

# NONPROFIT

*the newsletter for nonprofits*

Dear Nonprofit Supporter,

Times are tough. For everyone. Now, you didn't need us to tell you that, right? You could get that kind of information from Harold next door.

What you really need (and we think we understand) is for someone to offer advice on how to make it all happen despite the odds. That's why we've created Nonprofit. It's a six-page, monthly newsletter, a collection of ideas, information, and opinions exclusively for the nonprofit organization.

It doesn't matter if your purpose is to promote health, education, the arts, social service or religion. We're writing to you.

We feel that nonprofits should have the help that profit organizations have always enjoyed. A publication like Inc. or Business Today but which speaks the language and suggests an understanding of the special concerns of nonprofits. A publication which shares winning ideas, discusses trends, and offers hope in less hopeful times. A publication you can use.

In any particular issue, Nonprofit might discuss:

- alternatives to government support,
- new volunteer programs, like the Volunteer Task Force,
- changing management theories, and practices,
- legislation focusing on tax returns which could prove beneficial to you,
- the impact of changes in postal regulations,
- creative ways to publicize and market your programs

To offer you the best, we've organized a staff at Nonprofit which takes your issues seriously. For instance, we recognize just how important it is to understand changing funding patterns, how singularly legislation can affect nonprofits, how incorporating a nonprofit differs from incorporating a business, and how nonprofits can have real advantages in areas like management and marketing if knowledge of events that occur nationally and in the organizations of other nonprofit agencies is made available.

Furthermore, we've geared Nonprofit to take into account your typical day--busy, harried, doing 17 things at once. Our easy-to-read format allows you to quickly glance through and find the information you need. The information is short but meaty. Nonprofit knows how not to waste your time.

And finally, we present the news as it happens. We know what our purpose is: to take the time to make tough times easier...for you. So consider Nonprofit. We know we can help.

Sincerely,

Ellen Lichtig  
Newsletter Producer