



Community Foundation E-Newsletter

January 2009

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Seven Tips to Make Fundraising Seem Like a Piece of Cake



Times are tough and it is going to be a bumpy road for nonprofits in our communities in the months to come. At times like this we have to stick together as a community and brave out the storm together without losing a sense of our priorities and the goals we have set forth to make an impact in people's lives. Your community needs you and although it might be tough, it is important to remain positive and show your enthusiasm to donors and your community. Here are a few suggestions of how to cope during these tough fundraising times:

- 1. Do not become or sound desperate.** This is probably one of the most important tips I can offer you. It is very important that you continue to show your donors that in good and bad times, you still need the community's support to keep making a difference.
- 2. Prove that you are responsible.** You know you are responsible, but do your donors? Let your donors know what precautions and preparations your community foundation is doing to be fiscally responsible in today's weathering economic state.
- 3. Don't give up on your corporate supporters.** Keep your supporters very close to you and maintain a strong connection with them to keep your relationship with them solid. Losing major contributors would be a huge loss to your community foundation's budget.
- 4. Diversify your funding sources by indentifying all types of financial support.** Keep searching for alternative ways to receive donations and reach out through different outlets. Don't count on those few big donors to keep your finances in the positive.
- 5. Put your fundraising programs under the microscope.** Take a closer look at your fundraising programs. See where your community foundation's strong suits are and build off of those. Don't be afraid to try something new. Cut out the programs that are not raking in the benefits.
- 6. Don't pull the plug on major campaigns, but do slow down.** Endowment campaigns can be hard to start up during economic crises. Be patient and wait for the big returns these things take time.
- 7. Keep up your marketing and PR.** Keep the buzz going around about your community foundation and all the great things you are doing for the community. The more your name circulates the more familiar people will become about your foundation and be more likely

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Did You Know?

A recent survey by the Society for New Communications Research interviewed journalists to determine the link between marketers and journalists.

- Sixty-eight percent of journalists read blogs to keep up on issues and topics of interest
- Forty-eight percent use LinkedIn and 45% use Facebook to assist in their reporting
- 46% use blogs to research information



- Company websites are the most frequently used by journalists to assist in reporting
- Personal contact is the preferred method for journalists to communicate with sources
- Pitches by mail and fax rank at the very bottom at 2% and 1%

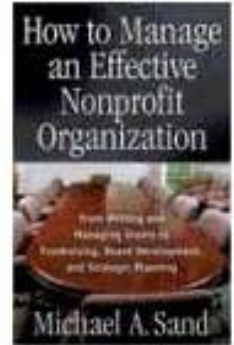
To read the full report, [click here.](#)

to donate.

If your community foundation is facing a situation where research or strategic planning could help you make more informed decisions to prioritize your community's needs, please contact Melissa Demetriou at mdemetriou@perspec.com or (248) 524-0332. For more helpful information about fundraising during the recession, [click here.](#)

Look at This Book: How to Manage an Effective Nonprofit Organization

Managing a community based organization can be challenging; especially in today's economic state. "How to Manage an Effective Nonprofit Organization", by Michael A. Sand outlines how to tackle everyday issues in an easy-to-follow book to help ease nonprofit's challenges. The book is full of great advice to conquer the management and leadership concerns community foundations encounter.



Each chapter is broken down into an outline format with bullet points and headlines that make the information easy to process and applicable to the situation you might currently be facing. Every chapter focuses on one "key element" that Sand considers crucial to managing an excellent nonprofit organization. The nine chapters will teach you how to approach basic nonprofit management, how to recruit, maintain, and manage a productive board, how to prepare grants and manage grant funding, and how to hire, supervise and fire staff members and volunteers.

Chapter One focuses on the key elements of an effective board of directors. The first basic step to become a successful community foundation is to have a strong backbone; an effective board of directors. They are responsible for determining policies, carrying out those policies, and hiring the right people to implement these policies. The chapter outlines the criteria Sand believes each board should follow to function effectively. For example, some of the bullet points from chapter one include:

1. The community foundation's bylaws should be current, followed, and designed to meet the needs of the organization.
2. Specific organized procedures need to be in place for recruiting excellent board members.
3. Every board member must know their responsibilities and carry them out effectively. Each bullet point is then explained in great detail as to how they can be accomplished.

To wrap up the book, Sands makes a fact sheet that includes the most commonly asked questions and answers from his workshop sessions. His responses are detailed and document specific instances he has faced throughout his career. This book is a must read for any nonprofit organization who wants to touch up on the basics of nonprofit management, as well as to be made aware of the not so obvious factors that go into running a community foundation. The wealth of information provided in this book will help your community foundation refresh and refocus your core values to achieve your mission more effectively.

Source: Sand, Michael A. [How to Manage an Effective Nonprofit Organization](#). Franklin Lakes, NJ: 2005.

Words of Wisdom

"Today I say to you that the challenges we face are real. They are serious and they are many. They will not be met easily or in a short span of time. But know this, America-they will be met... Starting today, we must pick ourselves up, dust ourselves off, and begin again the work of remaking America."

President Barack Obama, Inaugural address, January 20, 2009.

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About Perspectives Consulting Group, Inc.

We are dedicated to our mission of providing information and planning that make the difference to nonprofit organizations throughout the United States. We use state-of-the-art market research techniques including telephone and mail surveys, interviews, and focus groups to obtain the necessary information to make effective decisions to plan for the future. We would be pleased to share our experiences working with other organizations and discuss how we can help your community foundation make informed decisions and plan for continued success.

Sincerely,

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