



It's Time for Your 2010 New Year's Resolutions!

When NCBF members get together, great ideas are shared and generated, and 2009 was no exception. NCBF members gathered in conferences, over the listserv, at webinars, and in a multitude of individual conversations to exchange their wisdom and experience about bar foundation best practices. The following list is just a sampling – food for thought as your foundation looks toward increased success in 2010.



1. **"Once upon a time ..."** - create the story of your foundation. As Andy Goodman states in *Storytelling as Best Practice*, develop a "memorable story" – complete with a protagonist, emotions, and a moment of truth.
2. **Sharpen your message.** Make it clear to any audience why the foundation's work is unique and indispensable, and why giving time, talent, or money to the foundation is vital.
3. **Embrace your role as collaborator.** Bar foundations have a unique opportunity to move causes forward and stretch grant dollars through collaboration with grantees and other entities.
4. **Go electronic.** Communicate via email, e-articles, the web, and provide a way for donors to give on line.
5. **Market your grants.** Showcase scholarship recipients at functions, disseminate testimonials from grantees to donors, and post grantee stories on the website.
6. **Steward your donors.** Reach out with thanks, stories of success, awards, and year-end donations receipts. Most importantly, give donors information about the results of their giving.
7. **Create a planned giving program.** As trillions of dollars transfer in the next twenty years, ensure your foundation is ready with a planned giving program supported by 100% of the foundation and association boards. Market the program through testimonials and advertisements in your bar journal, or sponsor a recognition event for lawyers with 50+ years of practice.

Happy New Year!

In partnership with ALPS
Foundation Services