make a big difference in converting advocates, subscribers, and other supporters into donors. ... [Read more](#)

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Don't Bite Off Your Nose

When the going gets tough, the tough (nonprofits) get going on communicating their messages.

Times are tough. Many nonprofits are hunkering down, trying to weather the economic storm that is dramatically reducing their revenues yet increasing demand for their services. Often one of the first functions to go is communications. Despite the awful economic conditions we are all facing, this is no time to pare back on getting your messages out to the public. ... [Read more](#)

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Five Questions Every Candidate Should Ask

A few organizations are hiring. If you're interviewing with one of them, asking these questions can make the conversation more productive.

If you find yourself in front of a search committee, what are the key questions you want to be sure to raise? Our suggested questions assume that you have done your homework. You have scoured the nonprofit's Web site, you have digested the 990, you have read a solid sample of their published materials. ... [Read more](#)

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Look for Our Next Issue on January 8, 2009

Because the first Thursday of January 2009 falls on New Year's Day, the Newsletter will be published January 8, 2009. Until then, happy holidays!

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Yahoo-Powered Search Engine Funds Nonprofits

[GoodSearch.com](#) is a patent-pending, Yahoo-powered search engine that donates to nonprofits with every search. 70,000 nonprofits are onboard and 100 are joining daily!



Success stories include: • The ASPCA has earned \$22,000! • The Cystic Fibrosis Foundation has earned \$10,000!
• The Elephant Sanctuary has earned \$9,300!

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Volume 8, Issue 12, December 2008

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