

Center for Nonprofit Leadership Newsletter

December, 2015

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Upcoming Events

FREE Center Webinar Watch

"How to Build a Planned Giving Program" from the *Chronicle of Philanthropy*.

According to the 2015 Giving USA report, giving by bequests increased 13.6% in 2014, and at a much higher rate than donations from living donors (which rose by only 4%). During this webinar, Jeff Comfort, head of planned giving at the Oregon State University Foundation, will explain the nuts and bolts of starting a planned giving program.



Want Greater Impact? Make the Right New Year's Resolutions.

One of the ways the Center is getting ready for the New Year is by assessing how Long Island's nonprofit landscape is changing, and how to adapt to meet the needs of the nonprofits in our region and beyond. We continue to explore new opportunities to have a greater impact through relevant programs and services to executive directors, boards of directors, emerging leaders and their organizations. This final LeadTime of 2015 offers tips and links to resources to help you make your organization's New Year's resolutions around fundraising. Let us know how we can help.

Send us an email at:

centerfornonprofitleadership@adelphi.edu

3 Tips for Matching Gifts Every Nonprofit Needs in 2016

As this year closes, one area that nonprofits should consider taking advantage of is the gift match. Many businesses offer matching gift programs to their employees. Matching gifts can take your organization's fundraising efforts to the next level and significantly increase the amount of donations that you receive. This article offers essential matching gift steps that will help to ensure that your nonprofit maximizes the last donations of 2015.

To read more, [click here](#)

To Boost Individual Donor Giving, Nonprofits Need a Plan

Many nonprofits remain overwhelmed and confused about how to raise money from individual donors. In 2014, Heather Yandow, a writer for the *Stanford Social Innovation Review*,

Date: January 14
Time: 2:00-3:00pm
Adelphi University,
Garden City, Social
Work, Room 302

If you're a nonprofit executive interested in attending, please email Diane Wunderlich at dwunderlich@adelphi.edu

A Webinar to Watch on Your Own

How to Tell Donors a Story in a Thank You Letter. Thank you letters are often donors' first impression of your organization. Does your thank you letter make a good enough impression to inspire a future gift? During this webinar, you'll learn how to write a thank you letter that truly stands out by using one of your nonprofits inspiring stories.

Date: December 16
Time: 1:00 - 2:00pm

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studied 29 nonprofits with budgets under \$2 million, to identify opportunities for small nonprofits to strengthen individual donor contributions. One of the key discoveries is that the clearest predictor of success is having a formal fundraising plan. In all cases, the nonprofits that were most successful took the time to create a written plan; they didn't simply react to fundraising opportunities as they arose.

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

Millenials are More Generous Than you Think

According to the *Millennial Impact Report*, a recent study of charitable giving by millennials, 84 percent of them made a charitable donation in 2014, and 70 percent spent at least an hour volunteering. On average, millennials give an annual gift of \$481 to charitable organizations, giving more to children's charities, followed by places of worship and health-related causes. Millennials give through charity apps, email blasts and text messaging - 62 percent gave via mobile phone last year, according to the Blackbaud report.

To learn more about the giving trends of millenials, [click here](#)

End of Year Issues for Nonprofits

As the end of the year approaches, it's time to take stock of your nonprofit's compliance requirements of the past year and also to begin planning for the year ahead. Compliance can be generally grouped into two categories: filings that are submitted to government agencies and records that should be kept internally. This article offers a brief overview of the tasks that most nonprofits must complete at the end of the year.

To read this article, [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. The newest connection is Andrew Persaud, who has been elected to the Board of Trustees of the *Heckscher Museum of Art*. Congratulations!

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