

ADRFCO Events in 2007

Our second annual Partners Event was held in January at the Willard Hotel in Washington, DC and was attended by over 60 Members and Partners! It was great to see the increased attendance this year, to have the time to meet and greet each other, as well as learn a little more about one another.

As before, the event was held in conjunction with the January 2007 DMA Nonprofit Conference (our ad -- here in black & white -- from the conference program book is enclosed). We are planning to hold similar events on a regular basis and look forward to seeing even more of you next time around.

Meanwhile, the next board of directors meeting is *August 7 in New York*. Member firms please note: this NYC meeting includes the final segment of our continuing discussion on ADRFCO's future (lunch provided). You will receive reminders and further details by email.

Directors, Officers, and Committee Chairs

Please find enclosed a 2007 board roster with contact information (yellow sheet). It also lists officers and committee chairs for the year. If you have questions, suggestions, or would just like to thank these volunteers for their service, any of them would be pleased to hear from you. Member volunteers for any of the listed committees will be enthusiastically welcomed.

Client Education

As part of its education and outreach activities, the tax-exempt division of the IRS has launched a new Web-based version of its popular Exempt Organizations Workshops. Billed for "small and mid-sized organizations" the workshops cover a variety of tax compliance issues that affect these organizations. More information and a link to the workshop is available online at: <http://www.irs.gov/charities/article/0,,id=166625,00.html>. Refer your clients as you think necessary or desirable.

ADRFCO Partners Program Restructured

We apologize for the delay in distributing the 2007 ADRFCO Partners Directory. We've restructured our Partners program, making three levels of membership: Bronze, Silver, and Gold. The restructuring included changing the type of directory listing according to the level chosen by each partner, so we're still in the process of putting the new directory together! Please look for this to be distributed this summer.

In the meanwhile, the Partners Directory available on the ADRFCO website at http://www.adrfco.org/index_files/adrfco_services2.htm is constantly updated.

Internet Giving versus Direct Mail

Early this year, Target Analysis Group released a study entitled "2006 donorCentrics Internet Giving Benchmark Analysis." It is the product of shared data from a dozen nonprofits with mature direct mail programs and Internet giving programs of varied levels of development. The comparisons of online and direct mail giving behaviors are interesting and instructive.

Target has made the study available on its web site. For your convenience, we have posted it to the ADRFCO web site. Find it in the *In Brief* section under the label "Target Analysis study."

<MORE>

Rating the Raters

Every one of your clients is continually confronted with the specter of public disapproval at the hands of some watchdog. Some may -- rightly or wrongly -- feel somewhat insulated from this threat. In any case, it's there. Understanding a little about "them" -- their methods and some of the axes they grind -- can only help when your client's time comes.

So, posted to the ADRFCO web site are two useful pieces of work. The first is a short essay by Mal Warwick, of the founding ADRFCO member firm bearing his name. The title ("Fundraising Ratios and other Deceptions") makes the point of view admirably clear. If only it were not a timeless piece. Regulators and the popular press never seem to tire of elevating what they *can* measure over what they should. Read Mal's even-handed but firm debunking.

Also on the site is a joint study by National Council of Nonprofit Associations and National Assembly entitled "Rating the Raters." This is a bit of a misnomer in that the study is more of a critical cataloguing of watchdog practices than it is an evaluation. But, it sets out some clear questions and answers (such as, where does their money come from?). It is a useful and informative guide. Keep it on your shelf.

Confidence in Charities, Charitable Contributions, and Giving When There's Not A Disaster

We've found some particularly interesting articles written in past months about the temperature of the giving public. They are enclosed here (a single, stapled photocopy). One is from the *Chronicle of Philanthropy* ("Confidence in Charities Rises, but Not to Levels Before 9/11"), one from the *Washington Post* ("New Law Changes Charitable Contributions"), and one from the *New York Times* ("A Campaign to Get Americans to Help When There Isn't a Disaster").

Very Public Documents

For a long while, most everyone in our business has been aware that state registration filings are public documents. This includes not just reports and forms but, significantly, also the fundraising contracts between member firms and their nonprofit clients. But, exploiting this intriguing possibility has -- for the most part -- proved more trouble than its worth (what with having to wade through bureaucrats, paper files, etc). No more.

Last fall, North Carolina became the first state to -- in effect -- put its entire registry online. Every contract, form, and letter as far back as 2004 (I've even seen "memos to file" of telephone conversations between agency staff and registrants) is organized by filer and date and posted in PDF. There's public, then there's Internet public.

For better or worse, how and what fundraisers are charging is there for anyone, clients and competitors alike, to easily retrieve. Visit <http://www.secretary.state.nc.us/csl/Search.aspx> to see for yourself.

Who's Mailing What to Lyon Park

Each and every year, we methodically collect acquisition pieces. So, they are here: one cardboard box full of *The Solicitations of 2006*. They are yours for the asking to review, crib from -- whatever.

Included are *all the prospecting solicitations* delivered to the editor's home from January 1 to December 31. Whatever your motivation, the lot -- tidily boxed -- is ready for shipping. Just call, fax, or email (adrcco@msn.com) the office. First come, first served. Your only obligation will be to pass them along to any subsequent requester.

