Drawing from the hard-earned wisdom of Skystone Ryan’s fundraising leaders, Building Strong Nonprofits introduces interactions, institutions, and ways of giving that have the potential to bring the philanthropic community vitality, stability, and relevance in today’s new economic climate. Clear strategies and practical tools offer your nonprofit the guidance it needs to take advantage of the changes—and unlimited opportunities—that face the nonprofit world.

JOHN C. OLBERDING is President and CEO of Skystone Ryan, one of the nation’s leading fundraising consulting firms serving a wide variety of organizations both large and small. He has personally provided leadership and guidance in assessment, planning, fundraising, and management to over 200 health, religious, cultural, environmental, and social service agencies.

LISA BARNWELL WILLIAMS is Vice President of Skystone Ryan. She has twenty-five years of executive-level experience in fundraising and organizational development for nonprofits, with special expertise on issues relating to nonprofit boards, donor relations, and strategic fundraising.

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Every organization has struggled through the economic crisis of 2008 and 2009, but none more than the nonprofit. The light at the end of the tunnel is finally appearing, but new strategies and perspectives are urgently needed as organizations confront the cultural changes ahead.

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Edited and written by the Skystone Ryan consulting team—a world-class, philanthropic group of astute, educated fundraising and consulting team—a world-class, philanthropic sector is evolving in areas such as social media, the global economy, social entrepreneurship, and cause-related marketing, Building Strong Nonprofits: New Strategies for Growth and Sustainability illuminates the most timely issues facing today’s philanthropic community.

Praise for Building Strong Nonprofits

“Building Strong Nonprofits provides practical advice and techniques to help nonprofit organizations big and small, old and new, to embrace innovation and creativity; at the same time, it reminds us that our strength as a sector is rooted in our missions.”
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“Building Strong Nonprofits is your must-read, featuring the expertise and contributions of the renowned Skystone Ryan team of fundraising professionals. You need to read this book!”
—LISA BARNWELL WILLIAMS, President and CEO of Skystone Ryan.
Building Strong Nonprofits
The editors and authors dedicate this volume to Robert L. Thompson, legendary head of the respected fundraising consulting firm of Ketchum, Inc., and long-time colleague, partner, and member of the Skystone Ryan Board of Directors.
Contents

Acknowledgments xi
Introduction xiii

Chapter 1 A New Day for Philanthropy 1
John C. Olberding
The Big Picture 3
What Will Be Different 4
What Will Not Change 11
Conclusion 13

Chapter 2 A Person of Influence, A Sculptor of the Universe: How Women Are Changing the Face of Philanthropy 15
Lisa Barnwell Williams
Women Are in the Game 16
There’s Power in Numbers 20
Let’s Get Together and Give! 22
Moving onto the Big Stage 26
Who Are the Women on Your Team? 27
Conclusion 33
Contents

Charley Ansbach
A Period of Significant Change in the Nonprofit Sector 35
Why Are Things Changing? 38
What Is Changing? 42
Conclusion 53

Chapter 4 High-Impact Nonprofit-Corporate Partnerships 55
Eugenia V. Colón
Trends in Corporate Giving 56
Areas of Corporate Funding Interest 59
High-Impact Partnerships: Investing for the Upturn 67
Conclusion 71

Chapter 5 Casting Your Net into the Social Media Ocean 73
Paul Ghiz
What Is Social Media? 74
Social Media by the Numbers 74
Planning Your Social Media Strategy 76
Social Media Tips to Consider 77
A Closer Look at Social Media Tools 79
Raising Money with Social Media 81
Social Media Impact on Search Marketing 83
Major Donors in Social Media 84
Conclusion 90
Contents

Chapter 6  All Sails Unfurled: Education and Professionalism for Philanthropic Professionals 93
Martin L. Novom

Challenges Facing the Career Path Professional 93
Lifelong Learning as a Discipline 96
The Pursuit of Professionalism 107
Conclusion 113

Chapter 7  Diversity in Philanthropy: A New Paradigm 115
James B. Tyson

A Primer on African-American Philanthropy 116
The Status of Solicitors of Diverse Backgrounds 121
A Solution: Institutional Resolve and Commitment 125
Developing a Pipeline: Looking to the Future 127
Conclusion 128
Appendix A: Black Philanthropy References 130
Appendix B: Resources 132

Chapter 8  Twenty Years . . . and Learning 133
Daniel Yoffe and Laura Zylstra with Donna Leigh King and John C. Olberding

Beginning from the Beginning 136
A Look at the “Big Two”: India and China 139
Latin America: A Disparate Region 144
Diaspora: New Opportunities and Giving Circles 148
Conclusion 150
Contents

Notes 151
About the Editors 155
About the Authors 157
The Skystone Ryan Prize for Research on Fundraising and Philanthropy 163
Index 173
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Welcome to an exciting new adventure!

All of us at Skystone Ryan Inc. are, at heart, idealists. We want to use our energy and talent to make the world a better place. We find professional satisfaction, and indeed joy, in advocating for the world of nonprofit organizations as they educate and inspire, uplift and heal, convert and care for our fellow man.

We do this quietly every day as we work with nonprofits throughout the country and around the world to energize their advocates and benefactors, to set—and surpass—challenging financial goals, and to discover their greatness.

We also delight in doing this within our profession by serving on the boards of local chapters of the Association of Fundraising Professionals, speaking at workshops and conferences, teaching academic courses on fundraising and nonprofit management, publishing our *Issues in Philanthropy* newsletter, mentoring colleagues, promoting scholarly professional development by awarding the *Skystone Ryan Prize for Research*, and in many other ways.

Now, we are especially honored by the invitation from John Wiley & Sons to share our perspectives and our expertise with you who are our professional colleagues in a new way, through the publication of *Building Strong Nonprofits: New Strategies for Growth and Sustainability*. Once or twice each year we will be writing about the topics that touch each of us as development professionals. Our hope is that we can be a partner with you in your continuing education, in your path to greater success in serving others through philanthropy.

Frankly, our aspiration for this series is high: We want to assist you to become a philanthropist, in the fullest sense of that word. As we