



Leadtime

Practical Resources for Today's
Nonprofit Leader ...

October, 2010

FEATURES

Are You Wondering, "What Do Donors Want?"

If you are in a quandary regarding data vs. relationship to entice investors, Dr. Cynthia Gibson and William M. Dietel have written about the big question: What Do Donors Want? They provide substantiated information from various sources for both sides. Evidence shows that today's organizations are undertaking efforts to track, measure, quantify and index social value. Both individual and institutional non-profits have developed more in depth reporting for donors to assess nonprofit performance. The reasoning behind more data is that donors can make more knowledgeable investments. However, The Center on Philanthropy Study found that the most significant motivations for charitable giving from high-net-worth households were "meeting critical needs, giving back to society and social reciprocity," while "charity was deemed as making good business sense." Daniel Oppenheimer writes, that "no matter what objective information is available, the large majority of donors will give as a result of emotional or relational factors".

For more information go to [What Do Donors Want?](#)

Looking for more efficient ways to market your nonprofit? Read on.

Facebook, Twitter, and blogging are at your fingertips and gaining in marketing prestige. It is the day of social media. According to Aaron Lester of Mashable it is time to get contemporary in your marketing plan. Mr. Lester states that 93 percent of the top U.S. charities are using Facebook for greater exposure and 87 percent have a Twitter profile while 65 percent are blogging. Mashable profiles three small cause campaigns that were extremely successful. The social media can make a small start into a very big finish. It is important for nonprofits to stay updated with the course of social networking technology.

Read more: <http://www.nonprofitquarterly.org/index.php?>

[option=com_content&view=article&id=5976:nonprofit-newswire-three-social-media-campaigns-that-won-big&catid=155:daily-digest&Itemid=137](http://www.nonprofitquarterly.org/index.php?option=com_content&view=article&id=5976:nonprofit-newswire-three-social-media-campaigns-that-won-big&catid=155:daily-digest&Itemid=137)

Have You Heard about 'Bounce Rate'?

Unless you are the person in charge of the web analytics for your organization it may be a foreign term, but not one you haven't experienced. By definition it is the measure of visitors who enter your site only to immediately leave, snubbing all of the creative energy put into your web. It can be frustrating, and unless you're a consultant working with multiple clients, then most probably you're working in a vacuum without the opportunity for comparison. The rule of thumb is that your bounce rate should be 10% better than it is now. Google Analytics can help out in this department.

For more information go to:

<http://www.google.com/support/analytics/bin/static.py?hl=en&page=guide.cs&guide=19779&from=19779&rd=1>

Ten Tips for Getting More Organized

We are well into the fall and the summer is feeling much more than a heartbeat behind us. It isn't always easy to segue from the lazy hazy days to the faster pace of business as usual. Being organized is key and Abigail Harmon of MJA has, "Ten Tips for Getting More Organized." A refresher course can always be useful regardless of how planned and efficient we may be.

To read the complete article, please go to:

[www.merskyjaffe.com /10 Tips For Getting Organized This Fall](http://www.merskyjaffe.com/10-Tips-For-Getting-Organized-This-Fall)

Book Review

Immunity to Change by Robert Kegan and Lisa Laskow Lahey (Harvard Business School Press © 2009)

For those of us who are fascinated by personality, behavior and the possibility of behavioral modification, ***Immunity to Change*** by Kegan and Lahey is important to put on your book list. An age old saying we have all heard is, "a leopard cannot change its spots." Adjusting behavior is hard work, but the authors make a strong case that change is possible starting with individuals to entire organizations. They suggest that people maintain a fundamental investment in the way things are. The attachment is deep-rooted and actually functions as an immune system warding off any transformation. The book is designed to provide ways around these defenses with an outline of specific steps for facilitating the desired behavioral or organizational goals.

ANNOUNCEMENT

Calling All Young Nonprofit Professionals!

Looking for a group of peers to share your aspirations, ideas and challenges? A Long Island Young Nonprofit Professional Group is forming and you can get in on the ground floor! What would you like this group to be, now and in the future? Is there something you really want to change on Long Island? How can this group help people interested in nonprofit work?

For more information contact Joseph Page at josephpage@rocketmail.com.

UPCOMING EVENTS

Executive Director Roundtable Series

Topic: Human Resources without a HR Director!

Adelphi's Garden City Campus, Tuesday, November 9, 2010, Adelphi University, Garden City Campus, School of Social Work, 3rd Floor, 1 South Avenue, Garden City, NY 11530,

For more information, contact plovell@adelphi.edu or register online at <http://www.adelphi.edu/linonprofit/news.php>.