The Development Resource Center

Teaching the Fundamentals of Effective Fundraising

NEWS RELEASE

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Charities Relying on, well, Charity to Get Through Recession

Free Teleclass Offered on How to Save Your Nonprofit from Failing in the Recession

BOSTON, MARCH 31, 2009 -- Many charities are in serious financial trouble right now and are scrambling to save themselves from failure. One bright light they are turning to for help is a new, free teleclass series called "Recession Rescue," which is being offered by a Boston-based training firm at least once a month as long as the economy is flagging.

Charities as disparate as a leading West Coast disaster relief agency, a national association for Hispanic arts, a theater group in the deep South, a gay community band in the nation's capital and a nonprofit that offers sports therapy for kids with serious medical conditions have signed up for the class, among many others. Since the class is held via conference call, even rural charities and those who can't afford to travel for training or those with no access to high-speed Internet can participate. Up to 1,000 callers can register for the class.

"Recessions hit small- and medium-sized charities especially hard because of their limited resource base," said Buzz Harris, Executive Director of The Development Resource Center, who worked for twenty years in that part of the nonprofit sector. The DRC (http://www.developmentresource.org), which is sponsoring the series of free classes for charities in trouble, is a Boston-based organization that trains nonprofits to fundraise more effectively and build stronger boards of directors.

"Recession Rescue" will provide concrete, professional guidance on conducting successful fundraising in the current economic climate as well as implementing best practices in budgeting and administration.

The first such class, Recession Rescue: Nonprofit Survival School," is taking place April 22, 7:30-8:30 pm EST and will cover how to get emergency funding in 30-45 days, cut back on

expenses, use volunteers effectively, manage time best, etc. Future classes will cover more fundraising tools in depth.

"The DRC is a charity-oriented business, and in these hard economic times, we're in a position to offer practical, accessible help," said Harris. "We believe in public service, and if a little of our time can help charities survive the recession, we're glad to do it."

Buzz Harris, who is the former Regional Director of Development for Gay & Lesbian Advocates & Defenders (GLAD) and Shava Nerad, the former Executive Director of the privacy advocacy group the Tor Project, both senior faculty members at the DRC, will be the instructors.

The full schedule of FREE teleclasses is as follows:

1) **RECESSION RESCUE: NONPROFIT SURVIVAL SCHOOL**

This no-cost seminar will provide concrete steps that nonprofits can take to bring in additional funds quickly during a recession as well as advice on how to reduce their expenses and stretch their available cash reserves.

- One Wednesday Evening Session: April 22, 7:30 p.m. - 8:30 p.m. (EST)
- One Tuesday Evening Session: May 26, 7:30 p.m. - 8:30 p.m. (EST)
- One Thursday Evening Session: June 11, 7:30 p.m. - 8:30 p.m. (EST)

2) **RECESSION RESCUE: THE RECESSIONARY FUNDRAISING TOOLBOX**

This free session will explain in plain English what tools nonprofits have at their disposal with which to raise money in a recession.

- One Tuesday Evening Session: May 5, 7:30 p.m. - 8:30 p.m. (EST)
- One Thursday Evening Session: June 18, 7:30 p.m. - 8:30 p.m. (EST)

3) **RECESSION RESCUE: THE GENEROSITY OF STRANGERS AND FRIENDS**

85% of private money given to nonprofits comes from individuals. This complimentary class will explain how to find and keep these donors in a tough economy.

- One Thursday Evening Session: June 25, 7:30 p.m. - 8:30 p.m. (EST)

TO REGISTER: Please visit the DRC's website at http://www.developmentresource.org. The class registration link is at the bottom of the page.