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Louis Comfort Tiffany, designer (American, 1848–1933), *Window with Garden Landscape*. Leaded glass, 1902–1920. From the Richard H. Driehaus Collection, Illinois (photo: Michael Tropea)

Louis Comfort Tiffany: Artist for the Ages assembles more than 120 works of art by one of America's most recognized and revered artists/designers - some of which have never been published or exhibited.

The exhibition juxtaposes works by Tiffany in a wide range of media, including stained-glass windows and Favrite glass, mosaics, enamels, art pottery, paintings, photography, metalwork, furniture, and jewelry.

The Tiffany exhibition will be on view in the Toledo Museum of Art's Canaday Gallery through April 30, 2006. The exhibition will then travel to the Dallas Museum of Art and the Carnegie Museum of Art in Pittsburgh.

## Hail the Fundraising Faux Pas

Is blundering the secret to success?

By Ken Burnett

Recently my friend Harvey McKinnon in Vancouver sent me a news clipping from the brilliant UK fundraising website ([www.fundraising.co.uk](http://www.fundraising.co.uk)). This relayed to its readers an item original reported on the ultra-dependable BBC (news often comes to me in roundabout ways), under the headline:

**Error Hits Greenpeace Donations**

It went on to explain that a computer error had left about 10,000 UK supporters of Greenpeace out of pocket by hundreds of pounds, because some members who make regular direct debit (EFT) donations, ranging from £2 to £10 a month, had been charged a hundred times

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## Donor Burnout

Is there a crisis of confidence in fundraising?

By Penelope Burk

Is donor burnout real? I'm asking myself that a lot lately as the fundraising industry takes stock of its performance in 2005. This has been an unusual and volatile year for raising money. For some organizations, revenue is way up, especially for NGOs on the front lines in natural disasters. For other not for profits, however, giving is down, and "donor burnout" is often cited as the reason.

If donors are burned out, does that mean they're broke? That's a legitimate question, given the relatively meager response in October to Pakistan's earthquake when compared with the outpouring of generosity for Tsunami and Katrina relief efforts earlier in the year. The answer seems to be "no." In fact, overall philanthropy is up, and many non-aid organizations that initially braced themselves for a migration of their donors to disaster relief charities, have not seen that happen.

So, what is "donor burnout" then? The dictionary defines "burnout" as *exhaustion of physical or emotional strength usually as a result of prolonged stress or frustration*. There's no doubt that Americans were feeling the stress of wrenching disasters at home and abroad; but "burnout" defined as "prolonged frustration" - that's another matter entirely.

To consider why they might be suffering from prolonged frustration, it helps to understand what causes donors to be in the opposite state - one of prolonged satisfaction. Satisfied donors can be easily

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## LETTER TO THE EDITOR

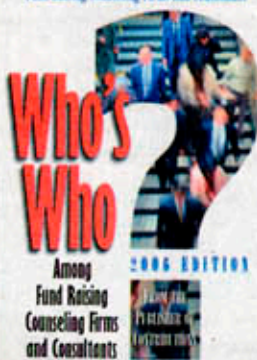
I was quite interested to read your Contributions article "Rethinking the Way You Recognize Your Donors." Though I make my living designing custom donor walls, I too lament the vast majority of costly and uninspired efforts and agree they often do little to honor the donors or institutions they serve. Plastic-cookie cutter solutions to donor recognition are easily available but only provide a way to share a donor's name, not honor them. You are absolutely right that there is almost no substitute for a truly heartfelt, personal and live "thank you," but we are also creatures who seek solidity and immortality in our structures and public efforts.

Art is a beautiful and timeless way to mark the importance of an event. It's part of our identities. Unique, one of a kind architectural Donor Walls or Art Murals, that honor the institution, its values and its community, for both sponsors and staff, become our proud legacy. And if done well, speaks of our willingness to honor and to acknowledge, today and in the future, as we celebrate and pay homage to our forebearers and each other.

You are correct - lists and plaques are not enough. Coordinating and creating opportunities to express our gratitude for philanthropic contribution is, in itself, an art form. Once again, I appreciate your thoughtful questioning of an automatic or generic approach. It's good to have experienced guides along the way.

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In Informative Guide Profile America's Leading Fund Raising Counseling Firms and Consultants



See Section Two

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