



Nonprofit E-Newsletter

March 2009

In This Issue:

[Does the Community Recognize Your Nonprofit Organization?](#)

[Look At This Book: Tribes](#)

Featured Article

Continuity: Creating An Image Greater Than The Parts

[Click here](#) to read about how to establish a marketing identity.

Quick Links

[What is Branding?](#)

[How to Define Your Brand](#)

[Brand Packaging](#)

[Best Global Brands](#)

[All About Branding](#)

[Visit Perspectives' Web site](#)

Does the Community Recognize Your Nonprofit Organization?

Perspectives Consulting Group, Inc. has found that effective nonprofit organizations need name recognition, as well as issue awareness and perception, in order to attract donors, volunteers and advocates.



What is name recognition? The Golden Arches. Tony the Tiger. Live United. The Dough Boy. When you hear these words, you automatically know the names of the products or organizations; McDonald's, Kellogg's Frosted Flakes, United Way, and Pillsbury. However, after conducting dozens of awareness and perception surveys for nonprofit organizations, Perspectives Consulting Group, Inc. has discovered that name recognition is not the only aspect of marketing an organization needs to focus on. The awareness and perceptions of the issues your nonprofit addresses are critical to gaining community support, active donors and volunteers.

Issue Awareness. There are numerous issues that people are aware of, such as the need for education and poverty reduction, but is your community aware of the issues your organization addresses? Many worthwhile issues are unknown to most people, for example, have you heard of: Leishmania donovani, legal assistance to asylum seekers, or the Subito regranting program? Promoting your issues is imperative to increase awareness among community members.

Issue Perception. Does your community feel the issues are important enough to support them? If your organization's issue is addressing

Save the Date

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

"The miracle is this - the more we share, the more we have."
- Leonard Nimoy

"Alone we can do so little; together we can do so much."
- Helen Keller

Request a Nonprofit CD-ROM

truancy, do people think the effects of truancy significantly impact the community? If not, your organization needs to inform the community about the effects of truancy before asking for support. Making sure your community understands the importance of the issues you address is critical to your organization's success.

Once the community recognizes and understands the significance of the issues your nonprofit addresses, it is critical they also recognize and understand who you are as an organization.

Organization Awareness. If you were to ask 10 members of your community if they had heard of your organization, would nine out of 10 say yes? Could they identify your nonprofit by seeing your logo or hearing your slogan? Name recognition is a struggle with organizations everywhere. It is difficult to get the word out about your organization. A common struggle is deciding how to effectively communicate with your community. Nonprofits may have a great Web site that they have invested a lot of time and money in, but are community members going there? Does mailing or e-mailing generate a higher response rate? It is important to do research and discover the best way to communicate with your community, before you spend money on marketing.

Organization Perception. A common question that Perspectives Consulting Group, Inc. asks the community when conducting awareness and perception studies is, "What words would you use to describe this organization?" We have discovered that if we ask 400 residents in the community this question, there might be 150 different words, phrases, or statements that people use to describe ONE nonprofit. While these words could all be positive, they do not specifically describe your organization or how it stands out from other nonprofits. Answers such as "fun" or "great organization," are positive, but they do not resonate as a message that motivates the community to donate, volunteer or advocate.

Perspectives Consulting Group, Inc. can help your organization to develop a strong perception in the community. We will provide the essential information you need to discover how the community perceives your nonprofit and compares it to other nonprofits in the area. Attaining information from your donors and the community will further the success of your organization. For more information on how we can help, call Melissa Demetriou at (248) 524-0332 or e-mail her at mdemetriou@perspec.com. We look forward to helping your organization rise above the rest!



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

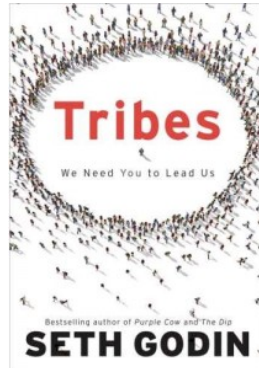
We want your feedback!



Was this newsletter helpful? Let us know what your thoughts are and what we can do to improve our newsletter. Contact info@perspec.com.

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.

If your nonprofit organization is facing a situation where strategic planning, stakeholder, donor, or community information would allow you to make more informed and effective decisions, give Perspectives Consulting Group, Inc. a call at (800) 724-9994, or visit our Web site at www.perspec.com for additional information on our services. We would be pleased to share our experiences on working with other organizations and discuss how we can help your nonprofit organization make informed decisions and plan for continued success.

Sincerely,



Melissa Demetriou
Consultant

Perspectives Consulting Group, Inc.
100 W. Big Beaver Road
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