

Winter 2006

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Featured Article

"Older People Lead Jump in Volunteerism, 30-year Study Finds"

The Chronicle of Philanthropy

Author: Noelle Barton

To read more, go to: *The Chronicle of Philanthropy*

<http://www.philanthropy.com/>

Did you know...?

- 86% of wealthy donors indicated that they are motivated to donate by the notion of "meeting cultural needs"...
- 83% of donors are motivated by their desire to give back to society"...
- Nearly 60% of donors would give more if they knew the impact of their gifts...

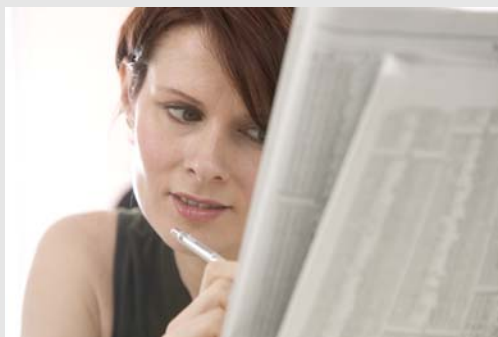
(Source: Association of Fundraising Professionals)

- In the past year, 83% of adults say they have given to charity; however, the average donations fell from \$1,352 in 2005 to \$1,220 in 2006...

(Source: *The Chronicle of Philanthropy*, February 22, 2007)

Communication Strategies

Using the media to engage and retain donors



Forty-five percent of respondents in a recent study said the most important factor in deciding to give to charity is whether or not the charity in the media or news often, according to the Association of Fundraising

Professionals. A recent article, "Leveraging the Media Attention for Fundraising" explored the positive effects of various communication strategies to create and develop unique donor relationships by use of the media. The media can be used as an advantage to increase brand awareness with current donors as well as new potential donors. Below are some tips that can potentially enhance both the recognition and funding of a nonprofit organization.

Tip 1 – Develop brand awareness

Those who choose to support an organization will do so based on their individual values; therefore marketing the unique qualities of your organization is essential. A nonprofit organization's mission statement needs to be communicated through their brand image to stimulate potential and current donors' interest.

Tip 2 – Focus on ambitions to reach donors

Communicating examples of the organization in a compelling way can further brand awareness to reach out to current and potential donors. When an organization's donor base sees or hears about what a nonprofit organization is capable of, it can increase donor involvement. This can cultivate a long lasting relationship.

Tip 3 – Communicate organization's capabilities to grab attention

Expressing a constant positive message to an organization's donor base could potentially decrease donations if an organization is not careful. Communicating positive capabilities and aspirations for what the organization has done, and what it could do upon receiving donations creates

New Ideas

Fundraising cookies...

A Tennessee charity has discovered a way to cultivate a stronger relationship with their 100 most generous donors. Every year they make homemade cookies and personally deliver them to thank donors for their contribution. With the help of local businesses, producing and delivering these cookies costs the charity \$25 or less.

(Source: [The Chronicle of Philanthropy](#), February 22, 2007)

If I had a penny...

Internet search engine GoodSearch, powered by Yahoo will donate approximately \$.01 per search to charity. Users can select their favorite charity to designate their search revenue to. To add your organization and start receiving money per search, go to <http://www.goodsearch.com>.

Useful Links

[The Chronicle of Philanthropy](#)

News and analysis for nonprofit organizations

[NCCS](#)

A Website that develops high quality data on nonprofit organizations and their activities for use in research

[Idealist](#)

A search engine for nonprofit organizations featuring volunteer opportunities

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more attention in the minds of current and potential donors.

Tip 4 – Reiteration can increase retention

After creating brand awareness and focusing media attention to the organization, it is important to remain dedicated to your donor base to increase donations.

A good communication strategy is essential for nonprofit organizations. Developing the right strategy can increase an organization's donor base. By continuing to involve the donor as much as possible, it generates the potential to help nonprofit organizations reach a new level of recognition and funding.

Perspectives Consulting Group, Inc. has worked with nonprofit organizations to gain information and an understanding about the significance of donor bases. For more information, visit our website at www.perspec.com.

Source: "Tip Sheet: Leveraging Media Attention for Fundraising"

For a copy of the article: email request to info@perspec.com

Was this article helpful? [Send us feedback](#)

Impact of Research: Diversifying a donor base

Many nonprofit organizations have a strong constituent base of donors who frequently choose to support the organization. Still, how can a nonprofit organization expand its current donors and seek others who are potential donors? The answer: research.

"Broadening the Base," a recent article in the Philanthropy Journal explains how research can help diversify an organization's donor base. Research is an effective tool when looking for possible people to donate to an organization. One way to research potential donors is to look internally. While many organizations have large databases of donors, there is only a small portion of those who actually donate. By encouraging those who are not frequent donors, nonprofits can expand their constituent base.

Public sources are also a great resource of information when trying to increase an organizations donor base. There are many places to obtain a review of publicly-available lists. Research services can provide nonprofit organizations with information ranging from private family foundations to industry lists. These lists can identify specific businesses that award major gifts to nonprofit organizations.

Research can be one of the most effective tools when it comes to developing and collecting information to diversify a nonprofit organizations donor base. Having this research

conducted can cultivate an institutional memory that can effectively benefit the nonprofit organization.

Visit our [website](#) to see more about Perspectives Consulting Group, Inc. and our experience with nonprofit organizations.

Source: "Broadening the Base" by Elizabeth Crabtree: *Philanthropy Journal*

For a copy of the article: email request to info@perspec.com

Save the date!

Gary Goscenski, Director of Consulting Services at Perspectives Consulting Group, Inc. will be presenting at the



Michigan Nonprofit Association SuperConference. ***"The Donor Experience: How to deliver a Positive Experience that Attracts, Inspires, and Retains Donors"*** teaches the importance of delivering a positive donor experience to an organization; which leads to the transformation of an organization's marketing, communication, and

fundraising activities.

If you ever wondered how information about your donors could benefit your organization, then you will want to attend this session!



Did you receive the CD-ROM?

We have developed a resource for nonprofits that outlines the services Perspectives Consulting Group, Inc. offers. If you are interested in receiving the CD-ROM, please e-mail Katie

at info@perspec.com and we will be happy to send it to you and anyone else in your organization who might be interested.