Center for Nonprofit Leadership Newsletter
December, 2015

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,
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