



# Nonprofit E-Newsletter

January 2009

## In This Issue...

[Kick Off 2009 With a Strong Communications Plan](#)

[Look At This Book: How to Manage an Effective Nonprofit Organization](#)

## Featured Article



[Online Appeals to Donors, Nonprofits](#)

## Quick Links

[Creative Commons](#)

Lets you publish your creative works, but sets up copyrights so your work won't be republished without your permission

## Kick off 2009 With Strong Communications Plan

As we kick off the 2009 New Year many nonprofit organizations are hopeful that this year will not be as tough as the economic storm that passed through many 2008 budgets. Last year was tough, and this year could be just as tough with many nonprofits scraping to get by after a not so successful donation year. But there's hope-a strong communications plan.



Communication is one of the most inexpensive ways to engage the community, donors, and stakeholders. Here is a list of some affordable resolutions to incorporate into your 2009 communications plan.

### **Resolution 1: Create Brand Ambassadors**

Ambassadors are the people closely involved in your organization, such as employees, board members, volunteers, and donors. They are the root of your success and for that reason it is important to educate and prepare them with your nonprofit organization's messages. Make sure that they know exactly what to say when they meet new people, converse with friends and family, and go out in the community to raise funds. They are your organization's cheerleaders-use them to gain more supporters of your organization with clear and concise messages.

### Best Nonprofit Reading From 2008

Read Joanne Fritz from About.com's list of suggested nonprofit reading material published in 2008

### Nonprofit Website Design

Browse through more than 40 inspirational nonprofit websites to get some fresh ideas

[Visit Perspectives Website](#)

### Did You Know?

- Only 15% of nonprofit professionals rate competing with other nonprofit organizations as "extremely important"
- 60% of nonprofit professionals anticipate an increase in donations from direct mail solicitations
- 55% anticipate an increase in online donations



- About one-third of nonprofits believe they will need to increase their investments in direct mail, fundraising staff, and donor management
- 38% of nonprofits plan to execute online surveys or polls to conduct research

NOTE: Results are based on the

### **Resolution 2: Speak to Your Community**

One of the best ways to get out there and spread your organization's message is to talk about it. Volunteer to speak at local events such as a Chamber of Commerce, Rotary Club, Career Day, and anywhere else you think you can find an interested audience. Explain to them the impact your organization has on the entire community and broaden your message to fit the needs of your specific audience. People love a good public speaker; use it to your advantage.

### **Resolution 3: Make Friends with the Local Media**

First, introduce yourself to the local media reporters and provide them with information about your nonprofit organization. Tell them you would be happy to be the "go to person" for quotes or opinions in your field of expertise. As your organization hosts fundraisers, makes personnel changes, and any other significant event, send them a press release that describes the specific details of the event. Being mentioned in any publication, big or small, can improve the awareness of your organization in the community.

### **Resolution 4: Update Your Website**

Update your website to clearly reflect the goal and mission of your nonprofit organization. Make sure you express the need for donations and exactly how donations will make a difference in the community. Include testimonials and the success stories your organization accomplished to strengthen support for your cause. Lastly, include an updated media kit online to make it easy for anyone looking for information about your organization and make sure it includes all the great things your organization works towards every day.

### **Resolution 5: Host an Open House**

Hosting an open house or other public event is a great way to tell people about your organization and the impact it has on the community. You will be able to distribute materials and answer questions participants might have about your organization. You could invite anyone from community leaders and local reporters, to donors and prospective donors. It is a great way to show your nonprofit organization in a hands-on sort of way.

Kick off the New Year right by establishing a benchmark for your nonprofit organization through a custom designed awareness and perception survey. Perspectives will help you establish benchmarks for measuring your organization's awareness and perceptions among community members, determine the best way to provide information, and obtain general demographic information from the community, etc. If you are interested in learning more about awareness and

2007 State of the Nonprofit Industry Survey conducted by BlackBaud. To read the complete report, [click here](#).

## Request a Nonprofit CD-ROM



A resource developed specifically for nonprofit organizations. CD-ROM includes all the 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](mailto:info@perspec.com) or call (800) 724-9994 to see how Perspectives Consulting Group, Inc. can help your nonprofit organization.

## We want your feedback!



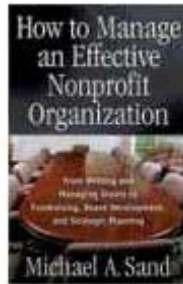
Was this newsletter helpful? Let us know what your thoughts are and what we can do to improve our newsletter. Contact [info@perspec.com](mailto:info@perspec.com).

perception surveys, or any other services Perspectives Consulting Group, Inc. offers, please contact Michelle Sears at [msears@perspec.com](mailto:msears@perspec.com) or (269) 657-5400. We will be more than happy to discuss the research possibilities available for your nonprofit to help make 2009 a great year.

Source: Checco, Larry. "5 Resolutions for a Tough New Year." Nonprofit Charitable Orgs. About.com. <http://nonprofit.about.com>.

## Look At This Book: How to Manage an Effective Nonprofit Organization

By Michelle Sears, Director of Client Relations



Managing a community based organization can be challenging; especially in today's economic state. How to Manage an Effective Nonprofit Organization, by Michael A. Sand outlines how to tackle everyday issues in an easy-to-follow book to help ease nonprofit's challenges. The book is full of great advice to conquer the management and leadership concerns nonprofits encounter.

Each chapter is broken down into an outline format with bullet points and headlines that make the information easy to process and applicable to the situation you might currently be facing. Every chapter focuses on one "key element" that Sand considers crucial to managing an excellent nonprofit organization. The nine chapters will teach you how to approach basic nonprofit management, how to recruit, maintain, and manage a productive board, how to prepare grants and manage grant funding, and how to hire, supervise and fire staff members and volunteers.

Chapter One focuses on the key element of an effective board of directors. The first basic step to become a successful nonprofit is to have a strong backbone; an effective board of directors. They are responsible for determining policies, carrying out those policies, and hiring the right people to implement these policies. The chapter outlines the criteria Sand believes each board should follow to function effectively. For example, some of the bullet points from the chapter include:

1. The nonprofit organization's bylaws should be current, followed, and designed to meet the needs of the organization.

2. Specific organized procedures need to be in place for recruiting excellent board members.

3. Every board member must know their responsibilities and carry them out effectively. Each bullet point is then explained in great detail as to how they can be accomplished.

To wrap up the book, Sands makes a fact sheet that includes the most commonly asked questions and answers from his workshop sessions. His responses are detailed and document specific instances he has faced throughout his career. This book is a must read for any nonprofit organization who wants to touch up on the basics of nonprofit management, as well as to be made aware of the not so obvious factors that go into running a nonprofit. The wealth of information provided in this book will help your nonprofit organization refresh and refocus your core values to achieve your mission more effectively.

Source: Sand, Michael A. [How to Manage an Effective Nonprofit Organization](#). Franklin Lakes, NJ: 2005.

---

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](http://www.perspec.com) for additional information on our services. We would be pleased to share our experiences working with other organizations and discuss how we can help your nonprofit organization make informed decisions and plan for continued success.

Sincerely,



Michelle M. Sears

Director of Client Relations  
Perspectives Consulting Group, Inc.

Join Our Mailing List!

