



# N E W S A L E R T

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**June, 2008**  
**News Alert Number 6**

## **Resources for Non-Profit Sustainability**

Dear CNMHC Member:

Today's news alert introduces the website "Sustainable Nonprofit." The website is sponsored by Mission Research and its parent company, Giftworks, and it can be used as a capacity building tool by client-run organizations.

"Sustainable Nonprofit" can be approached as an online magazine with several features. Its introductory paragraph reads, "Sustainable Nonprofit is the creation of a number of consultants, nonprofit professionals, and some employees at Mission Research, the primary sponsor of this community. We want to create a unified place for nonprofits and experts to share their experience, pain, achievements, and discoveries. Forums are moderated by nonprofit experts, some of whom also have blogs on this site." The forums and the blogs are the central features of the website, but it also includes news stories and postings of upcoming events particularly relevant to the nonprofit community.

The forums currently highlighted on the website are related to the following topics, but all forums can be accessed through the forum link called "People Helping People," which appears at the bottom right corner of the introductory page.

- Sustainable Nonprofit Principles

This forum discusses the importance of sustainability and the characteristics of a sustainable nonprofit organization.

- Fundraising Issues

This forum expresses opinions and insights about fundraising issues. It also provides resources, such as direct mail letter templates.

- Consultant Corner

The final forum currently highlighted on the website presents the perspectives of a variety of consultants, and new posters are welcome to add their ideas, questions, and concerns.

In addition to forums, the website features the blogs of experts in the field of nonprofit capacity building and sustainability. Two of the blogs are sponsored by the following individuals, who discuss nonprofit management and fundraising.

- Bobbie Marguis: Basic nonprofit management issues, particularly those important to organizations in the beginning stages of their development.
- Russ Burke: Fundraising and fundraising events.

A final blog is intended to be less formal and to cover all topics of interest to blog readers. The blog is written by a variety of consultants.

“Sustainable Nonprofit” can be accessed at the URL below:

<http://sustainablenonprofit.org/>

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