

FUN FACT

The first McDonald's drive-thru was opened near a military base in Arizona "to serve soldiers who weren't permitted to get out of their vehicles while wearing fatigues."

Catholic Foundation
Diocese of Toledo
April 2016

REGIONAL MEETINGS

The Catholic Foundation invites all parish priests, lay leaders, business managers, development directors and finance / foundation / investment committee members to attend a Regional meeting.

The first Regional Meeting is scheduled for April 25 at 5:30 PM at Findlay, St. Michael. If you would like to attend please use this link to [register](#).

If you have not already done so please take a moment to complete our [survey](#).

[Download](#) the flyer for more details.

HOW TO USE FACEBOOK TO GAIN DONOR PROSPECTING DATA

This creative non-profit had guests at a fundraiser participate in a contest that required use of their personal smartphones to watch videos. In order to do so they had to log in using their Facebook account.

The non-profit took it one step further and offered "social Wi-Fi" so guests would not have to use their data to participate. This permitted the non-profit to collect all information from their profile - all perfectly legal!

They now had access to ID, First and last name, age range, gender, locale, time zone, month and date of birth, list of favorite books, fitness activities, likes on Facebook, political affiliations, religious affiliation, education history, gaming activity, relationship details, work history, etc.

All of this - perfectly legal and other than the fee paid to offer social Wi-Fi at the event, free. Data mining at its easi

Read the full article by Philip King - [The Battle between Privacy and Donor Prospecting](#)

5 STEPS TO A GREAT NEWSLETTER

Kivi Leroux Miller is a renowned fundraiser, consultant, author and mentor to many in the fundraising field. This webinar on how to create a great email newsletter is insightful and full of tips and best practices.

[\[VIDEO\] 5 Steps To A Great Nonprofit Email Newsletter](#)

Bloomerang Blog

Posted on: Thursday 24 March 2016 — 10:00

Kivi Leroux Miller of NonprofitMarketingGuide.com recently joined us [Bloomerang] for a webinar in which she outlined her five-step process to convert a lousy nonprofit email newsletter into a communications tool that neither you nor your supporters can live without.

Q & A WITH EMERSON & CHURCH ON EXCERPTS FROM RENOWN AUTHORS AND THEIR PUBLICATIONS

Q: You claim in your book, [Asking](#) that printed materials and computer presentations aren't that important. Really? Even in this age of smartphones and tablet computers?

Asking: A 59-Minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift - by Jerold Panas

Q: According to the research you did for [The 11 Questions Every Donor Asks](#), what about the solicitor matters most to the would-be donor?

The 11 Questions Every Donor Asks – by Harvey McKinnon

CONTRIBUTING TO THE IRA OF A GRANDCHILD

If the grandchild is working (even a part-time or a summer job) where they have documented and taxable earned income, they can contribute to an IRA. However, if their earned income is less than the maximum Roth IRA contribution amount of \$5,500, you can only contribute up to the amount they have earned.

For example, if they earned only \$4000 during a summer job, they only contribute \$4000 for that tax year. As a grandparent, you can gift the eligible dollar contribution amount to your grandchild with no tax consequences, for them to then deposit the funds into the IRA.

This can be done for both Traditional and Roth IRAs assuming the grandchild earned income is less than the IRS income limits. Unfortunately, if your grandchild is not working and does not have taxable earned income, they cannot contribute to an IRA.

Please consult your financial advisory or taxation lawyer for guidance.

ULTIMATE FUNDRAISING CHECKLIST

BiddingforGood has composed a check list for fundraisers to use when planning for a major fundraising event. The guide begins one year out from the event and goes through post-event.

[Read the full article](#) or save for future use.