

Winter 2007

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Featured Article

["American Express Charitable Gift Survey"](#)

Read the results of a fall 2007 survey conducted by Innovative Research Group that asked 900 donors about their charitable giving patterns.

Featured Nonprofit

Would you like your Nonprofit highlighted in a future issue? Send information about your organization, accomplishments, and/or goals to info@perspec.com to reserve a spot!

Did you know...?

- That 10 percent of Americans who give to charity make online contributions.
- 24 percent of the amount donated

Community Foundations: On the Rise and Making a Difference Among Charities



The number of Community foundations have rose significantly over the last several years—especially in the amount of gifts given in 2006. Giving by community foundations in the U.S showed an increase of 13.2 percent in 2006 to \$3.6 billion. A majority of those gains were the result of a 45 percent increase in gifts given to community foundations last year.

Evolving as a global phenomenon, community foundation organizations have reached the 700s and are still climbing. Many of these community foundations are hopeful that these trends will remain in 2007; increasing yet again. Almost half of community foundations in the nation reside in the Midwest, more than any other region. With community foundations making the headlines, more charitable organizations are reaping the benefits of those gifts given.

Why have they been becoming so popular? Community foundations are growing because the community is able to donate to funds within the foundation dedicated to a variety of charitable purposes. Donors who make a donation to community foundations usually have the choice who their donations benefit, and that pleases the donors.

To assist community foundations with their growing finances, GivingNet, is working on developing new strategies to engage next generation donors. President and CEO, Carla Dearing discusses one of the strategies: donor engagement. "Donor engagement goes a step further by matching donor interests to nonprofit needs. The matching is key, because it is one of the core tenants and competitive advantages for community foundations: philanthropic matchmaking," said Dearing.

Donor engagement focuses on accountability and the ways to connect the interests of both the donor and charitable organizations. Dearing hopes that through donor engagement they can increase donations by connecting

to charity was given between Thanksgiving and New Year's Day.

(Source: Chronicle of Philanthropy)

- 40 to 45 percent of the charitable giving in this country takes place among the upper 5 percent of Americans (in terms of income).

(Source: Stanford Social Innovation Review)

Useful Links

[Wealth Engine](#)

Get to know your donors and prospects better with east-to-use tools to plan your development or marketing initiatives.

[Fitness Test for Your Nonprofit](#)

Conduct a complete fitness test of your nonprofit with this extensive checklist to measure the health of your nonprofit practices.

[Nonprofit FAQ](#)

Find out the answers to many frequently asked questions about nonprofit organizations.

Featured Blogs

[Nonprofits Must Embrace, Share Online Civic Space](#)

Tips and ideas for nonprofits about tapping into the online social network.

[It's Never Too Late to Get Started](#)

Start a planned giving program for your nonprofit today.

Featured Quote

"The measure of success is not whether you have a tough problem to deal with, but whether it is the same problem you had last year."

-John Foster Dulles

Happy Holidays



better with donors' passions, and making it easy and efficient for donors to provide feedback.

Knowing donors' interests and expectations can help nonprofits maximize their resources and strengthen donor relationships. Perspectives Consulting Group, Inc. has provided information that makes the difference for nonprofit organizations, and can provide information about ways to further improve communication with donors. For more information visit our website at www.perspec.com.

Sources: "[Community Foundations Give \\$3.6 Billion.](#)" Philanthropy Journal. Sept. 2007.

Dearing, Carla. "[Making a difference by Connecting Donors to their Passions](#)" GivingNet. Nov. 2007.

Building Relationships: How to Connect with Donors



Many nonprofit organizations have a long list of donors who support the organization, but a lot of those donors are not returning donors.

Unfortunately, the majority of people who give to a nonprofit organization never go on to become loyal donors. The reason: a good relationship was not formed. Establishing relationships with past and future donors is one of the major components to success in nonprofit organizations.

"[Planned Giving is Planning Relationships](#)" by Michael Easterbrook, explains the importance of developing relationships with potential donors. A relationship begins to form after a prospective donor expresses interest in the organization, responds to a direct mail campaign, or attends an event hosted by the organization.

"The goal at the start of these relationships rarely is to ask for a gift, but rather to learn as much as possible about the prospect, including: what interests they have, what they've done in their lives, and whether or not they have children," said Easterbrook.

By connecting with a donor on a personal basis, donors are more likely to continue a relationship with an organization.

Tips to establish a long-lasting relationship with donors:

1. Get to know your donors and connect at a personal level.
2. Ask donors what they want from the relationship.
3. Update donors with information about what the organization is doing. Donors like to see what their

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donation contributed towards and what progress has been made towards that goal.

4. Acknowledge donors immediately when they have made a donation and thank them on a personal level.
5. Use direct mail campaigns wisely. Be careful how you ask donors for money, as well as the frequency of those requests.
6. Regularly monitor what donors think.

It is important to understand the type of relationship a donor expects from an organization, why they currently donate, and what expectations they have for that organization. Perspectives Consulting Group, Inc. has worked with nonprofit organizations to understand and gather information about donors and what they would like from a charity to continue a relationship. For more information, visit our website at www.perspec.com.

Sources: Hall, Holly, "The Vanishing Door." *The Chronicle of Philanthropy*. Nov. 2006.

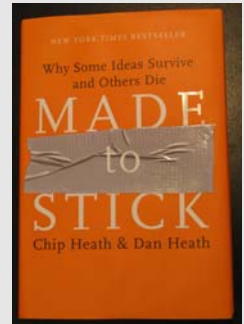
Easterbrook, Michael, "Planned Giving is Planning Relationships." *Philanthropy Journal*. March 2007.

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

Look at this Book!

Made to Stick - Why Some Ideas Survive and Others Die

Chip Heath and Dan Heath; Random House Inc., 2007



If there was ever a group of people who could benefit from some "sticky ideas", it is the nonprofit community. Made to Stick explores the question of why some ideas thrive and others die. Sticky ideas represent those that are understandable, memorable, effective, and able to change opinions or behaviors. Heath and Heath explore how nonprofit organizations can use sticky ideas to persuade volunteers to contribute their time and donors to contribute their money. While many nonprofit organizations do not have a sticky idea—the potential benefits to a sticky idea can be great.

The six principles that make up a sticky idea: simplicity, unexpectedness, concreteness, credibility, emotion, and stories are outlined individually in the book's chapters. The chapters explain each principle with examples and discussions about how each one is essential to composing a sticky idea. While all the chapters are interesting, Chapter 1: Simple, is the most relevant to nonprofit organizations. Heath and Heath challenge readers to "find the core" of an idea and strip it down to its most critical essence.

Nonprofits usually offer a variety of programs and services

to diverse audiences. Those factors, among others can make it difficult for the organization to articulate a sticky idea. The discussion about the sayings, "if you say three things, you don't say anything," and "the more you reduce the amount of information in an idea, the stickier it will be," is probably worth the price of the book. The importance of the "simple" principle is reinforced, not only because it is the first of the six principles, but because it is explained in the most detail.

The authors claim that using the principles is easy and having a special expertise is not required to apply the principles. With that said, there is not a chapter in the book to tell you what sticky ideas to use for your organization. They rather hint that sticky ideas are found, and not manufactured. There is little direction for finding sticky ideas, other than to ask your volunteers and clients for stories about their experiences with your organization. There are some stories of how sticky ideas were found, such as the Jared stories used by Subway, but you with your own ideas to find your own sticky ideas.

Made to Stick is worth the read because it will make you think about your organization's sticky idea, or lack thereof. To find a sticky idea can pose a challenge, but you will know a sticky idea when you see it after reading the principles outlined in this book.

Source: Heath, Chip and Dan Heath. *Made to Stick: Why Some Ideas Survive and Others Die*. Random House Inc., 2007.

For more about this book, [click here](#).

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