



E-Newsletter for Nonprofits



July 2008

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Fourth Year Perspectives Will Offer Nonprofit Assistance

By Michelle Sears, Director of Client Relations

Because of the success of the Nonprofit Research Assistance Program in 2005, 2006, and 2007 Perspectives Consulting Group, Inc. will once again donate \$5,000 in market research services to a West Michigan nonprofit organization. In addition to last year's program, we will also offer a second grant available for nonprofits on the East side of the state. This program, in its fourth year, will provide \$5,000 of custom-designed market research assistance to a both a Southwest Michigan nonprofit organization and an East Michigan nonprofit organization that would otherwise be unable to afford market research services.



Through the 2008 Nonprofit Research Assistance Program, the selected nonprofit organization will receive \$5,000 in research services which they could use to evaluate community awareness and perception, strengthen donor support, understand client needs, or facilitate increased partner support. The 2008 Nonprofit Research Assistance Program is open to nonprofit organizations that serve Southwest or East Michigan, have been unable to conduct research due to limited resources or lack of expertise, and have a total revenue of less than \$500,000 or if government or grant funded, have unrestricted funds of less than ten percent of their total operating budget. One nonprofit organization will be selected from each area based on how market research would benefit the organization, and the impact market research would have on the future success of the organization.

Perspectives Consulting Group, Inc., specialists in nonprofit market research, recognizes that limited funding and resources make it difficult for many Michigan nonprofit organizations to afford beneficial market research services. Serving nonprofit organizations since 1987, based in Paw Paw with a second office in Troy, Perspectives Consulting Group, Inc. has experienced first-hand how market research can enable a nonprofit organization to meet their goals, and deliver quality services to the community in the most efficient and effective manner.

Useful Links

[Nonprofit Research Assistance Program](#)

[Download an Application for Southwest Michigan](#)

[Download an Application for East Michigan](#)

[More On Us](#)

Featured Article

[What Makes Powerful Nonprofit Leaders](#)

Jim Collins responds to Nonprofit Quarterly article Peak Performance: Nonprofit Leaders Rate Highest in 360-Degree Reviews

Did You Know?

A recent Google.org study surveyed 10,000 households about their charitable giving habits. Here are some highlights:

- 47% of respondents said that their primary reason for giving to charities was to assist the needy
- Yet, only 6% of their giving was dedicated to organizations that aim to meet people's basic

Any nonprofit organization that meets the requirements may obtain an application online or request an application by calling Perspectives Consulting Group, Inc. at (269) 657-5400. Applications are due no later than August 15, 2008 for Southwest Michigan nonprofits and August 29, 2008 for East Michigan nonprofits.

Look at this Book!

Blink By Malcolm Gladwell Little, Brown and Company, 2005



By Gary M. Goscenski, Director of Consulting Services

Malcolm Gladwell, author of *The Tipping Point*, continues to explore social science ideas focused on rapid cognition in his second book, *Blink*. For example, rapid cognition is the thought process that occurs in the first couple of seconds when you meet someone for the first time or you walk into a house you are thinking of buying. According to Gladwell in those first couple of seconds you form conclusions that are important, powerful, and occasionally really good.

In order to achieve a really good "instant" conclusion, it is important to have the right information and to be able to process that information. For any charity or nonprofit organization seeking the support of donors, it is imperative to understand that donors are not seeking a lot of information about your charity; rather they are seeking the "right" information about your charity. Gladwell stated in his book that more information is not necessarily better information, and spending more time in deliberation does not necessarily result in better decision-making. Given the myriad of examples used throughout the book, it would be easy to conclude that perhaps your donors do not have the right information about your cause.

Blink also explores the idea of sensation transference, which is when you transfer sensations or impressions about the packaging of the product to the product itself. Gladwell lists several examples about sensation transference using consumer products such as margarine, brandy, and the subtleties of a tiny sprig of parsley on the label of a Hormel can. This brand imagery is important for nonprofit organizations to master as well, since how you "package" your cause will impact your ability to raise funds. It is critical to ensure that how you deliver your message and its content is optimized to provide the information donors want and need - right down to the pictures and colors you use.

There is no easy fix coming out of *Blink* that will be applicable to nonprofit organizations. In fact, even though *Blink* topped the bestseller list, it is difficult to make the case that *Blink* should be required reading for a nonprofit CEO, marketing or communication person. However, on a personal level, if you have ever wondered if you should listen to the little voice deep inside you, *Blink* will probably convince you that you should.

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Nonprofit CD-ROM

needs in the United States



- 2% of their donations were sent to organizations that aid people in other countries
- 60% (the bulk) of their charitable contributions went to religious causes
- 38% of respondents donated to make their community or the world a better place
- 5% of respondents philanthropic goals were to provide services that the government doesn't (other reasons include "to achieve other ends" and religious donations)
- 67% of respondents felt confident that their contributions would reach their intended targets
- Of donors who made their biggest gifts to education, 89% gave to institutions of higher learning or to other types of educational organizations

Source: "Destination Unknown: Donor's money isn't going where they think it is." Stanford Social



A resource developed especially for nonprofits. The 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 msears@perspec.com or call (800) 724-9994.

If your nonprofit organization is facing a situation where strategic planning, stakeholder, 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 working with other organizations and discuss how we can help your nonprofit organization make informed decisions and plan for continued success.

Sincerely,

Michelle Sears

Director of Client Relations
Perspectives Consulting Group

Innovation Review. Winter
2008.

Featured Blog

[How Your Nonprofit's
Website Can Increase the
Grants Your Nonprofit
Raises](#)



Posted June 1, 2008
By Arlene Spencer

"Try not to become a man of
success, but rather try to
become a man of value."

-Albert Einstein

We want your Feedback!



Let us know what your thoughts are and what we can do to improve our newsletter. We appreciate your opinions. Contact msears@perspec.com.

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