Five Thoughts for Year-End Giving

The countdown to the end of the year is officially underway. At least it is at the N.C. Center for Nonprofits. The Center just launched its annual **Year-End Countdown Giving Campaign** to call attention to the many needs facing nonprofits across North Carolina.

“For some nonprofits, you’ll hear a sigh of relief just to have kept their doors open for another year,” says Trisha Lester, Vice President at the N.C. Center. “And, for far too many, 2011 still brings uncertainty for what’s to come. We encourage individuals to give as generously as they can to organizations whose work they find most meaningful,” adds Lester.

Lester offers five thoughts for donors to consider with year-end contributions:

1. **84% of people would rather receive a gift that benefits someone else.** Contribute in honor of a friend or family member to their favorite nonprofit or cause.

2. **Give to nonprofits of all sizes and missions.** Human service nonprofits are doing more with less, but so are organizations in the arts, environment, education, advocacy, and other fields. Support them, too.

3. **If not you, who will?** We all benefit from nonprofits – whether for a basic need, a cultural performance, or perhaps a family outing on a preserved nature trail. It takes all of us to maintain a healthy quality of life for our communities.

4. **Don’t get stuck on the dollar.** While nonprofits need financial gifts, volunteering your time and sharing your expertise are important, too.

5. **Make a habit of giving.** Don’t limit your giving to only the end of the year. The needs and causes are there year-round. Make this your first step, and continue your investments in 2011.

Contact the Center for referrals to local nonprofits in your community for stories about the difference they are making and how they are faring with year-end fundraising. To learn about nonprofits in your geographic area or your specific fields of interest, visit [http://www.ncnonprofits.org/member.asp](http://www.ncnonprofits.org/member.asp) for the N.C. Center’s 1,500 member organizations in all 100 counties across the state.

The mission of the N.C. Center for Nonprofits ([www.ncnonprofits.org](http://www.ncnonprofits.org)) is to enrich North Carolina’s communities and economy through a strong nonprofit sector and nonprofit voice. The Center helps nonprofits to lead and manage their organizations effectively, reduce costs, work together to solve problems, and achieve their vital missions for our communities and economy.

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