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**Happy Thanksgiving! Upcoming Events**

**A Webinar to Watch on Your Own**

Network for Good presents "Tips and Techniques for Retaining Year End Donors." This webinar presents ways to develop a sound donor relations strategy to increase donor retention, grow giving, inspire current donors, and influence like-minded future donors.

Date: December 9  
Time: 1:00-2:00pm

To register, [click here](#)

**The Center wishes you and your family a Happy Thanksgiving!**



Effective nonprofit leaders are always looking for ways to attract, engage and encourage donors in order to ensure sustainability and mission. This month's LeadTime offers articles and resources to help you to expand your outreach to donors by using newly available tools and innovative strategies to achieve impact.

## #GivingTuesday Prepares for Round #3



The word "movement" is frequently used to describe #GivingTuesday, which is nearing its third year on Dec. 2. On the heels of Black Friday and Cyber Monday, #GivingTuesday is fast becoming the kick-off event to the giving season. A recent article in the *Nonprofit Times* discusses how nonprofit organizations are benefiting from the growing movement of online donors during the holiday season.

To read the article, [click here](#)

## Social Media Drives Charity in the Modern Era

The hottest viral movement on social media sites like *Facebook, Twitter and Instagram* this summer was the Ice Bucket Challenge, a fundraiser for amyotrophic lateral sclerosis (ALS). People gave some \$100 million alone for the *ALS Association*, a 3,500-percent boost from the same period last year. Local nonprofits too are rewriting the rules of charitable giving by tapping into grassroots giving, engaging in social media and bringing people together for a good cause are.

To read more about how social media is driving charity, [click here](#)





#### Quick Links

[Register Now](#)  
[News](#)  
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To read an analysis of the hows and whys of the Ice Bucket Challenge, [click here](#) for an article in the New York Times Magazine

## Google for Nonprofits



*Google for Nonprofits* offers organizations access to highly discounted or free products. These tools can help you find new donors and volunteers, work efficiently, and get supporters to take

action. Once you become a member you will gain access to *Google* products and support, including:

- Google Ad Grants: Free AdWords advertising to promote your website on Google through keyword targeting
- YouTube Nonprofit Program: Premium branding capabilities on YouTube channels, and increased uploading capacity
- Google Apps for Nonprofit: Free version of the Google Apps business productivity suite, including Gmail, Docs, Calendar, and more.

To learn more, [click here](#)

## YouTube Perks for Nonprofit Organizations

Did you know that you can access some special features and perks from YouTube because of your status as a nonprofit organization? YouTube has made certain features available to nonprofits including:

- Call to Action Overlays
- Donation Button
- Google Ad Grants for Paid Advertising Campaigns

To learn more, [click here](#)

## Nassau County Local Economic Assistance Corporation

Nassau County Local Economic Assistance Corporation (LEAC) was created by the Nassau County Executive Edward P. Mangano to assist the nonprofit sector with its financing needs. LEAC is now operational, allowing the County to provide nonprofits access to inexpensive capital with a streamlined process and lower fees. LEAC is authorized to issue taxable and tax-exempt bonds and to act as a financial conduit by making the bond proceeds available to an eligible organization.

To know more, [click here](#)



## Get on Board



Is your Long island nonprofit organization looking for candidates to serve on the boards? Check out the Center's free board recruitment and matching service, **Get on Board**. The service connects nonprofit boards with individuals seeking an opportunity to serve. This year the Center connected potential board members to organizations such as the *Child Care Council of Nassau*, *STRONG Youth* and *Tender Touch for All*, to name a few.

To learn more about **Get On Board** and submit an organizational application, [click here](#)