



# Nonprofit E-Newsletter

July 2009

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[Look at This Book: Uncharitable:  
How Restraints on Nonprofits  
Undermine Their Potential](#)

## Featured Article

[Why Nonprofits Should Invest More  
in Advertising](#)

Read an article written by Dan Pallotta, author of the book "Uncharitable."

## Quick Links

## 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 your organization has been using that simply aren't furthering the success of your organization. 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 Organization

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

For some free, but great ways, to advertise your organization, utilize the popular social media tools. Get your nonprofit/cause on Facebook, put your own profile on LinkedIn explaining what you do and what organization you work for, set up a Twitter account and type in updates about what your nonprofit is up to, and make your own Web site easily searchable. Whatever marketing methods you decide to use, don't stop marketing your organization. It's important to continue to stay in front of people, so they remember your organization when they want to help out.

### Second Seed - Let the World Know What Your Organization Does

Once people know your organization exists, it's important to make

[Nonprofits Ramp Up Serious Marketing Tactics](#)

[Use Marketing to Grow Your Nonprofit](#)

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

[Visit Perspectives' Web site](#)

## 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

## 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

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

## 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 organization.

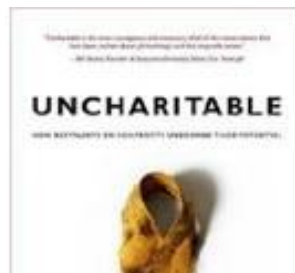
Once you've planted these seeds, you should start to see your donor base grow. If you want to measure the success of your marketing strategies and find out if the community knows about your organization and what you do, Perspectives Consulting Group can help. We can work with you to discover just how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

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 organization 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](mailto:mdemetriou@perspec.com).

## Look at This Book: **Uncharitable: How Restraints on Nonprofits Undermine Their Potential**

By Kasey Sylvester, Marketing Intern



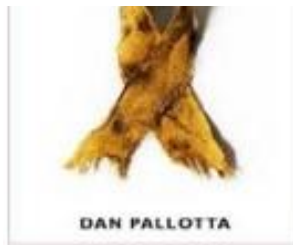
The book *Uncharitable* explores a different approach to the way nonprofits should operate. In order for nonprofits to achieve greatness, author Dan Pallotta argues that the nonprofit sector should be able to use the same marketing tactics, competitive wages,

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.

## We Want Your Feedback!



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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.

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,



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Consultant

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