

Fall 2005

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Featured Article

"Why Do People Give? New Evidence and Strategies for Nonprofit Managers"

American Review of Public Administration

Author: D.M. VanSlyke, A.C. Brookes

To Read More go to Sage Publications

<http://online.sagepub.com>

[click here for abstract](#)

Did you know...?

- 73% of Senior Executives believe that employees should be actively encouraged to participate in non-company sponsored volunteer events and activities...
- Companies spend an average of \$12.16 per employee to support volunteer programs...
- Senior executives tend to explain company supported volunteering by emphasizing the benefits to their community...

Reference: "Measuring Corporate Volunteerism"

For more stats; [click here](#)

Tips for Campaign

The value of knowing your donors

In the middle of your campaign? Here are some tips about donors to use in your 2005 campaign.

Our experience in conducting donor surveys for United Ways shows that:



Tip #1: Males and females view the United Way **differently**. In many cases, there are significant differences in opinion between male and female donors about their beliefs about local United Way organizations. Our advice is to try different ways of sending your message so it gets through to your entire audience effectively.

Tip #2: The amount donated does **not** mirror the amount of understanding of the United Way. Donors who give more don't necessarily know or understand more about the goals, functions and impact of the United Way they support. So, educating and increasing the awareness of **all donors** should be a top priority.

Tip #3: Some decisions regarding individual's contributions are made **before** the campaign kicks off. We have found that this is even more true for donors of larger contributions. This means that for your United Way, it is important to understand what has changed in the past months that would impact their donation decisions. Events such as natural disasters or economic changes could impact the needs of the community, and your United Way should focus on informing and reminding your donors of changing needs.

Getting to know your donors can be one of the most valuable objectives your United Way can work towards. Perspectives Consulting Group, Inc. specializes in helping United Ways to understand donors.

Motivated to Give

Useful Links

[Charity Navigator](#)

See how local United Ways and nonprofit organizations are rated

[Volunteer Match](#)

Refer your volunteers!

[Allegan County United Way](#)

Allegan County Crisis Response Services, a member of ACUW is the recipient of the 2005 Nonprofit Research Assistance Program

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Charitable donations increasing in past year



In a recent article found in *The Philanthropy Journal*, writer R. Boney reveals statistics of where and how much charitable giving has increased. The report is great news for nonprofits, since overall giving has increased

2.3%. The article states that "Religious groups captured the majority of donations...followed by educational institutions..., and health organizations." (Boney)

There was also an increase in amount of donations contributed online. Many donors are turning to online donations because of the easy-to-use nature of online donating. People are more comfortable with the idea of online giving. It is also important to know that many donors go online for information about where and what to give.

From our experience conducting donor surveys for United Ways, relatively few donors are using United Way websites; however the number is increasing yearly. Donors who are using the internet use it to research specific charitable organizations, and not necessarily United Ways.

Organization Selected

Allegan County Crisis Response Services, Inc. selected for 2005 Nonprofit Research Assistance Program

Allegan County Crisis Response Services will receive \$5,000 in market research services as the recipient of the 2005 Nonprofit Research Assistance Program offered by Perspectives Consulting Group, Inc.



Gary Goscenski, Director of Consulting Services at Perspectives Consulting Group, Inc. stated: "We received a number of applications from local nonprofit organizations, all who would benefit from the

2005 Nonprofit Research Assistance Program. We know Allegan County Crisis Response Services will benefit from the research in a way that allows them to maximize the impact of their services."

Allegan County Crisis Response Services' mission is to reduce the impact of crisis and trauma through direct service, education, information and referral within Allegan County. The organization began in 2001 and handled over 10,000 requests for assistance in 2004.

Allegan County Crisis Response Services will be working with Perspectives Consulting Group, Inc. on research to better

understand community needs, to identify gaps, and to maximize the impact of service delivery.

Perspectives Consulting Group, Inc., specialists in nonprofit market research, has been serving nonprofit organizations since 1987. Perspectives Consulting Group, Inc. has experienced first-hand how market research can enable a nonprofit organization to meet their goals, and deliver quality services to the community in the most efficient and effective manner.

In the next issue: Donor Case Study

You will be able to see how we have met the objectives of United Way organizations through market research. The Case Study will reveal the steps of the process, starting with the challenge, our solution, and the results for a local United Way.

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