

WHEN HAND-WRINGING ISN'T ENOUGH: HOW TO BE PROACTIVE IN A TOUGH ECONOMY

Resource List

- **[As the Nonprofit Sector Faces Recession, Nonprofit Finance Fund Outlines 5 Recommendations to Prepare for Economic Downturn.](#)**

Nonprofit Finance Fund (2008)

The Nonprofit Finance Fund discusses their analysis of the impact of the 2001 economic downturn on 6,500 mid-sized organizations and provides advice for organizations based on the research findings.

[\[http://www.nonprofitfinancefund.org/news.php?autoID=113\]](http://www.nonprofitfinancefund.org/news.php?autoID=113)

- **[Fundraising Opportunities in a Changing Economic Climate.](#)**

Graham-Pelton Consulting, Inc. (2008)

Drawing on 40 years of historical data and donor trends, Graham-Pelton Consulting, Inc. discusses 12 key strategies that nonprofits can employ to strengthen ties and deepen relationships with donors.

[\[www.grahampelton.com/content/documents/Graham Pelton Fundraising Opportunities.pdf\]](http://www.grahampelton.com/content/documents/Graham_Pelton_Fundraising_Opportunities.pdf)

- **[New York Times' Special Section on Giving.](#)**

New York Times (2008)

The New York Times devotes an entire section of news coverage to philanthropy and giving. Articles include, "The Nonprofit's Guide to Surviving a Downturn" by Robin Pogrebin, which discusses books by the presidents of the Lincoln Center and the John F. Kennedy Center for the Performing Arts. Both texts address strategies for fundraising in hard times. [\[http://www.nytimes.com/pages/giving/index.html\]](http://www.nytimes.com/pages/giving/index.html)

- **[Pro Bono Strategic Consulting: The \\$1.5 Billion Opportunity.](#)**

James W. Shepard & Alethea Hannemann, Taproot Foundation (2008)

The Taproot Foundation examines pro bono strategic consulting as an enormous opportunity with the potential to dramatically strengthen the nonprofit sector, particularly at a time when resources are scarce.

[\[http://www.taprootfoundation.org/docs/SM_WhitePaper_Oct2008.pdf\]](http://www.taprootfoundation.org/docs/SM_WhitePaper_Oct2008.pdf)

- **[Resilient Philanthropy: How Various Economic Scenarios Affect Giving in the United States.](#)**

Bradford William Voigt, CFRE, Advancing Philanthropy (2008)

Voigt provides statistical analysis of the impact of economic and political crises on charitable giving, finding that changes in giving are not directly correlated to changes in the stock market, and that philanthropy remains surprisingly strong during times of economic strife.

[\[http://afpnet.org/content_documents/resilient_philanthropy.pdf\]](http://afpnet.org/content_documents/resilient_philanthropy.pdf)

- **[Responding to the Economic Crisis.](#)**

Kathleen Enright, Grantmakers for Effective Organizations (2008)

Executive Director of Grantmakers for Effective Organizations (GEO), Kathleen Enright, writes an open letter urging leaders in philanthropy to hold steady with their support to nonprofits and communities who need it now more than ever.

[\[http://www.geofunders.org/document.aspx?oid=7a2e7cb0-0c0c-4966-bd80-973d02ba02fe\]](http://www.geofunders.org/document.aspx?oid=7a2e7cb0-0c0c-4966-bd80-973d02ba02fe)