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M. Rooney, director of  
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continue to win donations in a shrink-  
ing economy. He suggests that they  
"diversify their funding base, don't  
forget individual giving, and keep  
fund raising, because that's the one  
thing we know: If they stop fund  
raising, the money will stop coming  
in."

## White House Releases Ads to Promote Service

President Bush last week unveiled a new advertising campaign to encourage Americans to devote 4,000 hours over their lifetimes to helping charities and performing other types of public service.

The "Everyone Can Do Something" campaign includes print, radio, and television ads produced by the Bush administration and the Ad Council, a nonprofit group in New York, with support from the Walt Disney Company. The TV and radio ads feature entertainment and sports celebrities, along with former senators Robert J. Dole and John H. Glenn Jr.

### AmeriCorps Applicants Soar

According to the White House, in the six months since the president announced his call to service in January, online applications for the AmeriCorps national-service program have risen 90 percent compared with the same time last year, and VolunteerMatch, a group that runs a Web site that links people with volunteer opportunities, has experienced a 72-percent increase in activity.

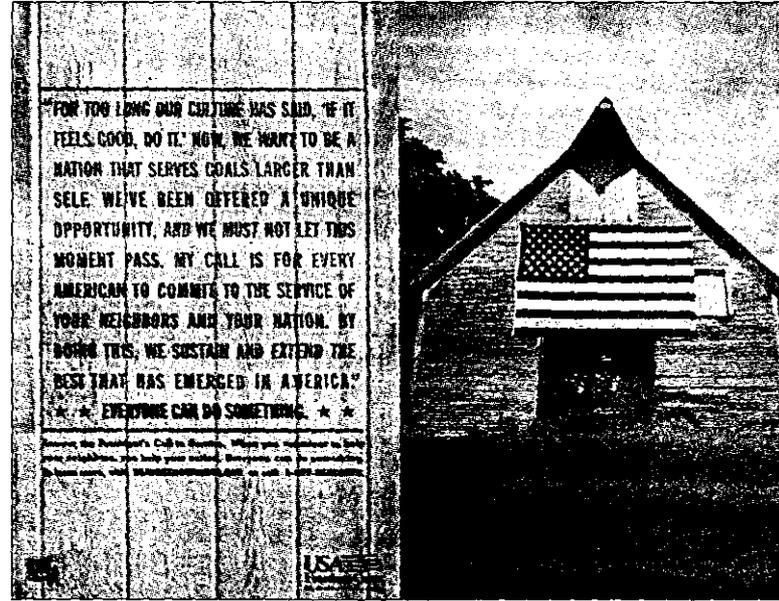
The campaign also includes a remodeled Web site for the USA Freedom Corps, the White House office that coordinates the president's call to service. The site was redesigned with the help of Network for Good, a nonprofit group started by major technology companies, such as Cisco Systems and

tives depart as a result of un-  
ulated feuds between themselves  
and board members," she says.

The book also describes how the board can design a communications strategy that keeps staff members informed about the executive search and can create a process for evaluating the chief ex-

in places like China and Brazil where the digital economy is just beginning to take off.

These projects, most of which have been sustained even after the dot-com crash, include Oracle's \$50-million in-kind gift program, which put networked computers



This is one of a series of advertisements that President Bush released last week as part of his effort to encourage Americans to volunteer 4,000 hours over their lifetimes.

the Microsoft Corporation. The revamped site includes information on how charities can become involved with the White House effort and assistance on managing volunteers.

The administration may have enhanced the site's content for charities in part to assuage concerns of nonprofit leaders who said the White House has not been providing enough assistance to charities in handling the potential flood of new volunteers.

USA Freedom Corps's next

goals are to persuade Congress to pass legislation expanding AmeriCorps and other federal service programs and to continue to enlist businesses to promote volunteerism among their employees, said John Bridgeland, head of the USA Freedom Corps.

The president's speech is online at <http://www.whitehouse.gov/news/releases/2002/07/20020730-5.html>. The USA Freedom Corps Web site is <http://www.usa.freedomcorps.gov>.

—IAN WILHELM

In this book, ... research approaches, methodologies, and issues associated with measuring empirically the performance and effectiveness of nonprofit organizations.

Authors discuss obstacles to measuring nonprofit performance—including how factors such as mission vagueness can compli-

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## Calif. Telemarketer Sentenced for Charities

Mitchell Gold, a California telemarketer, has been sentenced to eight years in federal prison after pleading guilty to mail-fraud and money-laundering charges involving \$1.5-million he raised in the name of charities but kept for himself.

Mr. Gold also pleaded guilty to running a golf-club sales plan that was designed to defraud customers and credit-card companies.

In his sentencing ruling, Judge David O. Carter ordered Mr. Gold to pay \$2-million in restitution to a credit-card company that handled the golf-club deal.

Prosecutors from the U.S. Attorney's office had brought the criminal fraud charges against Mr. Gold, who pleaded guilty in March.

The Federal Trade Commission is also taking Mr. Gold to court.

The federal agency alleges that he kept \$26-million of the \$27-million he raised in the

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Chronicle, Aug. 8, 2002