

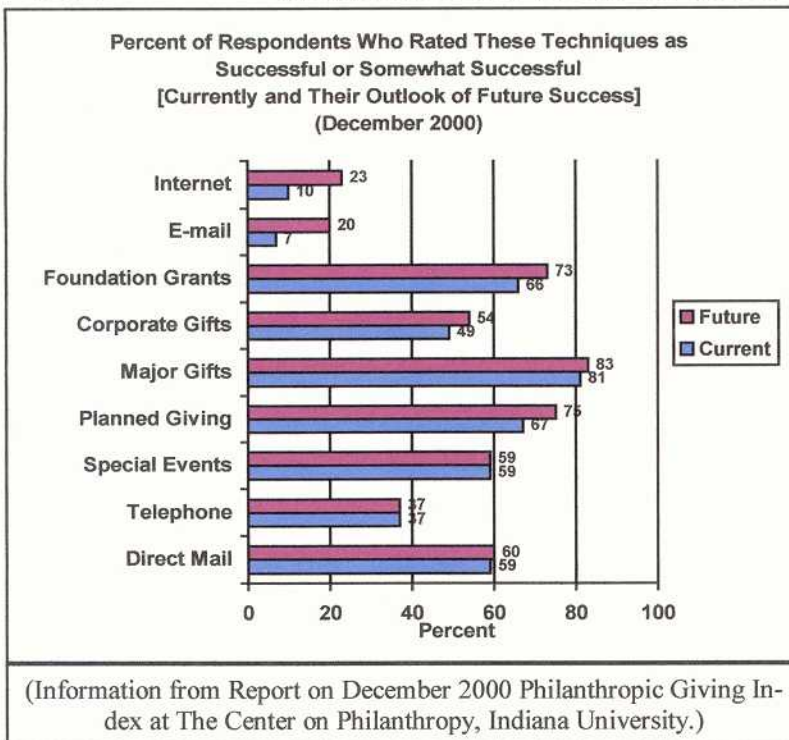
Notes, Thoughts & Ideas on Trends and Issues in Philanthropy

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Here are a few tidbits I have gleaned from my reading and our company's experience. I have also included our thoughts and ideas on selected items and I hope you find them useful.

Len Meisan

1. High-tech entrepreneurs Arthur and Kathy Bushkin are building the Stargazer Foundation to help nonprofit groups use the Internet. The concept is to provide a virtual space where nonprofit organizations can chat, conduct research, use new tools, share ideas, and create innovative approaches to delivering services. Any nonprofit group can use Stargazer's facilities or consult with its technology experts, at no charge. For more information contact their web site at www.stargazernet.net.
IDEA: Check them out and take advantage of some free consulting.
2. The National Association of State Charity Officials (NASCO) has released the first draft of its guidelines for regulating online charitable solicitations (go to www.nasconet.org). The document is offered to the states as a guide for deciding when charities and their fundraisers should be required to register online activities.
3. According to *Advancing Philanthropy*, recruiting and cultivating good board members is critical and a few simple guidelines are:
 - A. Recruit strategically.
 - B. Define expectations
 - C. Provide support.
 - D. Use meeting time well.**THOUGHT: Not everyone who identifies with your mission and is a good friend to you and/or your organization is qualified to be a Board member. There are a lot of good people who are not necessarily Board members. They can help in other ways. Board members should have skill sets, resources and/or influence that can help you advance the mission and achieve the vision.**
4. *Forbes* magazine reports that 75% of the wealthiest Americans give to charity through their own private foundations. Tax breaks and more control over funded programs are the primary attractions of private foundations.
5. According to the latest Philanthropic Giving Index (PGI), published by the Indiana University Center on Philanthropy:
 - A. The climate for fundraising in the U.S. has cooled in the last six months, but it is positive.
 - B. According to responses of 181 development executives and fundraising consultants across the nation, the fundraising atmosphere dipped 2.6 percent from mid-summer to December. In the six months prior to that, there was a very modest drop in the index of just .01 percent.
 - C. Giving by foundations in the U.S. is rapidly approaching \$2 billion. In fact, between 1994 and 1998 foundation giving grew 150% from \$639 million to \$1.6 billion.
 - D. The number of fundraisers reporting that their organization uses e-mail for fundraising purposes has grown from 20 to 25% in the past six months.
 - E. The number of experts reporting that their organization has set up a web page for accepting gifts remained steady at about 46%. However, as with e-mail, fundraisers were less optimistic about the current and future success of Web pages than they were six months ago.
 - F. As shown in the following table, direct mail and telephone solicitation have shown a pattern of decreasing success over the past two years, including a statistically significant drop



in the past six months. Soliciting major gifts is the favorite and most productive technique during 1999 and 2000.

6. Protestants have given more money to their churches in recent decades, but those gifts account for a diminishing share of donors' incomes, according to a new report by *Empty Tomb*, a research and social services group in Champaign, Illinois. The report analyzes contributions of millions of church members in 29 Protestant denominations from 1968 to 1998. As more donors spread out their gifts to more organizations, our experience tells us that the same is true in nonprofit organizations.

IDEA: Many businesses have shifted from trying to increase their market share to trying to increase their share of each customer. They have been able to do this by attending to the individual needs of their customers and providing more personal attention. The same principles can be applied in the church and nonprofit sectors to increase your share of each donor.

7. Overseas giving by American foundations is expected to increase in coming years, says a new report by the Foundation Center and the Council on Foundations, nonprofit groups in New York and Washington, respectively. The report ex a m i n e s

international grant making from 1990 to 1998. **IDEA: Nonprofits with a global vision may be able to experience greater fundraising success with like-minded foundations.**

8. Rosie Sajak, development officer for the Cheyenne Mountain Zoo in Colorado Springs, CO, notes that their zoo is one of only five zoos in the country that is funded entirely through private donations - \$3.4 million annual budget. She advises that there are three ways to keep donors involved: talk to donors; look for people with passion; and make the most of your web site.

9. NewTitheCalc is an online calculator to show how major donors can give a greater percentage of their assets while minimizing their economic pain. Donors can calculate how a change in their giving will affect their finances. The tool can be previewed at two sites: www.mpr.org/civic_j/giving and www.kqed.org.

IDEA: Use this tool to run a few sample scenarios using various income levels. Show them to Board members, or better yet put the information on e-mail to a selected group of donors and friends.

10. Most nonprofit managers agree that marketing has become essential for nonprofits that want to compete for dollars in a marketplace culture. A recent study reveals that few nonprofits have incorporated a comprehensive approach to marketing a marketing approach to operations.

(Source: Nonprofit World)

IDEA: Marketing begins with knowing the needs of your customers/donors. Design a survey/study process to determine those needs.

11. Places to Search and Identify New Prospects:

- Annual Reports of Other Nonprofits
- Church / Synagogue Member Lists
- Country Club Rosters
- Chamber of Commerce Lists
- Civic Club Lists
- Newspaper – Special Reports and Business Lists
- Neighborhood Association Lists

(Source: Successful Fundraising)

