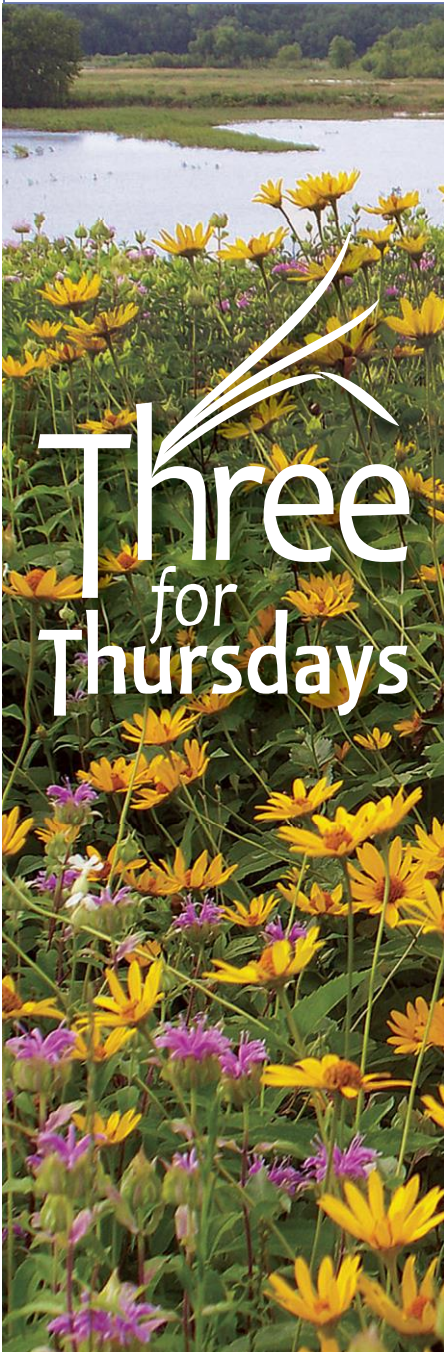


NATURAL LAND INSTITUTE

Conserving Land
in Northern Illinois



Three
for
Thursdays

Philanthropy in America and how we discriminate against non-profits

"Everything the donating public has been taught about giving is dysfunctional". Dan Pallotta.

Dan Pallotta is a marketer who sees a big problem with the question "How much goes to overhead?" Find out why that kind of thinking kills innovation as well as the 5 areas of discrimination these old ideas of charity as penance promote when we confuse morality with frugality. As we move into our endowment campaign, let's challenge our thinking and our belief systems. He says that people are weary of doing the least they can do, but they have to be asked. If you like pie charts, or even if you don't this Ted talk is for you!

http://www.ted.com/talks/dan_pallotta_the_way_we_think_about_charity_is_dead_wrong

Transforming Charity into Entrepreneurship

For those of you who want to delve deeper into this subject, Dan Pallotta's book explores how the non-profit world can stand up for itself and really change the world. This economic starvation of our nonprofits is why he believes we are not moving the needle on great social problems. <http://www.charitycasebook.com/>

And check out the web page for **End the Overhead Myth**—the false conception that financial ratios are the sole indicator of nonprofit performance. <http://overheadmyth.com/>

How a Not for Profit changed how they did their fundraising.

"Your friends are climbing corporate ladders, with rungs of structure and professional development and salaries and bonuses. Meanwhile, you are running hard, just trying to stay on the treadmill, in hopes of doing good. "

<http://blog.ted.com/a-non-profit-gets-better-at-doing-good-with-inspiration-from-dan-pallottas-ted-talk/>

Let's be inspired!

Happy Reading/Listening!

Kerry September 3, 2015