

BURKE

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PJ: Organizations, especially nonprofits, will be looking for an immediate payoff to a Web presence.

Burke: Like every other nonprofit, there's an opportunity cost associated with that investment and like many other nonprofits, people are looking for immediate gratification. This will take longer, but it has to be done. The question no one knows is how long is it going to take. But it will come.

PJ: How is the Web informing your strategy for developing supporters of UCP's work?

Burke: Awareness is key to support. Every dollar begins with awareness of who you are and what you do and why you do that. The Internet will prove to be an area that allows organizations to build awareness in a way that the world has never witnessed. It's more powerful than television.

PJ: Almost 50 years ago, UCP was the first nonprofit organization to use television to raise money.

Burke: At the time, raising money on television was completely new and never done before. Now television appeals are commonplace. In the same way that UCP took that step then, we are committed to taking that step on the Internet.

PJ: You have confidence that online direct mail will become a significant revenue source for nonprofits in the future. But what about the pressure for immediate results?

Burke: The argument is no different than in establishing a direct-mail program, or planned giving or a major gifts program. Anyone who has done that knows that there's an institutional impatience while waiting for the rate of return. You have to stay the course and those who do will be rewarded and those who don't won't ever catch up.

PJ: How does the expansion of the Internet compliment other trends relating to the growth of philan-

thropy?

Burke: I have a personal belief that the issue of our time is going to be philanthropy. I think we see the edge of this issue with the actions of such leaders as Ted Turner and George Soros. I think there are a

number of factors to look at that suggest that we are just on the edge of what could become the golden age of philanthropy.

The Baby Boomer generation has risen to a point in our economy where they can now think about and act

upon their own individual responsibilities. And I see complete and positive change coming and people getting involved with causes and finding a way to touch causes.

At the same time, the Internet is, as a medium, at the same crossroads

with what is going on with the Baby Boom generation. It's going to meet in a very powerful way. So that's where we're going.

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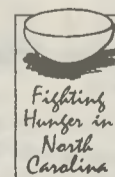
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for-profit and shifting revenue from the for-profit to the nonprofit. As a result, the for-profit pays less in taxes and the nonprofit looks more efficient in the eyes of donors and consumer advocates.

The use of for-profit subsidiaries also can provide little warning to donors that abuses might be taking place.

Big money on campus

Through its increasing reliance on private fundraising, public higher education is "relinquishing the independent spirit" the schools were established to promote, a former university development officer wrote in a guest opinion column Feb. 22 in The Washington Post.

"These days, the influence that used to come from the public via their elected officials often comes from the private sector — primarily from corporations and wealthy individuals," wrote Nancy J. Brucker, a former fundraiser for the University of Oregon and now a freelance writer and fundraising consultant in Eugene, Ore.

Compiled by Todd Cohen