

Center for Nonprofit Leadership Newsletter

April, 2014

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Upcoming Events

Center Webinar Watches

Webinar Watch #1

Raising Social Impact Money

May 13, 2014
2:00 to 3:00 pm
Adelphi University,
Garden City, Room
302

Webinar Watch #2

Proposal Writing Basics

May 28, 2014
3:00 to 4:00 pm
Adelphi University,
Hauppauge Center,
Room 2

**2014 Shapiro -
McCormick Young
Woman Leader
Award**



LeadTime

Practical Resources for Today's
Nonprofit Leader ...

Nonprofits rely upon the generosity of donors for some or all of their funding. That's why it is important to stay informed about the major issues that shape the changing landscape of fundraising. This month's LeadTime offers articles and resources to help you to analyze what's working and what's not, learn what donors are responding to, and discover what trends are shaping the landscape of fundraising.

Why Fundraising is Fun

Arthur C. Brooks, in a recent article in the *New York Times*, discusses what he discovered about the benefits of donating and volunteering to those who give. "When people give their time or money to a cause they believe in, they become problem solvers. Problem solvers are happier than bystanders and victims of circumstance."

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

Finding and Keeping Millennial Donors

Recently, Abigail Harmon wrote a brief article about the best practices for finding and keeping millennial donors. Here are some of the highlights:

- Go to them with their preferred method of communication
- Provide them with hands on projects and opportunities to learn about the nonprofit that they support
- Get in touch and stay in touch through social media
- Post pictures or videos of your executive director, board chair and a group of millennials working together

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

The Shapiro -
McCormick Young
Woman Leader
Award is given to a
deserving female
high school student
for her efforts to
help improve the
lives and girls on
Long Island.

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

Give a Brand! 2014

Thinkso Creative
is hosting its
annual one-day
design sprint in
which the firm
rebrands a small
nonprofit
completely FREE of
charge.
Applications due
May 16, 2014.

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

Summer Social Media Boot Camp

FMC Social Media
Boot Camp is a
half-day event
featuring a variety
of interactive
workshops to help
businesses and
nonprofits improve
social media skills
while learning and
networking.

July 11, 2014
7:30 am to 12:00
noon
Briarcliffe College,
Bethpage

To learn more and
register, [click here](#)

Fundraising in Nonprofits of Color

Nonprofits in communities of color often have fundamentally different assets and deficits than mainstream organizations of the same size and age." An article in *Blue Avocado* discusses some strategic challenges nonprofits in communities of color face-particularly the critical roles they play and their fundraising opportunities.

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

How America Gives

The *Chronicle of Philanthropy* provides a tool that can help nonprofits explore charitable giving in their state, city, and local community. Once you find the information you need you can send it along with a map view to colleagues, friends, and neighbors through social networks, e-mail, or by using a custom link.

To explore this tool, [click here](#)

Lessons from Community Organizers for all Nonprofits

In January, the Center for Nonprofit Leadership held a convening where nonprofit executives could hear from a diverse panel of experts about how they use principles of community organizing to deliver their missions. "Core Practices in Community Organizing" is available from one of the event's organizers and panelist, Zahida Pirani. Email zahida.pirani@gmail.com. Michael Davidson, a Center consultant and facilitator of the event, shares board lessons from community organizers on his website.

To read the article from Michael, [click here](#)

