



Five Mission-Critical Actions in 2018

1. Leverage Talent

As you look at your 2018 goals, consider what talents are needed to achieve them. If you need strategic planning, coaching, or other assistance, you can request help from the Executive Service Corps (ESC) by completing a short inquiry form at www.4org.org. With the help of our generous donors, the ESC attempts to build proposals to meet organizations' budgets.

2. Set Your Internal Calendar

The sooner you can secure fixed dates for the internal 2018 meetings, the better. This is especially true if you would like volunteers to attend. Some dates you might want to get on your organization's internal calendar this month are benefit enrollment, board meetings, committee meetings, conferences, mailing dates, training, and annual appeal kickoffs.

3. Understanding New Donation Projections for 2018

Nonprofit stakeholders should understand the implications of the new tax bill on charitable giving.

Research shows the results of the tax bill will include a significant decrease in charitable contributions of \$13.1 billion per year (Independent Sector/Lilly School study). The Tax Policy Center puts the reduction in charitable giving at \$12-\$20 billion per year. There are no numbers to address the cultural implications of a less generous society.

People who itemize currently provide 82 percent of total individual giving (Giving USA.) The new tax bill would increase the standard deduction and reduce those who itemize from 33.3 percent of all taxpayers to 5 percent! This means that 30 million people would no longer itemize (Giving USA).

For more information, we recommend looking at the [Charitable Giving Coalition](#), which includes Independent Sector, the American Society of Association Executives, the Philanthropy Roundtable, the Association of Healthcare Philanthropy, the Council for Advancement and Support of Education, the DMA Nonprofit Federation, the National Catholic Development Conference, Jewish Federations of North America, the American Red Cross, United Way Worldwide.

4. Prepare Tax Letters

Nonprofit development teams should prepare and send end-of-year tax letters for 2017. The IRS currently requires donation letters for donors making individual donations of \$250 or more. These letters are the perfect opportunity to say thank you to your supporters.

5. Learn about the Johnson Amendment

Nonprofit stakeholders should learn about the ramifications of a possible repeal of the Johnson Amendment on the nonprofit sector and fundraising.

The repeal will allow individuals to give to lobbying efforts and political candidates via a charity and deduct it from their taxes.

This repeal is expected to result in a politicization of the industry, which has been mission focused.

To learn about the effects of the repeal on fundraising, we recommend looking at the [Association of Fundraising Professionals™ policy statement](#) and [supplemental resources](#).

www.ExecServiceCorps.org

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