



United Way Newsletter

Perspectives
Consulting Group

In This Issue

Perspectives' Guarantee

Look at this Book: Tribes

April 2009

Perspectives' Guarantee



How do United Ways improve communication effectiveness, increase campaign dollars, and sharpen their allocation process? By calling Perspectives Consulting Group.

Perspectives Consulting Group has the experience and expertise to help your United Way succeed. We have provided

United Ways with the information and planning that make the difference for their allocation process, communication, and campaign efforts.

Perspectives Consulting Group has worked with dozens of United Ways throughout the United States to provide solutions and answers to help focus United Way efforts for over 21 years. The

Useful Link

[Dobkin's Top 10 Direct Marketing Recommendations for a Tough Economy](#)

An investment in marketing dollars at this time is worth more now than when everyone else is also in the mail. With less competition for your donor's attention, you stand front and center.

research and information that we provide is proven to be effective by dozens of clients that we have worked with. In fact, we guarantee that the information gained from the research will exceed the cost - or your money back.

At Perspectives Consulting Group, we understand budgets are cut during tough economic times, and that market research may not be a top priority for United Ways right now. However, it is actually a crucial area to allocate your funds to, because market research will provide your United Way with the information necessary to focus your resources on what will make the greatest impact.

Our guarantee is written on every project we complete. It states:

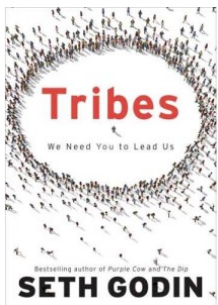
"At Perspectives Consulting Group, we guarantee our work will provide the research needed to make the greatest impact on your community and donors by discovering ways to increase campaign contributions, expand community support for allocations, and communicate more effectively to local residents and donors. Based on our experience working with United Ways, we are confident that the success you receive from the research will exceed your investment, guaranteed or your money back."

All of our research studies are customized to meet the needs of each client and their community. We will work with your board, campaign staff, and communication staff to implement the information. At Perspectives Consulting Group, we guarantee that the recommendations we provide will benefit your team, to reach your strategic goals.

For more information on how we can help your United Way succeed, contact Melissa Demetriou at (800) 724-9994.

Look at this Book: Tribes

By Gary M. Goscenski, Director of Consulting Services



Tribes is a book about leadership, specifically, author Seth Godin believes that everyone in an organization should be a leader, not just the boss. But, unlike most management self-help books on the shelves today, Godin provides no five-point plan to become a leader, no checklist of steps to take, and no detailed how-to lists and is absolutely unapologetic about it.

The book is basically a series of short essays linked together under the theme of tribes. Godin defines a tribe as a group of people connected to one another, connected to a leader, and connected

Featured Articles

[Nonprofit Campaign of the Year 2009](#)

Read about "an effective integrated campaign that raised awareness" that was commended for being "amazingly creative and [having a] high impact."

[Showcase Groups: Nonprofits Advocate with Props](#)

Read about how nonprofits across the country are using props in advocacy to increase visibility with consumers, youth advocates, and elected officials.

Words of Wisdom

"Change can either challenge or threaten us...Your beliefs pave your way to success or block you."

-Marsha Sinetar

United Way CD-ROM

to an idea. It takes only two things to turn a group into a tribe - a shared interest and a way to communicate. The leader will transform the shared interest into a passionate goal, provide tools to allow members to communicate, and leverage the tribe to allow it to grow and gain new members.

There are two types of marketing according to Godin. The first type of marketing is the act of spreading the word and reaching the unreached, which will allow new tribes to form. More important to the development of tribes is the second type of marketing, the act of tightening your organization and spreading the word within the tribe. The thesis is that if the ideas are great, the tribe will spread the ideas to the unreached.

There are several references to nonprofit organizations in the book. Discussing the top 50 charities on the *Chronicle of Philanthropy's* Top 400 Charity List, the assertion is made that the list has remained unchanged for the past 40 years because donors didn't want to take risks. These charities are "the big guys, and they are not known for being cutting edge." Godin claims people yearn for change, they relish being part of a movement, and they talk about things that are remarkable, not boring.

Tribes also takes nonprofits to task for claiming some kind of accomplishment for using the Web to generate contributions, when in actuality Godin says the Web was just a more convenient method for technologically-advanced donors to send in money that they would have sent in anyway. The big win for nonprofits is when they turn donors into patrons, activists and participants - the ones who not only give, but also do the work.

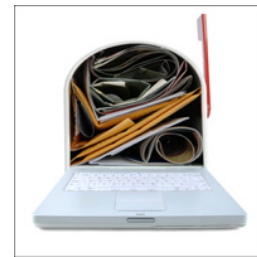
Buried deep within the book on page 108 is the secret of leadership: Do what you believe in. Paint a picture of the future. Go there. People will follow. If you want to be convinced you can be a leader, *Tribes* will inspire you, but it is up to you to figure out how to go about becoming one.

Source: Godin, Seth. *Tribes*. Penguin Books Ltd. 2008.



A resource developed specifically for United Ways.

The CD-ROM includes all of the information about Perspectives Consulting Group: who we are and what we do. Request a copy of our United Way CD-ROM by e-mailing ksylvester@perspec.com or call (800) 724-9994 to see how Perspectives Consulting Group can help your United Way.



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Perspectives Consulting Group | P.O. Box 496 | Paw Paw | MI | 49079