



# Nonprofit E-Newsletter

May 2009

## In This Issue:

[Donations of Time](#)

[Perspectives Provides Successful Market Research Services...Free of Charge](#)

## Featured Article

[Donating Time](#)

Many firms are making it easier for employees to offer their time. Learn how to get involved if your office doesn't sponsor such a program.

## Quick Links

## Donations of Time



*Tick-tock. Tick-tock. As time goes by, organizations continue to struggle in this economy. Right now is the perfect time to make your organization stand out by asking for donations that are of great value: people's time.*

Nonprofit organizations like yours can always use donations of time from people with expertise in areas such as marketing, strategic planning and Web site design. However, not many organizations encourage people to donate their skills to good causes. According to a recent study, nearly a quarter of nonprofit leaders do not plan to utilize skilled volunteers in 2009, but about 40 percent of them will spend \$50,000 or more on outside sources this year (Deloitte LLP - [www.deloitte.com](http://www.deloitte.com)).

Nonprofit organizations need to become more skilled at seeking pro bono assistance and services from volunteers or companies that are willing to help. While businesses may be tight on money right now, their time can be just as valuable as money is to your organization. If nonprofits put forth the effort to communicate their needs with businesses and volunteers, and if businesses realize that while they may be low on cash-donation budgets they can still focus on donating their services, everyone will continue to thrive in tough times.

Donating time is also, in essence, donating money, since people/businesses are willing to provide skills and services to your organization free of charge. This is valuable to your organization because you will save money and will most likely earn money in the process, since you are gaining services to leverage and promote your

[Employees Donating Time, Money to Many Causes](#)

[Tools for Charity](#)

[Perspectives Provides an Opportunity for Free Market Research](#)

[Visit Perspectives' Web site](#)

## Words of Wisdom

"Time is the most valuable thing a man can spend."  
- Laertius Diogenes

"Time is the most precious element of human existence. The successful person knows how to put energy into time and how to draw success from time."  
- Denis Waitley

## Request a Nonprofit CD-ROM



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

organization. If your organization improves, whether by using better marketing tactics or by being more involved within the community, donors will notice and remember you, therefore exceeding both donors' and volunteers' expectations.

Perspectives Consulting Group is a market research and strategic planning firm that provides pro bono work for nonprofit organizations like yours through NRAP, The Nonprofit Research Assistance Program. Every year we select an organization that cannot afford the cost of the services we provide.

For more information on NRAP and 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](mailto:mdemetriou@perspec.com). We look forward to helping your organization rise above the rest!

Gose, Ben. "Charities Need Business Experts, but Few Ask for Free Help." The Chronicle of Philanthropy. 23 April 2009.

## Perspectives Provides Successful Market Research Services...Free of Charge



Cadman Foundation, in Rochester Hills, Mich., received \$5,000 in market research services last year as the recipient of Perspectives Consulting Group's 2008 Nonprofit Research Assistance Program (NRAP). The program was designed to provide valuable information for a nonprofit organization that positively impacts the

community.

From the research services provided, Cadman Foundation hoped to learn how they could educate and provide resources to the faith-based community and increase the adoption of foster care children in Michigan.

"Perspectives Consulting Group has provided us with some groundbreaking research," said Julie Cadman, co-founder and president of Cadman Foundation. "Now we have the data we need to engage the faith-based community in our foster care initiatives. Perspectives Consulting Group's energy and laser-like focus will help us create a more thorough and informative communication plan. We look forward to working with Melissa and the rest of the Perspectives Consulting Group staff on other foster care and adoption projects."

Cadman Foundation's goal is to help all of Michigan's 6,400 foster care children find loving, adoptive homes. Established in 2005, the foundation provides grants to couples adopting internationally and

## 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](mailto:info@perspec.com).

provides foster care education and awareness to the faith-based community.

Perspectives Consulting Group completed research for Cadman Foundation, to gauge the faith-based community's awareness and perceptions of foster care and adoption, to identify an effective communication strategy, and to develop benchmarking metrics to measure the success of these efforts.

Perspectives Consulting Group has been providing market research for nonprofit organizations since 1987. We have experienced the success of market research first-hand and have seen how it can enable a nonprofit organization to meet its goals and deliver quality services to the community in the most efficient and effective manner.

Since 2005, Perspectives Consulting Group has been offering nonprofit research assistance through NRAP. The program provides assistance to both a Southwest and Southeast Michigan nonprofit organization. Cadman Foundation was the first organization in Southeast Michigan to be recognized.

If you feel your organization could benefit from market research assistance provided through NRAP, or to learn more about how Perspectives Consulting Group can provide the information and planning that make the difference for your organization, visit our [Web site](#) or contact Melissa Demetriou at (800) 724-9994 or [mdemetriou@perspec.com](mailto:mdemetriou@perspec.com).

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 a call at (800) 724-9994, or visit our Web site at [www.perspec.com](http://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](http://www.perspec.com)

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to ksylvester@perspec.com by [ksylvester@perspec.com](mailto: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