

# Session 4: Finding an Effective Nonprofit – Reflections

After learning more about the ways to find an effective nonprofit, reflect on the questions below. Check out the session summary for key takeaways from this session.

1. Before this session, how did you approach supporting an organization?

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2. What information was important in making your decision to give?

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3. Were there any misconceptions that surprised you? Did this session change your perspective in how you evaluate an organization in any way?

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4. Aside from the 4 Rs, is there additional criteria you use or would like to use when evaluating an organization? (Is there another factor that would sway your decision?)

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5. How does the information provided today inform or impact your values and/or giving statement?

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# Session 4: Finding an Effective Nonprofit – Summary

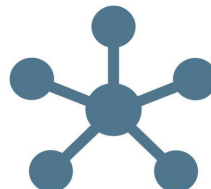
It's not a question of *if* you should give, it's a question of *where*.

Finding an effective nonprofit can be difficult but there are many tools that can help inform your search. Many donors feel that it is important to have an in-depth understanding of **where** their dollars are going and **how** they are impacting the organization. It is equally important that when determining what nonprofit to make a donation to, you challenge your assumptions about what makes them effective.

When determining where to give, a simple framework is to consider the **relevance, results, resources** and **racial equity** of an organization. Does the nonprofit support work that aligns with your passions? Does the nonprofit have a positive impact on the people or issue it serves? Does the nonprofit have the resources and connections to thrive? Does the organization have a commitment to addressing challenges and barriers driven by historical inequities?

While research is helpful in learning more about an organization and what they do, there is no substitute for **engaging directly** with the nonprofit. If you are interested in finding out more information than is provided using the tools shared with you, reach out to the nonprofit directly and ask to set up a site visit where you can see the mission in action and ask questions.

**Dont forget to use the four R's when researching nonprofits!**



## COMMON MISCONCEPTIONS:

- High Overhead = Bad Nonprofit
- More Clients = Better Programs
- Great Story = Great Nonprofit/Bad story = Bad Nonprofit
- Nonprofits should not take risks
- Capacity Building is more impactful than General Operating
- Nonprofits need to compete against each other
- Giving is transactional

## TOOLS:

- North Texas Giving Day
- GuideStar
- CFT's Philanthropic Advising
- CFT's values/passion cards



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