



# LeadTime

Practical Resources for Today's Nonprofit Leader ...

Long Island Center for Nonprofit Leadership

June, 2011

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## Upcoming Events

### Executive Director Roundtable

Tuesday, June 21  
8:30 to 10:00  
Topic: Marketing  
Register [here](#).

### NYTimes Nonprofit Excellence Awards Best Practices Workshop...learn from the winners

Awards Presentation & Reception  
Thursday, June 23  
2:00 to 5:30  
The Times Center Auditorium  
Seating Limited:  
Register [here](#).

**Learning to Lead 2011-12**  
Applications now being accepted for Leadership Certificate Program. To learn more and apply, visit [here](#).



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Put aside the gloom  
Peonies are in bloom

Amazing isn't it...how a beautiful flower can lift one's spirits. Maybe we can add to the power of the peony, and lift your nonprofit spirit with some good news about giving in 2012, practical tips to get your message across, and an answer for last month's survey question.

## More Giving in 2011 and More Giving Online



According to the Chronicle of Philanthropy, 2011 looks to be a much better year for giving than 2010. Four out of five donors in a Chronicle Survey said that they plan to give at least as much for 2011, if not more, than they gave in 2010.

But a real surprise is that of the donors surveyed, the majority will make their 2011 donations online rather than through other methods.

The study also found that online giving is such a strong habit that donors at all age levels prefer it. Even donors 65 and older said they would give online.

If you aren't adding online giving to your fundraising streams, start now. The Chronicle survey found that donors like online fundraising because it's a cheaper way to raise money than other fundraising efforts. If you already have online strategies, review and refine...and kick them up a notch.

## Goodman Shares Storytelling Tips with Nonprofit Execs

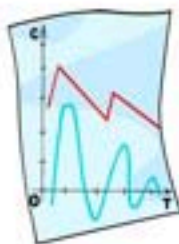


"Numbers numb; stories get stored," according to Andy Goodman. Meeting with agency execs at a United Way retreat, Goodman emphasized the value and power of a nonprofit's ability to tell its story. "Stories are how we remember," he observed.

Goodman said that nonprofits need stories in six areas: the nature of the organization's challenge, the origin of the organization, an emblematic success story, a performance story that demonstrates values, a "striving to improve" story, and a "where are you going" story.

To learn more from Andy, visit his website at:  
<http://www.thegoodmancenter.com/storytelling.php>





## **The Opposition Counters: Data Counts**

Two recent articles from NTEN strongly make a case for the critical importance of data in your storytelling.

"Making Stories Work for your Org: What the Data Says" takes Goodman's premise that stories are the way to outreach to a different level. "A personal story won't transform your fundraising appeal," say the authors. "...stories aren't enough to get people to give." Read more at <http://ow.ly/53CF1>

"Data and Storytelling: 6 Ways to Use Data to Move Your Mission" offers powerful methods to tell your stories with data. The information is practical and persuasive. See the article at <http://ow.ly/53Cm1>

Interested?

You can read more in the pdf "Storytelling and the Art of Email Writing." The focus here is on donor-centric stories. The authors say, "The story we tell must be less The Great Gatsby, and more Choose Your Own Adventure."

Email us and we'll send you the pdf. [www.adelphi.edu/linonprofit](http://www.adelphi.edu/linonprofit)

## **What? You Don't Have a Contract!**

According to our last survey, most execs who responded do not have a contract with their organizations. To see a basic, simple contract, visit [www.adelphi.edu/linonprofit](http://www.adelphi.edu/linonprofit) and go to Resources, Evaluations and Templates for Boards of Directors.

While you're there, download our free Gift and Acceptance Policy for your organization.

## **This Month's Survey Question:**

Has your board ever had any training on how to raise money for your organization?

To answer, go to <https://www.surveymonkey.com/s/3JQQYRP>