



Community Foundation E-Newsletter May 2009

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Spring Cleaning for Your Community Foundation



Optimize your marketing tactics to increase charitable giving.

Spring is finally here and it is time to get rid of the unnecessary clutter in your organization. No, we are not talking about boxes in your office or papers on your desk - we are talking about the unnecessary marketing tactics that cost too much and have too little outcome. This time of year, it is especially important for community foundations to prepare for grant funding.

Therefore, it is important to understand what marketing tactics will improve community involvement and increase charitable giving.

At Perspectives Consulting Group, we help community foundations maximize their charitable giving efforts by discovering the best marketing and communication tactics that will make the greatest impact in their community. Have the marketing tactics that your community foundation utilizes been cost effective, and do they help to increase charitable giving? Are you using the best method(s) to reach your donors?

Awareness and perception surveys conducted by Perspectives Consulting Group can help your community foundation succeed. We can help answer these questions for your community foundation by conducting research that will help charitable giving efforts, improve communication effectiveness, and plan for the future. Through our research, we can discover if the community is aware of your foundation and the issues you support, as well as community and

Spring Clean Your Donor Lists

Read about how to increase your annual revenue.

Five Spring Cleaning Tips for Your Online Business

Spring is the time to reassess where your organization is going for the rest of the year. Take a fresh look at your overall online operation.

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donors' opinions of your community foundation. Research can also determine effective ways to communicate with and understand your donors and the community - whether it entails how to attract new donors, or finding out if the community perceives your foundation as the organization that addresses needs in the community.

Perspectives Consulting Group will do the research needed to determine the most effective way to reach donors, and to establish what marketing tactics are most cost effective for the best outcome. Whether we discover that donors want to be more aware of where their donations are going, or that donors appreciate e-mails over phone calls, we will help you optimize your strategies to enhance your community foundation.

For more information, contact Melissa Demetriou at (800) 724-9994. We look forward to helping your community foundation succeed.

Words of Wisdom

"Success is the sum of small efforts, repeated day in and day out."

- Robert Collier

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Request a Community Foundation CD-ROM

Look At This Book:

Focus: The Future of Your Company Depends on It

By Gary M. Goscenski, Director of Consulting Services



It may appear odd to recommend a book with the phrase "the future of your company depends on it" in the title, but the lessons taught by the author Al Ries are just as applicable to community foundations as they are to corporate America.

At the simplest level, the book attempts to prove the argument that less is more. The premise is that narrowing the focus of your organization will result in greater success than trying to be all

things to all people. All of the examples in the book are from the business world - most are from the automotive, technology and food industries. Since the book was first published in 1996, the examples are now somewhat dated, although they still make valid points.

The logical extension of this argument is that a community foundation should not be trying to get everyone to donate to or volunteer at their organization, but rather to develop relationships with donors that are deeper in commitment of time and money. If a community foundation offers too many programs or services, it loses its sense of direction - its mission statement loses its meaning.

To achieve focus, it is necessary for the organization to own a word in the prospect's mind that defines the category. Ries offers countless examples in the book such as how Volvo owns the word "safety," Heinz owns the word "ketchup," and Campbell's owns "canned soup." Ries suggests that your organization may be the



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.

leader in your category, but that may have no meaning to the customer. He states it is not leadership that matters, but the word that you own in the prospect's mind.

The book provides guidelines and tips for developing a focus for your organization. Perhaps the most controversial, but also most helpful for a community foundation, is that focus needs an enemy. Most nonprofits do not think of other nonprofits competing for donations and time as "the enemy." However, when donors look at charitable organizations, and evaluate how to make a difference with their limited time and dollars, there will most certainly be a couple of winners and many more losers. An organization that recognizes how other charities are positioned in the minds of donors will benefit in developing an effective focus.

Ries concludes that focus is the art of carefully selecting your category and then working diligently in order to get yourself categorized. It is not a trap to avoid; it is a goal to achieve.

Source: Ries, Al. *Focus: The Future of Your Company Depends on It*. Collins Business. 2005.

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

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