



Donors, Not Danger: Managing Fundraising Risk

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Melanie L. Herman, Executive Director
Nonprofit Risk Management Center
www.nonprofitrisk.org
Melanie@nonprofitrisk.org
202-785-3891

Top 10 Fundraising Risks

Risk #1: Donor discontent

Risk #2: Charitable solicitation non-compliance

Risk #3: Blacklisting by a watchdog

Risk #4: Perceived lack of ethics in fundraising practices

Risk #5: Donors renege on pledges

Risk #6: Failure to anticipate donor trends

Risk #7: Unrealistic campaign goals

Risk #8: Viral fundraising pitfalls

Risk #9: Loss of funding after large donations or successful campaigns

Risk #10: Improper use of restricted gifts

Additional Resources:

- **NTEN** www.nten.org
Mobile Giving 101:
<http://www.nten.org/articles/2013/mobile-giving-101-why-mobile-is-an-important-part-of-nonprofit-fundraising-campaigns>
- **National Council of Nonprofits** www.councilofnonprofits.org
Fundraising Resources:
<http://www.councilofnonprofits.org/resources/resources-topic/fundraising>
- **Association of Fundraising Professionals** <http://www.afp.org>
Article: "When is a pledge legally binding?"
www.afpnet.org/Ethics/EmergingIssuesDetail.cfm?ItemNumber=4220
- **Evangelical Council for Financial Accountability** www.ecfa.org
Fundraising Articles: <http://www.ecfa.org/KnowledgeCenter.aspx?CategoryID=4>
- **CompassPoint** www.compasspoint.org
National Study of Challenges Facing Nonprofit Fundraising:
<http://www.compasspoint.org/underdeveloped>
- **Stanford Social Innovation Review** www.ssireview.org
Article on Donor Engagement:
http://www.ssireview.org/articles/entry/the_permanent_disruption_of_social_media
- **Carol Weisman's Website** www.boardbuilders.com
- **United Registration Statement** www.multistatefiling.org
URS Form: http://www.multistatefiling.org/e_tpforms.htm
- **IRS** www.irs.gov
Charitable Contributions: Publication 1771: <http://www.irs.gov/pub/irs-pdf/p1771.pdf>
- **CAN SPAM Act Video from the Federal Trade Commission** www.ftc.gov
http://www.ftc.gov/video-library/index.php/for-businesses/complying-with-the-can-spam-act/1402334882001?sort_by=start_date

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The screenshot shows the Nonprofit Risk Management Center eNews page. At the top left is the logo for the Nonprofit Risk Management Center with the tagline "...find the answer here". The main headline is "When One Door Closes" by Melanie Lockwood Herman. The article text discusses the 2013 Risk Summit registration deadline and the quote by Alexander Graham Bell: "When one door closes, another opens; but we often look so long and so regretfully upon the closed door that we do not see the one which has opened for us." Below the article are sections for "Crossing Thresholds Safely" and "Risk Webinars". On the right side, there are advertisements for Great American Insurance Group's Specialty Human Services Division and a promotion for 501(c)(3)s to stop paying state unemployment taxes.

Thank You!

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