

Center for Nonprofit Leadership Newsletter

May, 2016

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Successful nonprofit organizations have one thing in common: an effective fundraising strategy that supports the organization's mission. The most impactful nonprofits integrate their fundraising plan into their overall organizational strategy. This LeadTime offers articles, resources and innovative tools to help nonprofit leaders achieve their fundraising goals for greater impact.

The 2016 Nonprofit Fundraising Strategic Plan Guide

Having a detailed strategic plan in place before embarking on a fundraising campaign can be a huge determinant of its success, even before the first dollar is raised. The best fundraising plan tells a complete, organized, and analytics-based story that your organization can actually use to help a campaign be more successful. The 2016 Nonprofit Fundraising Strategic Plan Guide explores the fundraising planning process and breaks down each of the necessary elements that will allow nonprofits to elevate their next fundraising campaign.

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

Upcoming Events

FREE Center Webinar Watches-A Three Part Webinar Series

Webinar #1 - The Importance of Strategy in Communications

**Date: May 26
Time: 2:00-3:00pm
Adelphi University,
Garden City, Social
Work, Room 302**

Webinar #2 - Using Communications to Create a Winning Campaign

Date: June 9

Time: 2:00-3:00pm

Adelphi University,
Garden City, Center for
Recreation and Sports,
Campbell Lounge, Rm 1

Webinar #3 - Storytelling In Communications

Date: June 23

Time: 2:00-3:00pm

Adelphi University,
Garden City, Center for
Recreation and Sports,
Campbell Lounge, Rm 1

If you would like to attend, please email Diane Wunderlich at dwunderlich@adelphi.edu

Four Ways to Get More Out of Your Fundraising Events

Fundraising events typically take a lot of time, money, and effort to produce. Therefore, it's important to realize a significant return on what can be a big investment. All too often, though, many nonprofits see the event itself as the finish line, missing critical opportunities for more connection, insight, and inspiration. This article discusses how get more out of your next fundraising event.

To read more, [click here](#)

Eight Fundraising Tools to Watch in 2016

Experts predicted that 2016 would be a big year for mobile and digital wallet payments. Apple, Facebook, Twitter, Google, PayPal, and Amazon have become the go to source for the consumer market. However, at this point in 2016, we are beginning see mobile and digital wallet payments impact online fundraising in the nonprofit sector. This article in *Nonprofit Tech for Good* highlights a new generation of mobile fundraising apps that are sustainable and have long term appeal to donors.

To read more, [click here](#)

Getting to What Matters: How to Design and Develop Evaluation

Every program designed to serve people needs evaluation that is meaningful and engaging. Exceptional evaluation not only proves the value of the program to stakeholders, but also improves the program effect among those it is intended to serve. The Center will host a workshop to help nonprofits design and develop effective program evaluation presented by author Steve Patty, Ph.D

Date: June 22
Time: 9:00 am to Noon
Where: Adelphi University, Garden City Campus, Alumni House

Registration: \$25.00 per person

If you would like to attend, please email Diane Wunderlich at dwunderlich@adelphi.edu

Email Opens Down, But Email Fundraising Revenue Is Up

Part of any good fundraising strategy should be testing the methods that work for others before investing heavily in them. A recently released study reports the growth of nonprofit fundraising email revenue was up 25 percent even though email open and click-through rates are down. The report, entitled "Benchmarks X, 2016", surveyed 105 nonprofit groups with a total of more than 69 million list subscribers.

To read a summary and download the report, [click here](#)

What's Happening at the Center

Excellence in Governance

Center Director Ann Marie Thigpen, moderated of a recent panel of winners of the New York Community Trust Nonprofit Excellence Awards. The panel discussion was part of a workshop dedicated to informing nonprofit leaders about strategies that work to achieve management excellence in the area of strong board-management partnership.

Leading in Community





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Congratulations to the second cohort of participants in Leading in Community (LIC), who completed the program in May 2016. Applications are now being accepted for the eight-month program to broaden and strengthen leadership for people of color in Long Island's nonprofits and communities. Participants will receive a Certificate in Organizational and Community Leadership from *Adelphi University*. LIC applications are due August 26, 2016. The program begins in November 2016 and ends June 2017.

To learn more about LIC and apply, [click here](#)

Coming Soon

The Center's Guide to Really Evaluating Your Event!
