

FROM THE PUBLISHER

Don't neglect your internal storage

By now, I hope you've managed to get away from the office for a spell and give yourself a break, not to mention some relief for those who have to put up with you every day.

I mean, it's August already. School's just about to go into session. Only 10 weeks of blistering summer heat left. Time's flying.

It should be part of all job descriptions to take mandatory days away from the office — and I am not talking about furloughs — to unwind, kick back and forget all the turmoil that clutters our thinking.



Don Henninger

But be careful, you might forget too much.

Like passwords. Talk about near panic. Never fails. Get a few days off the cow path, and when you return and try to sign in to resume work, or check on your meager sav-

ings account, or pick your next movie rental, or go about tweeting about what you did on your summer vacation: Foiled! Password failed! You get that tingling in your gut like when you can't remember something so basic. Like your name.

Back in the day — OK, back in the year — all you had to remember was the address on your house and your phone number. That way if you forgot where you lived and got lost, you could call your folks to come pick you up. The perfect redundant backup system.

But life's not so simple anymore. I counted up my passwords the other day. I have 27. They come in all shapes and sizes. I use at least five at work. One just to get the day started, then four more to access various software programs, accounting systems and other intra stuff.

At home, I have a handful of passwords to keep tabs on my financial world. Another to buy music. One for books. Another that I use once a year to make a lab appointment. One more to make sure the lab billed my insurance correctly. Three more to be socially networked. One to buy computer things. Another for when they break down.

That's not the frustrating part. The frustrating part is that most all 27 are different. Once most all of them were the same. That was before hackers. So I changed a few. Then others — never at the same time — started expiring, and some automated internal password guru — whose name I think was Hal — made me start changing them.

It's evolved to the point where I now have a roster the size of a football team full of passwords. Think I'm alone? Try Googling "remembering passwords" and check out any of the 140,000 sites that appear. We're in this together.

Do yourself a favor next time you go away for a few days. Write down a few key passwords to help you ease back into the office. That's right. Ink on paper. It's OK. We won't tell anyone. Go ahead and jot down a few phone numbers, too, since we have to fit them all up there in the internal database.

Funny thing. To this day, I still remember the very first address and phone number of where I grew up a long, long time ago in a faraway place.

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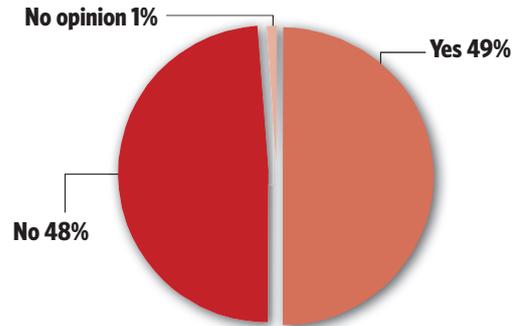
BUSINESS PULSE

If your local daily newspaper stopped its print edition, would you miss it?

NOW ONLINE: Add your opinion to the current poll at phoenix.bizjournals.com: Do you think the federal government should guarantee affordable health insurance coverage for all?

Based on 577 responses.

EDITOR'S NOTE: The weekly Business Pulse survey is an interactive feature on our Web site, phoenix.bizjournals.com, which measures the pulse of our business community. Here is a sampling of comments from this week's poll.



I LIVE in Chandler and missed the *East Valley Tribune* when they stopped delivering to homes west of the 101. Now, I don't miss it at all — and I don't read it online or drive east of the 101 to pick one up for free.

IT IS the one way to escape the computer and constant barrage of tech-fed media, and also get in-depth local information.

I ONLY read news through RSS feeds now.

I think it's sad to use so many resources just to deliver a piece of paper ... to use for a few moments to get information.

THERE WAS a time when I would have missed it a lot. Now, I don't think so. With the new ownership, it has taken a major move to the left.

I WOULD still miss it a great deal. Like books, I still like the feel of actual paper and ink.

YES, WE could all get our news online, but, it's nice to sit on the couch together and discuss an op-ed piece or article without the glare of a computer screen to feed the information.

OUR VIEW

Nonprofits' survival depends on individual donors

Since the recession started, thoughtful reporters have told us about the leadership, innovation and often desperate resilience of Arizona's nonprofit sector. However, as individuals, it is easy to wring our hands in despair when we hear reports about one nonprofit organization after another facing the danger of closing or drastically cutting its staff — all while the need for their vital services dramatically increases.

It is tempting to blame nonprofits' struggles on the economy — if only the economy were stronger, corporations could increase their contributions and government support would return. It is tempting to say, "There is nothing I can do as an individual."

We want to propose the opposite. We believe that, ultimately, it is up the individual members of our communities to provide support and leadership to the nonprofit sector. People often are surprised to learn that more than 80 percent of all charitable gifts — in good times and bad — come from individuals. This means when we talk about the effects of the current economy on nonprofit organizations, we really are talking about how we have changed as volunteers, donors and stewards of our community.

Ask yourself: How have I altered my philanthropic participation? Am I giving as freely to organizations as I have in the past? Am I more thoughtful about which organizations I support and how much I give?

When answering these questions, it becomes clear the charitable organizations that will prove most successful in these challenging times are those that develop genuine relationships with us as valued



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partners in their missions.

As a result, when we accept this vital role as community stewards, we accomplish more than simply raising money. We give our opinions, time and talent, offering insightful ideas to more effectively advance our nonprofits' missions and visions. We extend our organizations' reach to involve more constituents and supporters. We make new friends; create trusted advisers; and, most of all, build the next generation of philanthropic activists.

Conversely, we should encourage organizations we support to avoid strategies that rely only on passing the collection plate, filling the donor box or buying raffle tickets without developing any significant relationships with donors. The organizations we support must always help us understand our importance and relevance to the cause, no matter how large or small our gift.

Perhaps the most critical requirement for any organization during this economic downturn is courage. Some organizations, no matter how developed their network of supporters or how critical their needs, seem to have experienced a crisis of confidence.

Community stewards cannot back away from asking for contributions because times are tough. Remember, if you don't feel the cause is worthy of asking for support, then those you are asking won't, either.

As the saying goes, "Whatever we predict, we will be right." If we determine that we can't raise money before we get started, then we can't. It's that simple.

Of course, it can be argued that it's different these days — that this time in our modern history is so unlike any previous era, the trend of growing generosity will dramatically decline for the first time. This only brings us back to our original point: The nonprofit sector's success, failure or falter ultimately rests with us.

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