

Center for Nonprofit Leadership Newsletter

November, 2013

In This Issue

[15 Techniques to Boost Donor Acquisition and Online Fundraising Results](#)

[Preparing and Sticking to Your Fundraising Plan](#)

[Free E-Book: The Essential Guide to End-of-Year Fundraising for Nonprofits of All Sizes](#)

[Building a Diversified Funding Base for Your Nonprofit](#)

[Health Care Reform: Where Do You Stand on Compliance?](#)

[Congratulations to Center Affiliated Consultant Audrey Winkler](#)

[Happy Thanksgiving!](#)

Upcoming Events

FREE Center Webinar Watch: Diversify Your Fundraising Portfolio



LeadTime

Practical Resources for Today's Nonprofit Leader ...

In the month of November, many nonprofits are in the middle of their annual year-end fundraising appeal. For some, this time of year is a time to try new and innovative ways to engage existing donors while attracting new donors. One key to a successful year-end campaign is a balanced approach to communicating with a wide range of donors. This month's LeadTime focuses on some tools and simple steps nonprofits can take to enhance their annual appeal and communicate effectively with donors.

15 Techniques to Boost Donor Acquisition and Online Fundraising

Online fundraising continues to grow as a means of raising funds through a year-end fundraising appeal. According to the 2012 *Charitable Giving Report* by Blackbaud, online giving peaked in December - accounting for 22.4% of 2012's online gifts. Thirty-four percent of all fundraising happened in the last three months of 2012. Experts agree that the growth in online giving can be attributed to nonprofits using a widening range of online media to communicate their appeals to donors.

To read about 15 techniques to communicate with donors online and increase your online fundraising results, [click here](#)

Join us for a FREE webinar from The Chronicle of Philanthropy, to learn how to expand the number of fundraising techniques in a way that is right for your organization.

December 10, 2013
Adelphi University,
School of Social Work,
Room 302
2:00 to 3:30 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

A Webinar to Watch on Your Own

Many nonprofits today continue to approach board leadership concepts from thirty years ago. As your organization enters into new territory, the board needs to lead differently.

FREE

December 11, 2013
12:00 to 1:00 pm

To register, [click here](#)

Save the Date

Preparing and Sticking to Your Fundraising Plan

In the November issue of the *Grassroots Fundraising Journal*, Rona Fernandez, highlight's some best practices in developing fundraising plans. The best practices were gathered from interviews with fundraising staff at three different nonprofits. Each organization had its own approach to developing and sticking with its fundraising plan, and each had diverse income streams that include a substantial amount of funding from individual and grassroots sources. Here are some of the highlights:

- Plan ahead to avoid the mistake of creating a fundraising plan after you have set the program activities and calendar for the year.
- Involve everyone in creating the plan.
- Make broad annual goals (not activities) that can be used to guide your plan

To read more details about how to plan and stick to your fundraising plan, [click here](#)

Free E-Book: The Essential Guide to End-of-Year Fundraising for Nonprofits of All Sizes

Download *The Essential Guide to End-of-Year Fundraising for Nonprofits of All Sizes* and discover how to hone in on this time of year and glean a bit more money for your organization. This e-book offers tips for utilizing online avenues, such as e-mail, to reach supporters and grow your donor base and results.

To download a free copy, [click here](#)

Building a Diversified Funding Base for Your Nonprofit

As nonprofits, we've heard and learned from business. Now it's time to broaden our learning base and hear another voice: C O, community organizing. Take this opportunity before Dr. King's holiday to celebrate and learn from his legacy of community organizing while increasing your impact.

January 16, 2014
8:30am to 12:00pm
Adelphi University's
Garden City Campus

More Information to
follow...



Quick Links

[Register Now](#)
[News](#)
[More About Us](#)

Besides having a successful year-end campaign, it is important to build diversified sources of funding to support a sustainable nonprofit organization. Here is a short video of a panel of experts discussing what it takes to expand and sustain a blend of support from individuals, foundations, corporations, and government agencies. In this part of the discussion the panelists talk about infrastructure as well as the roles of staff, board, technology, and communication materials. This session also addresses a variety of fundraising techniques, including direct marketing, online fundraising, the use of social media, and special events.

To view this video and others like it, [click here](#)

Healthcare Reform: Where Do You Stand On Compliance?

The *Center for Nonprofit Leadership*, in conjunction with *Friedman LLP and Nixon Peabody*, presents a Free seminar for nonprofit board members, executive directors, CFOs and other members of senior management, outlining critical information about the **Affordable Care Act** (ACA) and its impact on the work environment. The seminar will be held on December 6, from 8:30 to 11:00 am.

Key Topics will include the following:

- Revising eligibility policies so that no employee has a waiting period for health coverage in excess of 90 calendar days
- Restructuring plans to comply with new rules for out-of-pocket maximum limits and lifetime and annual dollar limits
- Revamping wellness program requirements to comply with new regulatory requirements
- Preparing for the 2015 "play-or-pay" mandate

To register for this seminar, [click here](#)

To read a recent article about the Affordable Care Act (ACA), which offers guidelines to nonprofits, [click here](#)

Congratulations to *Center* Affiliated Consultant Audrey Winkler

Audrey Winkler was recently named *Director of the Nonprofit Sector Resource Institute at Seton Hall University*. Audrey is an affiliated consultant at the *Center for Nonprofit Leadership at Adelphi University*.

Happy Thanksgiving!



At this time of year, when many Americans celebrate the spirit of gratitude and giving, the *Center for Nonprofit Leadership* wishes you, Happy Thanksgiving!

Like us on [Facebook](#) 