



Community Foundation E-Newsletter July 2009

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Grow Your Donor Base



Summer is here and it's time to get out your gardening tools and do some planting and weeding. Think about what strategies you have been using that simply aren't furthering the success of your community foundation. It's time to weed the bad ones out and plant some new seeds. Now let's start planting...

First Seed - Get the Word Out About Your Community Foundation

Who are you? Do people know about your community foundation? You not only want people to know you exist, but you want to be top of mind when people decide that they want to donate or volunteer. First, decide on your branding (colors, logo, slogan, etc.) and then get out there and promote your community foundation.

For some free, but great ways, to advertise your foundation, utilize the popular social media tools. Make a page about your foundation on Facebook, put your own profile on LinkedIn explaining who you are and what your foundation does, set up a Twitter account and type in updates about what your community foundation is up to, and make your own Web site easily searchable. Whatever marketing methods you decide to use, don't stop marketing your community foundation. It's important to continue to stay in front of people, so they remember you when they want to make a difference.

Second Seed - Let the World Know What Your Community Foundation Does

Words of Wisdom

"Success doesn't come to you...you go to it."

-Marva Collins

"The successful networkers I know, the ones receiving tons of referrals and feeling truly happy about themselves, continually put the other person's needs ahead of their own."

-Bob Burg

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Request a Community Foundation CD-ROM



A resource developed specifically for community foundations. The CD-ROM includes information about Perspectives Consulting Group, Inc.: who we are

Once people know your community foundation exists, it's important to make sure they know what you do as well. Make a YouTube video advertising who you are and what your foundation does and link it back to your Facebook page. Start a blog and write about the various ways your foundation has helped within your community. Write an article about something your foundation has done recently in the community, and submit it to your local newspaper. Get out and network with people and tell them about the issues your community foundation supports.

Third Seed - Tell Your Community How They Can Help

People always want to know how they can help make a difference. It's your responsibility to make sure they're aware. Send out a "tweet" on Twitter letting your followers know about an upcoming fundraiser or event. Add an event page on Facebook and invite people to attend. Send out flyers advertising summer and fall volunteer opportunities. Always make sure people know how to get involved with your community foundation.

Once you've planted these seeds, you should start to see your donor base grow. If you want to measure the success of your marketing strategies and find out if the community knows about your foundation and what you do, Perspectives Consulting Group can help. We can work with you to discover just how aware the community is of your foundation, and find out how your donors would like to be notified.

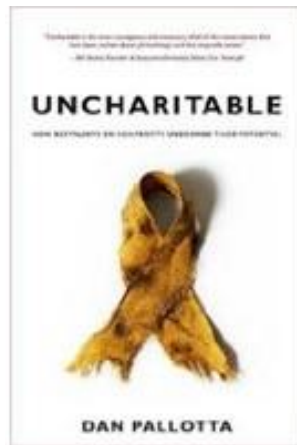
At Perspectives, we conduct donor and community surveys to measure how many people know about you and think of you when they decide to donate. We also have experience in conducting awareness and perception surveys to see how aware your community is of your foundation and how they perceive who you are and what you do.

For more information on how Perspectives can help your organization, visit our [Web site](#) or feel free to contact Melissa Demetriou at (800) 724-9994 or mdemetriou@perspec.com.

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: **Uncharitable: How Restraints on Nonprofits Undermine Their Potential**

By Kasey Sylvester, marketing intern



The book *Uncharitable* explores a different approach to the way nonprofits should operate. In order for nonprofits to achieve greatness, author Dan Pallotta argues that the nonprofit sector should be able to use the same marketing tactics, competitive wages, and successful strategies as the for-profit sector utilizes.

Pallotta asks you to consider this question: How do we expect nonprofits to succeed and reach their highest potential if we don't allow them to utilize successful business tactics

such as paid advertising, marketing, market research, and offering competitive wages to their employees?

Uncharitable is an eye-opener into the way our society views nonprofits in comparison to for-profit companies, and how we don't allow nonprofits to be the best they can be. Pallotta explains that if nonprofits were allowed to use paid advertising and pay their employees more, they would be even more successful because they would gain more donors through advertising, and more people would want to work at nonprofit organizations.

Pallotta states that while our society seems to look down on nonprofits who use paid advertising, because we want all of the donations to go toward the cause, that exposing new people to the cause through advertising could, in fact, result in a tenfold increase in donations.

The book argues that if employees were paid the same wages in positions across for-profit and nonprofit companies, we would have more people working in the nonprofit sector, including smart, successful people who could help nonprofits thrive and succeed.

Pallotta definitely pushes for change in the way nonprofits are run and organized, with a strong effort to want to help people. Pallotta argues against how nonprofits currently run because he wants to advance the nonprofit sector in order to help as many people as possible.

This book asks you to take a look at how we limit the effectiveness of nonprofit organizations, and asks you to take a different perspective on the way you view nonprofits.

The goal of *Uncharitable* is to change the thinking of many and to push nonprofits to take risks in order to achieve success, with the ultimate goal of changing the world for the better.

Source: Pallotta, Dan. *"Uncharitable: How Restraints on Nonprofits Undermine Their Potential."* Tufts University Press. 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 community foundations and discuss how we can help yours make informed decisions and plan for continued success.

Sincerely,



Melissa Demetriou
Consultant

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