



Perspectives
■ Consulting Group

United Way **HOLIDAY** Newsletter



December 2008

In This Issue

New Year Resolutions: Cost-Effective Ideas to Battle the Economy in 2009

Holiday Fundraising Ideas



New Year Resolutions: Cost-Effective Ideas to Battle the Economy in 2009

This year was hard to get through for many organizations, and 2009 could be just as rough. To cut costs in an economic downturn, often the first function nonprofits rid themselves of is communications. However, this is one of the worst times for the public to not know what is going on in your organization. Prepare your United Way for the New Year by making these five cost-effective resolutions to continue to communicate your name and mission out to the public:



Resolution 1- Create brand ambassadors

Turn everyone that is related to your United Way into a brand ambassador. This includes employees, volunteers, board members and clients. Develop a message that will clearly and

Useful Link

[Bookish Resolutions for 2009](#)

Top five books that every nonprofit organization should have on their shelves for the 2009 New Year

Featured Articles

[New Year, New List: Five Risk Management Resolutions for your Nonprofit](#)

Read over five risk management New Year resolutions.

concisely explain who you are, what you do, how you do it, and why they should support your United Way. Once your message is created, make sure to clearly convey the message you would like your brand ambassadors to pass along.

Resolution 2- Speak to groups in the community

Make appointments with any groups that you think would be interested in hearing about what your United Way does for the community. A few ideas include the local Chamber of Commerce, Lions and Kiwanis clubs, church congregations and school PTAs. When speaking it is important to focus your message around the positive impact that your United Way has on the community. Prepare specific and significant examples.

Resolution 3- Make friends with the local media

The media is always looking for reliable sources of community information to quote in their stories. Make your organization one of the sources that media will come to first when looking for information that is relatable to what your United Way is about. Click [here](#) to read an article with 10 tips to improve local media relations.

Resolution 4- Update your website

Make sure that your website is up-to-date and includes information that will convey the environment that your organization is currently in. Include information about how people can help, and the specific outcomes they can expect from donating and/or volunteering.

Resolution 5- Create points of entry

Invite prospective donors, community leaders, media representatives and others to your United Way so they can get a feel for your environment and get a better understanding of exactly what you do.

Start the New Year off right by establishing a common vision and focus for your United Way through Strategic Planning with Perspectives Consulting Group, Inc. Perspectives will help you develop plans, objectives, and goals for your United Way; set benchmarks for measuring outcomes and performance; and 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: *Checco, Larry. "5 Resolutions for a Tough New Year." Nonprofit Charitable Orgs. About.com.*
<http://nonprofit.about.com>.

Make Holiday Magic with Your Direct Mail

Use these direct mail tips for the holiday season and throughout the year.

Words of Wisdom

"The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor."

-Vince Lombardi

"Kites rise highest against the wind - not with it."

-Winston Churchill

Donor's Plans for this Holiday Season

- 54% of women plan to donate versus 48% of men
- 64% of people with household income of more than \$100K plan to donate online, with 9% of them donating more this holiday season
- 46% of 18-24 year olds, and 50% of 25-34 year olds plan to donate online
- 53% of 55-64 year olds plan to donate online showing that it is no longer just for the younger age groups
- 46% of the group who said their financial situation became substantially



Do you want to raise a few extra dollars to add to your campaign funds this holiday season?

Try these fun holiday fundraising

ideas:

- 1. Hold an Ornament or Holiday Craft Auction-** Ask local artists to donate their time to create Christmas ornaments and other Holiday crafts. Display the ornaments on a tree and other pieces in a creative way, and give to the highest bidders.
- 2. Replicate the North Pole-** Transform your building space, or another available space in the community into the "North Pole". Invite families in the community to bring their children to visit and take pictures with Santa for a donation to your United Way. Put the photos on a CD and sell it for an additional charge so people can e-mail the pictures to friends, or create screen savers.
- 3. Holiday Theme Bake Sale-** Hold a holiday bake sale at a busy location in your community. A good thing to sell is frozen cookie dough because it makes it easier for people to make "home-made" cookies for Santa and loved ones.
- 4. Holiday Carol-grams-** Go door to door in local neighborhoods and ask families if they would be interested in sending Christmas carol-grams to a spouse at work, grandparents, friends or neighbors for a donation to your United Way. Make sure to get the donation ahead of time in order to cover driving costs to get to requested destinations.
- 5. Auction off Holiday Services-** Along with the holiday craft and ornament auction, your United Way could auction off services people would find helpful during the holiday season. For instance, you could auction off babysitting services, gift wrapping, snow shoveling, special holiday dinners, and outdoor holiday decorating.

Sources:

Gaillard, Ted. "Make Holiday Magic with your Direct Mail." *Fundraising Forum*. Sept.-Oct. 2008. *Nonprofit World*.
<http://snpo.org>.

"Christmas Fundraising Ideas." *Love to Know*.
<http://christmas.lovetoknow.com/christmas_fundraising_ideas>

worse during the past 12 months still plan to donate online this holiday season

- Among those who plan to donate, 42% plan to give \$100 or less, 20% plan to give between \$100 and \$1,000, and 4% claimed they will give \$1,000 or more; 35% are not sure of the amount, but plan to donate
- 41% plan to give to human and social service charities
- 29% of the people who plan to give more than \$251 said the organization's website is the most helpful in deciding which organization to support
- 57% of people who said an email from the organization helped them make a decision also viewed the Website as a resource
- 15% said an email from a family member or friend would make them more likely to give

Source: "Survey: Donors Plan to Give this Holiday Season." The NonProfit Times. 27 Oct. 2008.
<http://www.nptime.com>

United Way CD-ROM

"Christmas Carol Fundraiser." Fundraiser Help.
<http://fundraiserhelp.com>.



[Join Our Mailing List!](#)

Receive our United Way Newsletters!



A resource developed specifically for United Ways. CD-ROM includes all 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 msears@perspec.com call (800) 724-9994 to see how Perspectives Consulting Group, Inc. can help your United Way.

We Want Your Feedback!

Was this newsletter helpful? Let us know what your thoughts are and what we can do to improve our newsletter. Contact msears@perspec.com.

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to msears@perspec.com by msears@perspec.com.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



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