



## LeadTime

Practical Resources for Today's  
Nonprofit Leader ...

Center for Nonprofit Leadership

November, 2012

### In this Issue

Charities Bureau to Extend  
Filing Deadline

More Money for More Good

5 Things Charities Can Do to  
Attract Young Donors

Tips from the Social Media  
for Nonprofits Conference

### Hurricane Sandy Nonprofit Resources

*The Center for Nonprofit  
Leadership created a  
Facebook page to bring  
together people, information  
and resources to support  
Long Island. PLEASE UPLOAD  
INFORMATION, PICTURES,  
TIPS, VOLUNTEER  
OPPORTUNITIES.*

[www.facebook.com/  
longislandrelief](http://www.facebook.com/longislandrelief)

*The United Way of Long  
Island and Long Island 211  
are providing a  
weekly Disaster Assistance  
Resource Guide.*

The devastating impact of hurricane Sandy to the Long Island region is now being assessed as people return to their homes, lives and normal activities. Many nonprofit organizations have stressed their resources and capacity during this time. Check out the sidebar for up to date resources. Let us know about any organizational challenges you are facing. We welcome the opportunity to help you work through them.

Send us an email at:

[centerfornonprofitleadership@adelphi.edu](mailto:centerfornonprofitleadership@adelphi.edu)

This month's LeadTime offers articles, tips, and links to resources for nonprofits.

### Charities Bureau to Extend Filing Deadline

The IRS is granting extensions of time to file IRS Form 990 to organizations affected by Hurricane Sandy and whose original or extended time to file was from late October to January 31, 2013. Those organizations will have until February 1, 2013, to file with the IRS. The extension is automatic for organizations located in the counties designated by the IRS.

The NYS Charities Bureau is extending the deadline to file Form CHAR500 and required attachments in parallel with the timeframe granted by the IRS.

Information about how to request an extension is available at

[www.charitiesnys.com/hurricanesandy.jsp](http://www.charitiesnys.com/hurricanesandy.jsp)

Go to: <http://goo.gl/c6wrO>

*Community Resource Exchange* is compiling resources for nonprofits that have been impacted by the storm. The web page will be updated regularly.

For more information, to post a resource, or to ask a question, go to:  
<http://goo.gl/h2rnz>

*Human Services Council* has compiled information for nonprofits and their clients impacted by Hurricane Sandy.

To download, go to:  
<http://goo.gl/3UxJA>

## Upcoming Events

*Next Steps in Mission-Driven Business Planning*

Join TCC on November 20th at 1 pm EST/ 10 am PAC for a free webinar on mission-driven business planning.  
<http://goo.gl/cFcgR>

*Rescheduled: Ensuring and Enriching the Work of Your Nonprofit Board Part 2*

Boards and the "F" words:  
Finances and Fundraising  
November 26 (Brookhaven)  
and November 27  
(Hauppauge)

## More Money for More Good

In this incredibly challenging crisis and tough economic climate, when people are struggling to make ends meet and nonprofits are dealing with declining funding even as demand for their services are growing, it's imperative that hard-earned dollars are not wasted and go to the organizations that are doing the most good. A terrific, current resource "More Money for More Good" comes to us from Guidestar.

To download the free Nonprofit Fundraising Guidebook go to:

[http://www.guidestar.org/rxg/give-to-charity/money-for-good-ii.aspx?hq\\_e=el&hq\\_m=1868769&hq\\_l=12&hq\\_v=96db88432d#top](http://www.guidestar.org/rxg/give-to-charity/money-for-good-ii.aspx?hq_e=el&hq_m=1868769&hq_l=12&hq_v=96db88432d#top)

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## 5 Things Charities Can Do to Attract Young Donors

What do young donors want? A recent article from the Chronicle of Philanthropy discusses some things fundraisers should do to secure meaningful support from young donors. Here are the five things young donors want:

- Find creative ways to use social-media platforms like Twitter, Facebook, Pinterest, and blogs to get attention
- Use a quick-response code smartphones can read (when sending direct mail) and make it easy to use your donation page on a mobile device
- Ask for support for specific projects and make clear exactly what it costs the organization and how it contributes to achieving your mission
- Don't undervalue their capacity to give
- Ask what they think about something that matters

For more details and to register:  
<http://www.adelphi.edu/nonprofit-center/news.php>

#### Application Period Now Open!

Applications for the *2013 Brooke W. Mahoney Award for Outstanding Board Leadership* are due by December 7 at 5:00 pm. The winning organization will receive a \$5,000 award.

To download the application form on the VCG Governance Matters home page:  
<http://www.vcggm.org/>

*The Grantsmanship Training Program - a 5 day workshop*  
Patchogue, Long Island  
December 10 - December 14

For more information and to register:  
<http://goo.gl/5ZJyu>

#### *Border Angels*

Enrique Morones, the founder and executive director of Border Angels, speaks about the organization's mission "to end the unnecessary deaths as a result of extreme temperatures and crimes of racial discrimination to which individuals are exposed by having to cross the [US/Mexico] border." December 10 at 7:30 pm at the Unitarian Universalist Congregation at Shelter Rock at 48 Shelter Rock Rd. in Manhasset.

## Tips from the Social Media for Nonprofits Conference

Here are some social media tips for nonprofits from the 2012 Social Media for Nonprofits Conference:

- Mornings and evenings are the optimum times to post to Facebook
- Users are more likely to click on a longer link than links generated using a URL shortener
- Posts with less than 80 characters are shared the most
- Personalize messages
- Allow your social networking channels (Facebook, Twitter, etc.) to convey one seamless message

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