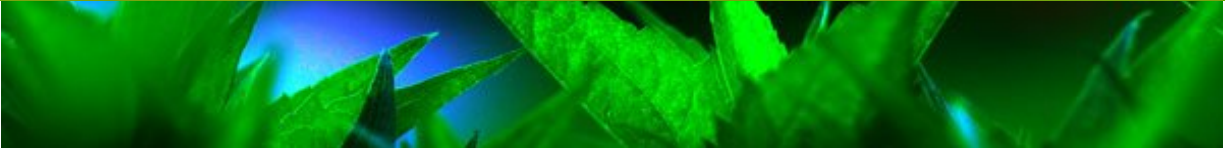


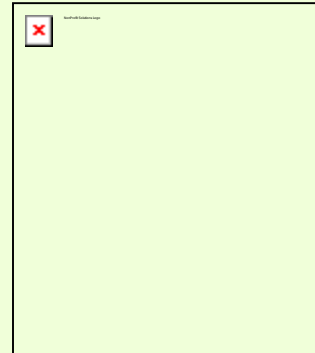
Tip\$ & Treasure\$ Weekly

November 7, 2008



In this week's edition...

- Website Features User Feedback on U.S. Charities
- Workshops, Events, Seminars and More!
- Job Announcements
- Quote of the Day



WEBSITE FEATURES USER FEEDBACK ON U.S. CHARITIES

(AFP Nov. 3, 2008) A new website called GreatNonprofits allows donors to post reviews and ratings of charities. Charities, in turn, are able to customize their page and ask for donations.

The goal of the service, launched November 2007 and free for users, is to offer a similar tool for donors as customers have in the for-profit sector for reviewing businesses. "The closest comparison to our site is probably Yelp.com, because we give people a chance to describe their personal experience with a nonprofit," explained Shari Ilsen, director of marketing and outreach at GreatNonprofits, which is based in Palo Alto, Calif. Yelp.com is a website featuring customer reviews of businesses.

As they write on their website, www.greatnonprofits.org, "GreatNonprofits is a place to find, review, and talk about great-and perhaps not yet great-nonprofits."

Working in partnership with GuideStar, GreatNonprofits features a list of 1.1 million nonprofits across the United States as collected from Form 990 reports to the Internal Revenue Service. A nonprofit can go to the website and "claim" their organization profile, adding logos, videos, a more detailed listing and links for making donations and recruiting volunteers.

Nonprofits are encouraged to write to donors and volunteers and request reviews, with the only exception that current paid employees of that charity may not post

reviews. GreatNonprofits itself does not post reviews, either. Reviewers must sign up and create a user name, password and provide their email address, but the username can does not have to be one's name.

Potential donors and volunteers can read vivid and personal reviews and stories about the nonprofit's work, Ilsen explains. "We want as many stories and reviews to be posted as possible to allow donors and volunteers to make more informed decisions about the charities they support or become involved with."

Nonprofits that have reviews have already reported instances of volunteers and corporate donors finding them through the site. "Especially in these economic times, GreatNonprofits enables nonprofits to harness the marketing power of these personal stories and use them to gain visibility in front of a broader base of potential volunteers and donors, at no charge," Ilsen says.

GreatNonprofits currently has 1,270 reviews on its website and 2,745 users, including nonprofit staff who have "claimed" their organization's profile. Ilsen said they received more than 10,000 unique hits to the site in the month of October, many being first time-visitors (83 percent).

To read the article in its entirety go to the [AFP website](#).



WORKSHOPS, EVENTS, SEMINARS AND MORE!

The next Table Topics workshop

Effective Board Meetings.....Effective Board Members Facilitated by Sherry Jennings, Sound Governance

Do you struggle with a Board that focuses on activities and not strategic thinking? Is your Board meeting agenda built to best utilize the skills and talents of your Board members? Sherry will lead a discussion that will help you answer these and other important questions around planning effective meetings and strategic decision-making.

WHEN: Thursday November 20, 2008, 11:30 AM - 1:00 PM

WHERE: iTalia Restaurant, Promenade at Westfield Mall, 2505 4th Ave. NW, Olympia, WA, 754-3393

COST: \$25 per person; includes lunch and beverages.

NEW RESERVATION PROCESS:

Paid reservations are required ***before Monday, November 17th.***

Checks can be sent to:

NonProfit Solutions NW, 1824 Black Lake Blvd. SW Suite 101. Olympia, WA 98512

OR to charge to your MasterCard, VISA, Discover or American Express card call 360.866.3638.

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NonProfit Solutions NW is hosting this Fieldstone Alliance webinar at no cost to the participants. We are limited to 25 so respond quickly to sstahl@nonprofitsolutionsnw.com.

Moving to a More Sustainable Revenue Model

Assess your current revenue sources and learn about non-traditional and emerging revenue options.

Growing competition for donor dollars is motivating many nonprofits to look beyond long-standing practices toward new revenue models. Financial strategy expert Tom Triplett will show you how to better understand your current revenue model and evaluate new revenue sources.

You'll learn how to use the "Revenue Matrix" tool to take a critical look at your revenue options. You'll use the Tool to rank the options using evaluative factors that you select as being most appropriate for your organization.

You'll also learn about non-traditional and emerging revenue sources for nonprofits. The goal is that you'll come away with a fuller understanding of revenue options, a process for evaluating those options, and a start toward a revenue system that is diverse, productive, and ultimately sustainable.

Presenter: Tom Triplett, Principal Consultant, Fieldstone Alliance

Date: December 2, 2008

Time: 11:00 am -12:15 pm. (followed by a 45-minute post-webinar group discussion)

Cost: FREE

Location: EXIT Realty Boardwalk has donated the use of the conference room adjacent to their offices and above Budd Bay Cafe at 525 Columbia Street NW, Olympia, WA.



JOB ANNOUNCEMENTS

Director of Development & Alumni Relations

Tacoma Community College

Tacoma Community College, located in the beautiful Pacific Northwest in Washington state, invites applications for the position of Director of Development & Alumni Relations. This position provides leadership & management of fundraising & development activities. Bachelor's, 2 years' fund-raising experience, supervisory experience & computer skills. Closes 11/21/08.

Contact: 253.566.6024; hr@tacomacc.edu; www.tacomacc.edu.



QUOTE OF THE DAY

Change has a considerable psychological impact on the human mind. To the fearful it is threatening because it means that things may get worse. To the hopeful it is encouraging because things may get better. To the confident it is inspiring because the challenge exists to make things better. Obviously, then, one's character and frame of mind determine how readily he brings about change and how he reacts to change that is imposed on him.

King Whitney Jr.

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