



United Way Newsletter

Perspectives
Consulting Group

February 2009

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The Nonprofit Survival Guide for Hard Times

Rise Up to the Challenge



The Nonprofit Survival Guide for Hard Times

Useful Link



How do you keep your United Way above water when the economy is down and donors are apprehensive? Weathering a bad economy shouldn't scare your organization, but should instead sharpen your focus and improve your efficiencies.

[Online Fundraising: A Startup Guide](#)

10 Online Fundraising Basics You Need to Know

Featured Articles

1. Don't pull back on fundraising. You won't gain anything by pulling back. Instead, push forward by becoming more focused on your efforts and by building relationships with your donors.

2. Let your donors know that those you help are in more need

than ever.

While donors may be feeling the repercussions of the economy, let it be known that the disadvantaged are feeling them even more and have even less of an opportunity to get back on their feet.

3. Find the stories that will touch the hearts of your donors.

It is important to connect your donors with the lives and stories of those they are helping, especially during these hard economic times. Get personal testimonials from your clients and make your donors feel connected.

4. Stay in touch with people who have stopped giving.

Continue to communicate with past donors so that they remember your United Way when they can afford to donate again in the future.

5. Find new donors in industries that are still thriving.

Search for businesses who are still doing well during the recession by keeping up with the news and networking with people.

6. Cut costs - sensibly

In tough times, it can be just as important to cut costs as it is to raise money. Take a look at what is working well and is essential to the mission and what isn't. Cut what is irrelevant, unfocused or inefficient.

7. Take a new look at projects you intended to raise money for.

If a project is not essential, postpone it until you have the funds for it. Instead, focus in on services that must go on whether there is a recession or not, as well as services that are a primary need right now. Asking donors for money toward scholarships or books for children in underprivileged areas may hit home during tough economic times, rather than asking them to give toward an endowment fund. Continue to keep donors engaged, while doing good for others in the process.

Source: Fritz, Joanne. "The Nonprofit Hard Times Survival Guide: Nonprofits Need to Ride Out Economic Storms." Nonprofit Charitable Orgs. About.com. <http://nonprofit.about.com/>.

Rise Up to the Challenge

[How to Write Better Fundraising Materials](#)

Read about four personality types that exist in readers' minds and how to appeal to each type.

[3 Suggestions for Raising Money in Tough Economic Times](#)

Read tips about tailoring your fundraising strategy toward your donors.

Words of Wisdom

"If you want to lift yourself up, lift up someone else."
-Booker T. Washington

"We are prone to judge success by the index of our salaries or the size of our automobiles, rather than by the quality of our service relationship to humanity."
-Dr. Martin Luther King, Jr.

What is Working in Fundraising Right Now

Here are some areas of fundraising that show promise despite the bad economic news:

- [Online Fundraising](#)
- [Online Auctions](#)
- [Mobile Fundraising](#)
- [Grant Programs](#)



Turn your focus away from the dollar amount and onto what motivates people.

While the economy may be suffering right now, people are still willing to give. Whether it is by giving what limited charity dollars they can, or by volunteering for the good of the cause, people tend to spend their time and money on local causes during tough economic times, which is good for your United Way.

It is important to keep people supportive of your cause and to make sure they feel connected to your United Way because then they are more likely to give financially when they are able to do so.

Be optimistic about your annual fundraising goals and look to companies who are still thriving, such as agricultural companies. Ask large companies to donate a fund that can match other donations dollar-for-dollar. This way, people will have an incentive to donate, knowing that their dollars will go further.

While receiving donations is imperative, it is also important to stress the need for volunteers and advocacy. Volunteers can help offset low funds by serving as "human capital." United Way of America helped find tasks at local charities for 1.1 million volunteers in 2007, a 4.7 percent increase over 2006. If people who are volunteering feel connected to your United Way, they are more likely to donate financially as well.

It is important to raise awareness about the fact that United Ways are focused on finding solutions to three major concerns right now: fighting poverty, improving Americans' health, and keeping kids in school. If people are aware of this, they are more likely to donate because they know that your United Way will use their donations to solve these problems, instead of just managing them.

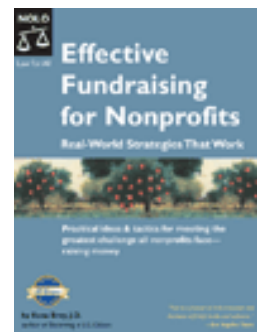
Furthermore, make sure your donors continue to have a role in your organization's efforts. People want to be a part of the positive change in your community, especially during tough economic times. Whether they are able to donate a small amount of their income or volunteer some of their time, your donors will enjoy being part of the change that is strengthening your community.

Perspectives Consulting Group, Inc. can help you market and raise awareness about your United Way as well as help with developing plans, objectives, and goals. Perspectives will help you set benchmarks for measuring outcomes and performance, and

Source: Fritz, Joanne. "What is Working in Fundraising Right Now: Where to Look for Funds During This Recession." Nonprofit Charitable Orgs. About.com.
<http://nonprofit.about.com/>.

"Effective Fundraising for Nonprofits: Real World Strategies That Work"

Turn to this book for help on fundraising tools, developing your plan, designing donor-friendly websites, raising money through business activities, etc. [Click here](#) to read the book review by Joanne Fritz.



Source: Fritz, Joanne. "Effective Fundraising for Nonprofits: Real World Strategies That Work - a Review." Nonprofit Charitable Orgs. About.com.
<http://nonprofit.about.com/>.

United Way CD-ROM

prioritize areas of concern for the organization to allocate resources effectively. If you are interested in learning more about strategic planning or any other services Perspectives Consulting Group, Inc. offers, please contact Melissa at MDemetriou@perspec.com or at (248) 524-0332.

Source: Hoye, Sue. "A Year of Modest Gains." Fundraising and Managing. The Chronicle of Philanthropy. 16 October 2008.



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A resource developed specifically for United Ways.

The CD-ROM includes all of the information about Perspectives Consulting Group, Inc.: 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, Inc. can help your United Way.

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