

Overhead Myth Outreach Toolkit

We need your help! Help us to educate and encourage charities and their supports to participate in the overhead solution – an effort to measure what matters most.

[Print the PDF of the Outreach Toolkit](#)

This toolkit contains:

1. [Sample newsletter article, blog post, or e-mail](#)
2. [Sample Tweets](#)
3. [Sample Facebook posts](#)
4. [Sample Google+ posts](#)

SAMPLE NEWSLETTER ARTICLE, BLOG POST, OR EMAIL

Subject: Be Part of the Overhead Solution

YOUR NAME/ORGANIZATION has just joined GuideStar, Charity Navigator, and BBB Wise Giving Alliance in the pledge to be part of the Overhead Solution. Instead of focusing on the percentage of charity's expenses that go to administrative and fundraising costs—commonly referred to as “overhead”—we need to focus on what really matters: impact.

Last year, [GuideStar](#), [Charity Navigator](#), and [BBB Wise Giving Alliance](#) published an open letter to the donors of America denouncing the use of the “overhead ratio” as a primary indicator of nonprofit performance. The letter, signed by all three organizations' CEOs, marked the beginning of a campaign to correct the common misconception about the importance of a low overhead ratio.

A new open letter, published today on www.overheadmyth.com, educates and encourages nonprofits to work toward an Overhead Solution. Specifically, the letter asks nonprofits to do three things, “(1) demonstrate good governance and ethical practice, (2) manage towards results and understand your true costs and (3) help educate funders on the real costs of results.” The letter goes on to provide resources to help nonprofits in this critical endeavor to measure and report on what matters most.

Join me in spreading the word about this important topic. Nonprofits and their supporters are encouraged to learn from and share the Overhead Solution letter—the letter is under a [Creative Commons license](#) and may be used however they wish.

Let's come together on an Overhead Solution TODAY! www.overheadmyth.com

SAMPLE TWEETS:

(Please use the hashtag #OverheadMyth in your tweets about the campaign!)

- PLS RT: I pledge w/ @GuideStarUSA @CharityNav @bbb_wise to end the #OverheadMyth! Join me: <http://npo.gs/endmyth> #impactmatters
- As a nonprofit leader, I pledge to be part of the #OverheadMyth solution & to provide #donors w/ #data that matters! <http://npo.gs/endmyth>
- #Nonprofit leaders-let's move past the #OverheadMyth and join together in the Overhead Solution. Learn how: <http://npo.gs/endmyth>

Note: Tweets are limited to 140 characters. A short link to www.overheadmyth.com is <http://npo.gs/endmyth>. We ask that you please use the hashtag #OverheadMyth in your Tweets about the campaign.

SAMPLE FACEBOOK POSTS

(Please use the hashtag #OverheadMyth in your Facebook posts about the campaign. Please “like” [GuideStar USA](#), [Charity Navigator](#), and [BBB Wise Giving Alliance](#) on Facebook and “tag” us in the posts!)

- PLEASE SHARE: We joined #GuideStar, Charity Navigator, and BBB Wise Giving Alliance in pledge to end the #OverheadMyth and work toward the Overhead Solution, an effort to provide donors with information about our results! Read the letter from respective Presidents and CEOs Jacob Harold, Ken Berger, and Art Taylor, and spread the word: www.overheadmyth.com. #Nonprofits can share the letter for their own purposes, since it's under a [Creative Commons license](#).
- PLEASE SHARE WITH YOUR NETWORKS: I just pledged to be part of the #OverheadMyth campaign! We're moving toward an Overhead Solution. Please join me for this very exciting campaign. For more info: www.overheadmyth.com
- PLEASE SHARE: As a #nonprofit professional, I believe it is important that donors have information that matters—the results of a charity's work, not a

meaningless overhead ratio! Join us in being a part of the #OverheadMyth campaign as we work toward an Overhead Solution: www.overheadmyth.com

- PLEASE SHARE: As a #nonprofit professional, I believe donors deserve to know the impact of my charity's endeavors. Join me in pledging to be part of the #OverheadMyth campaign as we work toward an Overhead Solution! Learn more: www.overheadmyth.com
- PLEASE SHARE: Let's move past the #OverheadMyth once and for all by ensuring donors have access to information that matters--results and impact. I pledge to be part of the Overhead Solution – what about you? www.overheadmyth.com

SAMPLE GOOGLE+ POSTS

- PLEASE SHARE: We joined +GuideStar, Charity Navigator, and BBB Wise Giving Alliance in the #OverheadMyth pledge to work toward the Overhead Solution: an effort to provide donors with information about our results! Read the letter from Presidents and CEOs Jacob Harold, Ken Berger, and Art Taylor, and spread the word: www.overheadmyth.com. Nonprofits can share the letter however they want, since it's under a [Creative Commons license](https://creativecommons.org/licenses/by/4.0/).
- PLEASE SHARE WITH YOUR NETWORKS: I just pledged to be part of the solution to the #OverheadMyth! Please join me for this very exciting campaign. For more info: www.overheadmyth.com.
- PLEASE SHARE: As a #nonprofit professional, I believe it is important that donors have information that matters—the results of a charity's work, not a meaningless overhead ratio. Join me in being a part of the #OverheadMyth as we work toward an Overhead Solution: www.overheadmyth.com
- PLEASE SHARE: As a #nonprofit professional, I believe donors deserve to know the impact of my charity's endeavors. Join me in pledging to be part of the #OverheadMyth as we work toward an Overhead Solution! Learn more: www.overheadmyth.com
- PLEASE SHARE: Let's move past the #OverheadMyth once and for all by ensuring donors have access to results data. I pledge to be part of the Overhead Solution – what about you? www.overheadmyth.com