

April 2012

News from The Prospero Group



Greetings from Prospero Group President Doris Feinberg

April 2012

Our Favorite Cyberspace Picks

The internet offers an unprecedented opportunity for learning and expanding our horizons; there are a lot of websites out there with up-to-date techniques and useful information for professionals and volunteers. At The Prospero Group, we too are always on the lookout for websites, blogs and other resources that are truly useful. Over the next few months we'll share with you some of our favorites from the realms of development and fundraising, communications and marketing, and grant seeking and prospect research. These sites consistently provide fresh ideas and practical tips to make the most of development efforts. Our series will end with a collection of readers' top picks, so please email us at info@prosperogroup.com and share your go-to online resources.

I hope you enjoy this article... let us know what you think. Don't forget that all of our past newsletters are available on our website [here](#).

Please feel free to send this newsletter along to any colleagues or friends who might be interested, and, of course, contact me at any time at dfeinberg@prosperogroup.com.



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Getting the Most Out of Your Internet

Development and Fundraising Resources

Fundraising is complex, requires adaptability and, when successful, is built on thorough research and careful planning. These websites provide a combination of searchable references, informative tools and techniques, and up-to-date news and information to support development activities across the spectrum of experience and application.

Giving USA

www.aafc.org/gusa/mission.cfm

The Giving USA report analyzes national giving trends on both macro and micro scales and is published annually. When presenting ideas, making a case or providing training and development, Giving USA is a go-to place for data to both inform and support development decisions.

SOFII

www.sofii.org

SOFII, or "Showcase of Fundraising Innovation and Inspiration," is an online collection of best practices in fundraising. The site includes exhibits of successful online campaigns, articles about the "art and science" of fundraising, and an extensive collection of resources. Their free weekly newsletter highlights some of the gems of the collection and provides guidance in using the site.

101 Fundraising

www.101fundraising.org

This blog publishes contributions from fundraising professionals who have something to contribute but who do not wish to maintain their own blogs. As such, it's a diverse offering of tips, advice, and stories about successes and challenges. You may wish to contribute a story of your own!

Chronicle of Philanthropy

philanthropy.com

An invaluable resource affordable to anyone, the Chronicle highlights important trends

in funding, gives numerous examples of grant distribution, identifies tax implications for charitable gifts, and aggregates a wide variety of relevant news. Most of the Chronicle's website is free; full access requires a subscription.

Association of Fundraising Professionals

www.afpnet.org

AFP's online resources are unmatched for research and data. No matter the topic, if it is even tangentially related to fundraising and development, AFP's website will have a wealth of information, research and best practices to provide guidance and support. Much of the information on AFP's website is free; some requires membership.

GuideStar

www.guidestar.org

Not just a place for researching individual organizations, GuideStar produces a variety of tools relating to best practices in governance and development. Basic information is free; more comprehensive data requires a membership.

Compiled by Susanne Shavelson and Chani Adams

About The Prospero Group

The Prospero Group, LLC, provides fundraising counsel that ensures lasting growth and change for non-profit organizations. We promote effective governance models and principled leadership to empower professionals and boards as the driving forces of philanthropy.

Services:

Capital Campaign Planning and Oversight

- Organizational assessments
- Feasibility studies and benchmarking
- Campaign case development
- Pre-campaign planning
- Campaign oversight

Solicitation Training

Strategic Development Program Planning

- Development program assessments
- Major & planned giving program design
- Grant funding
- Annual fund management and production
- Prospect profiling and wealth screening
- Evaluating and recommending fundraising technology
- Staff mentoring

Board Development

- Board evaluation & assessment
- Board governance education
- Philanthropic leadership training
- Board solicitation training

Learn more at www.prosperogroup.com



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