



## November 2004

**Resource Roundup** is a periodic review of publications, initiatives, software, and other resources of potential interest to land trusts. If you have any ideas or materials you'd like to submit, please send them to [LTAnet@lta.org](mailto:LTAnet@lta.org).

### ❖ [Online Fundraising Resources](#)

-- *OneNW*

Two tips and tricks for online fundraising.

1. A detailed comparison matrix of online fundraising service providers. It offers in-depth feature and pricing information on nine leading online fundraising tools for U.S. and Canadian groups including: Groundspring DonateNow, Auctionpay, Paypal, Network For Good, Democracy In Action, Sporg, GiftTool, CanadaHelps and Charity.ca. It's included as part of the article "Accepting Credit Cards On Your Website" at: <http://www.onenw.org/bin/page.cfm/pageid/70>
2. The folks at Echoditto, who are veterans of the Dean campaign, and thus know a thing or two about successful online fundraising, have a great online fundraising "best practices" article that includes the following gem:

The structure of your email also makes a difference. We have seen the best results with emails that follow this general format:

**Dear First Name -**  
**Two paragraphs**  
**[http:// Link to action on website](#)**  
**Two paragraphs**  
**[http:// Link to action on website](#)**  
**Two paragraphs**  
**Closing**  
**Signed, (name)**  
**PS**  
**[http:// Link to action on website](#)**

### ❖ [Nonprofit Good Practice Guide](#)

- *Dorothy A. Johnson Center for Philanthropy & Nonprofit Leadership*

The website provides key information designed to help anyone manage a nonprofit organization efficiently and effectively. Explore articles, tips, resources and glossaries in the following ten topic areas:

- Accountability and Evaluation
- Advocacy
- Communications and Marketing
- Foundations and Grantmaking
- Fundraising and Financial Sustainability

- Governance
- Management and Leadership
- Staff Development and Organizational Capacity
- Technology
- Volunteer Management

#### ❖ **Starting a Nonprofit? The Life Cycle of a Public Charity**

- *Internal Revenue Service*

"During its existence, a public charity has numerous interactions with the IRS – from filing an application for recognition of tax-exempt status, to filing the required annual information returns, to making changes in its mission and purpose. The IRS provides information, explanations, guides, forms and publications on all of these subjects – they are available through this IRS Web site." The website provides an easy-to-use way of linking to the documents most charities will need as they proceed through the phases of their "life cycle."

(from: <http://www.irs.gov/charities/charitable/article/0,,id=122670,00.html>)