



LeadTime

Practical Resources for Today's
Nonprofit Leader ...

Long Island Center for Nonprofit Leadership

March, 2012

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Information Technology, a New Initiative and Fraud Detection

If a nonprofit's bottom line is mission and impact then this issue of LeadTime asks the question: How can technology help nonprofits to increase the bottom line? The selected articles offer some simple ideas and technology tools that could benefit nonprofit executives and stakeholders.

Technology Reality Check

Lee Rainie, director of the Pew Internet Project, proposes that nonprofit executives have to face the "fresh realities of the digital age." These realities represent the environment in which we must now operate. One of those realities is that "new messaging opportunities have emerged in addition to traditional mass media."

Read full article [here](#)

Time for Nonprofit Executives to go Wild

Google Analytics is a free web analytics solution offered by Google for tracking your website traffic and marketing effectiveness. However, the author warns "Google Analytics is a jungle...it's easy to get lost in all that data even if you know where you want to go."

In this recent article published by the Nonprofit Technology Network, the author helps nonprofit executives make it through the jungle of the new version of Google Analytics.

Upcoming Events

*Executive Director
Roundtable*
Thursday, April 19 8:30 to
10:00
Topic: Marketing

*Here from a leading expert
in Social Media, Lisa Witter*
May 11, 2012 8:30 to 11:00
Social Media and the New
Normal: 13 Driving Forces in
Communications & How They
Impact Us
For more details and to
register click [here](#)

Save the Date - June 5
*From Isolation to
Collaboration to Community*
Full-day, highly interactive
and practical symposium you
don't want to miss!
Details coming soon...

Read full article [here](#)

Attorney General Announces New Initiative with Adelphi University

The Long Island Center for Nonprofit Leadership at Adelphi University was selected to be part of a new statewide program designed to "provide training to nonprofit directors that is free or of minimal cost, and easily accessible."

Read more at the New York Nonprofit Press [website](#)

Don't Get Burned

On Thursday, March 1, the Office of the New State Comptroller (OSC) and the Center for Nonprofit Leadership at Adelphi University presented "Don't Get Burned" a training seminar to educate nonprofit staff and board members on how to prevent and detect fraud within their organizations. The more than 170 attendees learned from Thomas P. DiNapoli, New York State Comptroller and two members of his staff who led a comprehensive presentation which included valuable tools for detecting and preventing fraud.

Resources will be available at the Office of the New York State Comptroller's [website](#) shortly

Social Enterprise Program

Revenue shortfalls? Diminished charitable support or government aid? Social enterprise training is available to nonprofit leaders wanting to expand revenue using business strategies. Visit the Social Enterprise Alliance at: www.sea-li.org for information about our program beginning in mid-April.

Congratulations!

The Center for Nonprofit Leadership at Adelphi University congratulates Rev. Roderick Pearson, formerly chairman of the Islip NAACP, who was appointed the new director of the Suffolk County Youth Bureau. Rev. Pearson is a graduate of the Center's leadership development certificate program, Learning to Lead.