

Center for Nonprofit Leadership Newsletter

October, 2013

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Upcoming Events

FREE Center Webinar Watch: Get the Most Out of Your Year-End Fundraising

Join us for a FREE webinar to learn how to focus on the donors most likely to give, who you should ask in person, what you really can do with social media, and how to get ready for next year.

Speaker: Kim Klein



LeadTime

Practical Resources for Today's Nonprofit Leader ...

Many nonprofits choose the fall as the time of year to kick off their annual fundraising appeal. For some, it can yield a significant portion of their overall annual fundraising budget. One key to a successful year-end campaign is finding new and innovative ways to engage existing donors while attracting new donors. This month's LeadTime focuses on some tools and simple steps nonprofits can take to capitalize on Giving Tuesday and/or to enhance their annual appeal.

Build on the Success of *Giving Tuesday*

Giving Tuesday is a great way take advantage of the growing national effort to help nonprofits raise money during the holiday season. In 2012, about 2,600 nonprofits raised money online on the first ever *Giving Tuesday*. This year, in addition to their year-end campaigns, more nonprofits are preparing for *Giving Tuesday*, the day after Thanksgiving.

To learn about *Giving Tuesday* and what other nonprofits are doing, go to: <http://givingtuesday.org/>

Stand Apart From the Crowd

November 7, 2013
Adelphi University, Ruth
S. Harley University
Center, Room 213
1:00 to 2:30 pm

If you're a nonprofit
executive, development
officer, or interested staff
member and would like
to attend, please email
Diane Wunderlich at
dwunderlich@adelphi.edu

**2013 New York
Community Trust-
New York Magazine
Nonprofit Excellence
Awards Best
Practices Workshop
and Awards
Presentation**

This year's three
winning organizations
will participate in a
Best Practices
Workshop to discuss
management
strengths and detail
the strategies and
practices that led to
their selection. The
Awards Presentation
and a reception will
follow

November 21, 2013
Scholastic Auditorium,
557 Broadway, New
York, NY 10012
2:00 to 5:30 pm

There is no fee but
you must register.

To register, [click here](#)

As you think through ways to attract donors to your year-end
campaign, consider the following approaches:

- Build a strong *Giving Tuesday* campaign and wait until spring time to send out your annual appeal; donors can be bombarded with holiday and year-end appeals
- Identify your donors' changing preferences and demographics and change things to attract new donors
- Personalize your generic year-end appeal by including a personal story to demonstrate how donors are making a difference

To read about more strategies, [click here](#)

The Next Generation of American Giving

Recent research indicates that there are clear differences in donor preferences, means of financial transactions, total giving and media habits between *Generation Y* (age 18-32), *Generation X* (age 33-48), *Baby Boomers* (age 49-67) and *Matures* (age 68+). Knowing these differences could help you to expand your donor base across different generations.

To learn more [click here](#)

Know the Habits of Donors in Your Community

The *Chronicle of Philanthropy* has an interactive tool that will help you find data about charitable giving in your community. The tool gives information about total contributions, contributions by household, discretionary income by household and percentage of income given by household. Knowing the giving habits of people in your community could be helpful as you determine where to focus your outreach this fall.

To use the tool, go to:

To use the tool, [click here](#)

2013 New York Community Trust-New York Magazine Nonprofit Excellence Awards



The *New York Community Trust-New York Magazine Nonprofit Excellence Awards* finalists have been announced. The Awards program encourages excellent management and governance practices by nonprofits and honors management excellence among the large and diverse nonprofit communities of New York City, Long Island and Westchester. Finalists are recognized for outstanding management practices rather than program content and vary in size, age, and services offered. Center Director, Ann Marie Thigpen, serves on the selection committee.

To see the six 2013 finalists and learn more about their organizations, [click here](#)

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