



Community Foundation E-Newsletter March 2009

In This Issue:

[Network Your Way to the Top: Raise awareness and gain donors by way of social-networking sites](#)

[Look At This Book: Tribes](#)

Featured Articles

[10 Twitter Tips for Nonprofit Organizations](#)

[Facebook Best Practices for Nonprofit Organizations](#)

Quick Links

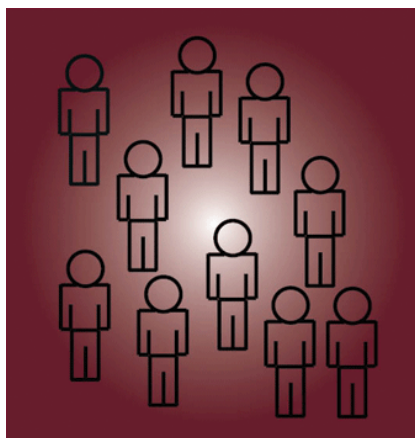
[Should Your Organization Use Social Networking Sites?](#)

[Nonprofit Organizations and the Internet: A Resource List](#)

[Learn more about Perspectives](#)

Save the Date

Network Your Way to the Top: Raise awareness and gain donors by way of social-networking sites



Network with millions of potential donors, volunteers and advocates from the desk in your office. Social-networking sites such as Twitter and Facebook give you the ability to reach out to the community, raise awareness about your foundation, and publicize fundraising campaigns and events.

A growing number of organizations are turning to social-networking sites to get the word out about who they are and what they do. Not only is it inexpensive marketing, but it is a timely way of connecting with people.

Organizations that use Twitter as a tool to reach people say it helps them to connect with supporters, spread awareness about their work and even to receive donations. On Twitter, users are able to publish messages of up to 140 characters that appear on the home pages for anyone to see who has signed up to receive them. Organizations have also found that social-networking sites are a great way to direct supporters to their Web site and blogs.

While [Twitter](#) and [Facebook](#) are great resources to make connections, it is also important to focus on building relationships with potential donors and to keep them informed and interested in your community foundation.

Gary Goscenski and Melissa Demetriou from Perspectives Consulting Group, Inc. will be speaking about "Donors & The Community: What You Must Know and How You Benefit," at the 4th Annual Nonprofit Management Conference on Thursday, April 23. For more information on the conference, [click here](#).

If you ever wondered how information about your donors and community could benefit your organization, then you will want to attend the session presented by Perspectives Consulting Group, Inc. To read the description about the session, [click here](#).

Words of Wisdom

"Act as if you have already achieved your goal and it is yours."

- Dr. Robert Anthony

Sign up to Receive our E-Newsletters



[Click here!](#)

Request a Community Foundation CD-ROM

Some advice on how to bring success to your community foundation is offered by nonprofit social-media experts:

- Find out where your supporters are and research if they are talking about your cause on these sites.
- Listen to what people are saying about your community foundation and provide information on what they are interested in learning more about.
- Engage with users to make connections and to gain feedback.
- Monitor your account and routinely check up on the sites to keep in touch with supporters and to reply to questions.
- Develop guidelines for the use of your account and decide who will be in charge of managing it and keeping up with your supporters online.
- Involve your chief executive or celebrity donor to keep supporters' attention and interest in your community foundation.

Make your connections with supporters meaningful and engaging. While you may reach a million users at once, it is important to focus in on personal relationships with supporters through the sites. The success factor with Twitter is to focus on making personal connections with supporters and seeking to help others before promoting yourself. Social-networking sites are a great tool, and if used correctly, they provide great results.

Perspectives Consulting Group, Inc. is here to help your community foundation succeed. With experience and expertise in conducting research for community foundations, we are confident we can help you discover the best way to communicate with and market to your supporters. For more information, contact Melissa Demetriou at (800) 724-9994. Start networking today for the success of your community foundation tomorrow.

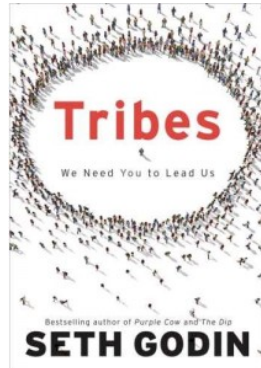
Preston, Caroline. *When Characters Count: Advice for Charities on Making the Most of Twitter*. The Chronicle of Philanthropy. 26 February 2009.



A resource developed specifically for community foundations. The CD-ROM includes information about Perspectives Consulting Group, Inc.: who we are and what we do. Request a copy of our community foundation CD-ROM by e-mailing info@perspec.com or call (800) 724-9994 to see how Perspectives Consulting Group, Inc. can help your community foundation.

Look At This Book: Tribes

By Gary M. Goscenski, Director of Consulting Services



Tribes is a book about leadership, specifically, author Seth Godin believes that everyone in an organization should be a leader, not just the boss. But, unlike most management self-help books on the shelves today, Godin provides no five-point plan to become a leader, no checklist of steps to take, and no detailed how-to lists and is absolutely unapologetic about it.

The book is basically a series of short essays linked together under the theme of tribes. Godin defines a tribe as a group of people connected to one another, connected to a leader, and connected to an idea. It takes only two things to turn a group into a tribe - a shared interest and a way to communicate. The leader will transform the shared interest into a passionate goal, provide tools to allow members to communicate, and leverage the tribe to allow it to grow and gain new members.

There are two types of marketing according to Godin. The first type of marketing is the act of spreading the word and reaching the unreached, which will allow new tribes to form. More important to the development of tribes is the second type of marketing, the act of tightening your organization and spreading the word within the tribe. The thesis is that if the ideas are great, the tribe will spread the ideas to the unreached.

There are several references to nonprofit organizations in the book. Discussing the top 50 charities on the *Chronicle of Philanthropy's* Top 400 Charity List, the assertion is made that the list has remained unchanged for the past 40 years because donors didn't want to take risks. These charities are "the big guys, and they are not known for being cutting edge." Godin claims people yearn for change, they relish being part of a movement, and they talk about things that are remarkable, not boring.

Tribes also takes nonprofits to task for claiming some kind of accomplishment for using the Web to generate contributions, when in actuality Godin says the Web was just a more convenient method for technologically-advanced donors to send in money that they would have sent in anyway. The big win for nonprofits is when they turn donors into patrons, activists and participants - the ones who not only give, but also do the work.

Buried deep within the book on page 108 is the secret of leadership: Do what you believe in. Paint a picture of the future. Go there. People will follow. If you want to be convinced you can be a leader, *Tribes* will inspire you, but it is up to you to figure out how to go about becoming one.

Source: Godin, Seth. *Tribes*. Penguin Books Ltd. 2008.

About Perspectives Consulting Group, Inc.

We are dedicated to our mission of providing information and planning that make the difference to community foundations. 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,



Melissa Demetriou
Consultant

Perspectives Consulting Group, Inc.
100 W. Big Beaver Rd.
Suite 200
Troy, MI 48084
(800) 724-9994
www.perspec.com

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to ksylvester@perspec.com by ksylvester@perspec.com.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Perspectives Consulting Group | P.O. Box 496 | Paw Paw | MI | 49079