September marks the beginning of the "giving season", the most important season of the year for many nonprofits. The private donations collected during this time of year can be an important source of revenue to support operations, expand programs and services, and address issues not included in restricted funding. This month's LeadTime offers articles and resources to help you to strategize about ways your organization can capitalize on donors' increased spirit of giving for greater impact.

**Raise More by Knowing Donors' Motives**

Nonprofits could reap billions of dollars more in donations by tailoring their fundraising to fit people's preferences, argues consulting firm Camber Collective in a new report based on interviews with about 50 people and online-survey results from 3,000 respondents with annual household incomes of at least $80,000. The report theorizes that giving in the US has not risen above 2% of GDP since the 1970s because some people mistrust nonprofits and feel overwhelmed by the giving process. Other donors are satisfied with their giving so they do not feel compelled to give more.
To read more, [click here](#)

**The Essential Guide to End-of-Year Fundraising**

For nonprofit organizations, end-of-year giving can result in 40% or more of total yearly donations. Make sure you make the most of your year-end efforts and reach this primed audience. This ebook will give you practical advice and effective tips for using online resources to enhance your end-of-year giving campaign.

To download, [click here](#)

**Why Fundraising in Rounds Works**

Setting specific periods for reaching out to donors can help nonprofits stay focused on their goals and balance fundraising efforts with the work of the organization. Instead of perpetually fundraising, Watsi, a San Francisco based nonprofit, set out to raise a defined round of donations, taking an approach similar to companies that raise rounds of investment. An article in the *Stanford Social Innovation Review* discusses what Watsi learned in the three months they spent trying to raise a round of donations.

To read, [click here](#)

**Fundraising Isn't about Money...Neither is Giving**

Dale Carnegie said, "You'll have more fun and success when you stop trying to get what you want and start helping other people get what they want." Why is it so hard for those of us who raise money for our organizations to understand, accept, and embrace this donor focus? Perhaps it is because we are focused on our organization's mission while donors are focused on their own personal missions.

To read the first in this series of four articles, [click here](#)
Learn how outcomes measurement can focus your organization on what is important about your work and the difference it makes.

Date: September 25
Time: 9:30am to Noon
Location: 68 South Service Road, Melville

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