



# United Way E-Newsletter

Summer 2007

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## Featured Article

### ["Marketers Encourage Charities to Build Movements, Not Brands"](#)

*An article discussing the ultimate goal behind building a brand – community action.*

**Source: The Chronicle of Philanthropy**

## Did you know...?

- Based on the national survey of more than 4,000 U.S. adults, 89% of households give to charity
- The average annual contribution for contributors is \$1,620.00
- 83.9 million American adults volunteer, representing the equivalent of over 9 million full-time employees at a value of \$239 billion

*(Source: Independent Sector)*

- 50% of all volunteers originally get involved because they were asked to help...
- One survey found that volunteering was the second greatest source of individual joy, dancing being the first...

*(Source: University of Westminster)*

## Charitable Giving and Volunteering

*Important issues relating to the 2007 survey and new research being done across the nation*

Nearly 25,000 Kalamazoo County residents have time available to dedicate to charity, adding up to more than two million hours and nearly \$40 million worth of work to local nonprofits. In addition, Kalamazoo County residents have the potential to donate nearly \$3 million more in 2007 than in 2006, according to a recent study conducted by Perspectives Consulting Group, Inc.



A total of 400 Kalamazoo County residents and 600 residents in the State of Michigan were interviewed for the 2007 Charitable Giving & Volunteering Survey. The telephone survey was developed to measure each of the following areas: volunteering and charities, volunteering capacity, attracting and increasing volunteers, charitable giving, contributions, and charitable giving capacity. Advanced understanding regarding these concepts gave Perspectives the ability to quantify information and assist United Ways in deciding the most efficient direction to focus efforts. Some highlights from the Survey Report include:

1. In a state-wide survey, **42.8% of respondents have volunteered in the past twelve months**, averaging 14.6 hours per month. Just fewer than forty percent of Kalamazoo County residents volunteered in the past twelve months, **averaging 14.3 hours per month**.

2. People with time available to volunteer were primarily **middle-age and middle-income**. Kalamazoo County respondents had an average 7.1 hours a month available to volunteer, as opposed to state-wide respondents with an average of 9.6 hours a month.

3. There is potential to **focus on younger adults for increased volunteering** hours as the respondents age 18 to 24 had the highest percentage stating their volunteer

- In one charitable giving study, people were more sympathetic to a single starving child than they were to two children facing the same plight
- In another study, people were more likely to give money to someone about whom they had recently learned one personal fact, than to someone about whom they knew nothing
- A study also found that many donors were turned off by the prospect that their gifts might be spent on marketing or other overhead costs, rather than on programs

(Source: *The Chronicle of Philanthropy*)

## Useful Links

### [Marketing for Success](#)

*Discover the proven small business ideas and web marketing strategies that work to attract clients*

### [Marketing Sherpa](#)

*Practical case studies and know-how*

### [The Nonprofit Management Education Center](#)

*Learn something new: read answers to basic questions related to marketing a nonprofit organization*

### [Free Management Library](#)

*A complete integrated online library for nonprofits & for-profits*

## Featured Blog

### [Perspectives From the Pipeline](#)

*Observations on the nonprofit sector from the next generation*

hours increased in 2006.

4. On both the Kalamazoo County survey and the Michigan state-wide survey, respondents were more likely to have **donated to a religious organization within the past year** than any other type of local nonprofit organization.

5. The survey found that 10.2% of current donors and 3.8% of those not contributing said they have financial resources available that they would consider contributing to a charitable organization.

6. The **top motivator** for contributing financially was, **"being more financially stable."**

[Several recent studies](#) focused on how charities can attract attention and attract donors. Researchers found that fund-raising appeals do best when they are catered to a single image that exudes extreme emotion, using previous gift amounts to peer pressure donors into giving more, and holding some sort of athletic event as opposed to a picnic.

Many donors "prefer to spread their support among many organizations, even if it means their favorite cause receives less money or their gifts are less effective." United Ways specifically can appeal to this preference by promoting the "umbrella" support - in the same way that United Way can make a greater impact in the nonprofit world by understanding the power of variety, donors also favor having an impact on many different organizations.

Perspectives Consulting Group, Inc. has provided information that makes the difference for United Ways, and can provide the needed insight about ways to further improve volunteering and charitable giving at your organization. [Click here](#) for more information on the 2007 Charitable Giving and Volunteering Survey or to receive an electronic copy of the report.

Source:

Caroline Preston, "[New Research Sheds Light on What Works in Charitable Appeals.](#)" *The Chronicle of Philanthropy*. July 2007

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

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## Assessment for the Future, Today

*Steering you in the right direction for organizational improvement*

It has been said that those who fail to plan, plan to fail. When traveling to an unknown destination, how often would someone navigate without a roadmap or set of directions? In the same way a roadmap serves to navigate the trip to its destination, a strategic plan can serve to navigate an organization to reaching its future goals.

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Strategic planning is the process of determining the direction of the organization for the future, and creating a plan of action to accomplish these goals. Developing a strategic plan involves many decisions, from

determining the mission of the organization, to committing the resources required to succeed. A strategic plan must be a *shared* vision for the organization, not just the ideas of key leaders.

The development of a strategic plan can open up many avenues for improvement within an organization. As a disciplined effort by all in the organization, strategic planning can help guide what an organization is and will become, and provide a set of actions to shape the organization's future.

Strategic planning can be used to identify the key issues in the organization. A collective analysis of various internal and external issues of the organization can help guide the plan for the future, as well as open up the lines of communication. Strategic planning is used to define what the organization will do in the future, and motivate staff and board about the work to be done.

Before embarking on a plan for the future, it is essential to understand the present. An outside source can be beneficial to the strategic planning process by providing an unbiased view of the current situation, and a realistic view of the future.

To read more about how Perspectives has helped nonprofit organizations and United Ways develop a strategic plan, visit our [website](#).

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## To get even more....

Did you know Perspectives produces a bi-monthly e-newsletter for **nonprofit organizations** covering topics such as *fundraising, donor satisfaction, community awareness and perception, and issues facing nonprofits?* To begin receiving even more valuable information and tips, [click here](#) to subscribe to the Nonprofit E-Newsletter!



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## Didn't receive the CD-ROM?



A resource developed just for United Way organizations! All the information about Perspectives Consulting Group: who we are, and what we do. Find out about our services and past projects completed for United Ways!

To request your copy:

E-mail [info@perspec.com](mailto:info@perspec.com) or call (800) 724-9994.

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