



Nonprofit E-Newsletter

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Understanding Your Donors: What Do They Really Think About Your Organization?

Building and sustaining the reputation of your nonprofit organization can be challenging. We would all like to believe that our organizations are outstanding and that the public would be willing to rant and rave at any given moment about our strengths, but that is not always true. Often times nonprofit organizations think they know how their donors feel about their organization, but fail to ask them for their thoughts and opinions; therefore creating misconceptions. Donors are the heart of every fundraising campaign and knowing what your donors are saying and thinking about your organization is critical to your success.

In order to improve your fundraising effectiveness, you have to ask your donors what they think and listen carefully to what they have to say. Understanding donors giving habits, community concerns, and attitudes can help raise money for any charitable giving campaign. One way to accomplish donor understanding is to conduct focus groups.



Focus groups are an excellent tool that can be used to boost charitable donations and make the most of your marketing and communications efforts. Focus groups allows for donors to express their concerns and opinions about a topic in a non-threatening environment.

[How to Craft a Needs Statement](#)

[Direct Mail Appeal](#)

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Did You Know?

- Increasing the size of a button that said "click to donate" results in 25% more gifts from people who landed on the donation page
- A red "donate now" button produces 29% more gifts than gray buttons
- Decreasing the amount of personal information people are required to enter before making an online gift makes a substantial difference-donors increased by 31%

NOTE: Results may vary from organization to organization so do your own testing to see what works. To read the full report, [click here](#).

- 70% of Americans plan to give during the holidays
- Almost 7 out of 10 adults plan to donate the same amount online as they did in 2007
- 83% of people whose financial situation has stayed the same will give the same amount or more
- 41% of online donors intend to support groups such as food banks and homeless shelters
- 27% of online donors said

Participants for focus groups are typically recruited over the phone and in most cases participants are offered an incentive for their participation. A focus group moderator will help facilitate the conversation and ask specific questions that are outlined by the organization ahead of time to help gauge donors' feelings. Most focus groups are recorded and the sessions are then transcribed into a report to analyze donors' reactions and feelings about the issues presented and to make recommendations.

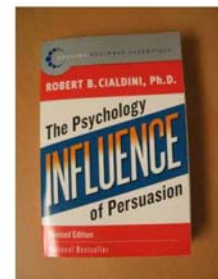
One important thing to know is that focus groups are not statistically representative of the total population because of the small number of participants. But, they do provide qualitative research to help capture the feelings donors have about an organization.

If your nonprofit organization is facing a situation where you think focus groups would be helpful to your efforts please contact Michelle Sears at (800) 724-9994 or visit our website www.perspec.com. We have over 20 years of market research experience and our staff would be happy answer any questions you might have.

Look At This Book: Influence: The Psychology of Persuasion

By Gary M. Goscenski
Director of Consulting Services

Few people would be inclined to recommend a book that includes the frequent use of the words "compliance practitioners" without giving the book a fair shake. Nonetheless, in this case there are several good reasons why you should make a pot of coffee, indulge yourself and read, "Influence: The Psychology of Persuasion" by Robert Cialdini, Ph.D.



The book examines why people say yes to another person - what Cialdini refers to as compliance. He identifies six principles that will get you to say yes; reciprocation, consistency, social proof, authority, liking, and scarcity. For anyone striving to raise funds, secure donations, or recruit volunteers these principles of compliance should be part of your toolbox. If your toolbox is anything like mine, you will undoubtedly have a couple favorite tools. I will discuss two of my favorite principles from the book: reciprocation and consistency.

that a charity's Web site is the most helpful factor in deciding which organization to support

- 15% of donors said that an e-mail message from a family member or friend would make them more likely to donate online to a particular charity

Note: This study focused exclusively on online-giving habits of people who use the Internet. For more information, visit www.philanthropy.com.

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 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.

To read more [click here!](#)

Source: Cialdini, Robert. *Influence: The Psychology of Persuasion*. New York: HarperCollins Publishers: 1984

Cadman Foundation to Receive \$5,000 in Market Research

Cadman Foundation in Rochester Hills will receive \$5,000 in market research services as the recipient of the 2008 Nonprofit Research Assistance Program offered by Perspectives Consulting Group, Inc. This is the first year the program was available to nonprofits in East Michigan. The Nonprofit Research Assistance Program was designed to provide valuable information to a nonprofit organization positively impacting the community.

Julie Cadman, Founder and CEO of the Cadman Foundation stated, "We are excited at the opportunity to work with Perspectives Consulting Group, Inc. on this important initiative of helping all of Michigan's 7,100 foster care children find adoptive families."

Established in 2005, the Cadman Foundation provides grants to couples who are adopting foster care children, both nationally and internationally. Their goal for 2009 is to bring together 7,100 foster care children with couples to create new families in Michigan. Providing grants to couples will help offset the cost of adoption to loving and caring families who wish to adopt.

The Cadman Foundation will be working with Perspectives Consulting Group, Inc. on research to survey the faith-based community in order to gauge their awareness and perceptions of foster care and foster adoption, identify an effective communication strategy, and develop benchmarking metrics to measure the success of these efforts. From the research, the Cadman Foundation hopes to learn how they can educate and provide resources to the faith-based community and increase the adoption of foster care children in Michigan.

For more information about the Cadman Foundation, visit their website at: www.cadmanfoundation.org.

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 M. Sears

Director of Client Relations
Perspectives Consulting Group, Inc.

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