



Dear Colleague:

While I've been out and about speaking to representatives from nonprofits across the country, certain "truths" about what's happening in our world have emerged. Here's what I've heard.

About the Budget

Most allowances for professional development travel have been eliminated or drastically reduced. Raises are not on the horizon. Constant vigilance is the watchword.

About Donors

Giving is down; contact with donors is up. Average donation is less. Pledges are being spread out over time. Increasingly, donors want to know the impact of their gifts.

About Staffing

Yesterday we had a "Candidate's Market." Today we're seeing a market that doesn't favor either candidates or hiring managers. People are reluctant to move because they can't sell their houses and/or trailing spouse doesn't want to leave his/her current position.

From a Murky Crystal Ball

- Institutions will become increasingly "green."
- Annual Reports will continue to move online.
- Social networking will be the norm.
- Online giving will continue to increase.

Wherever we're going, let's hope we reach there quickly, taking with us our Best Practices for smooth operations and maximum revenues.

Good Luck,

Lois

Lois L. Lindauer, CEO



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