

## Fall 2007

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### Featured Article

#### **"Integration Means Change for Charities"**

Corporate giving is changing the way charities break up gifts, and dictating nonprofit programs and their delivery. *Philanthropy Journal*

Author: Mary Teresa Bitti

### Featured United Way

Would you like your United Way highlighted in a future issue? Send information about your organization, accomplishments, and/or goals to [info@perspec.com](mailto:info@perspec.com) to reserve a spot!

### Did you know...?

- That 40 percent of people who support non-profit organizations report that they consult online sources for charity information before making donations.
- Six out of 10 supporters who said

## Building Relationships: How to Connect with Donors



Many nonprofit organizations have a long list of donors who support the organization, but a lot of those donors are not returning donors. Unfortunately, the majority of people who give to a nonprofit organization never go on to become loyal donors. The reason: a good relationship was not formed. Establishing relationships with past and future donors is one of the major components to success in nonprofit organizations.

"Planned Giving is Planning Relationships" by Michael Easterbrook, explains the importance of developing relationships with potential donors. A relationship begins to form after a prospective donor expresses interest in the organization, responds to a direct mail campaign, or attends an event hosted by the organization.

"The goal at the start of these relationships rarely is to ask for a gift, but rather to learn as much as possible about the prospect, including: what interests they have, what they've done in their lives, and whether or not they have children," said Easterbrook.

By connecting with a donor on a personal basis, donors are more likely to continue a relationship with an organization.

### **Tips to establish a long-lasting relationship with donors:**

1. Get to know your donors and connect at a personal level.
2. Ask donors what they want from the relationship.
3. Update donors with information about what the organization is doing. Donors like to see what their donation contributed towards and what progress has been made towards that goal.
4. Acknowledge donors immediately when they have made a donation and thank them on a personal level.
5. Use direct mail campaigns wisely. Be careful how you ask donors for money, as well as the frequency of those requests.
6. Regularly monitor what donors think.

they conducted online research on charities said they went to the organizations websites to get the information.

- Donors who give the most to charities spend more time on the Internet than they do watching television.

## Useful Links

### [Better Prospecting: GuideStar Premium](#)

Search millions of nonprofits, easy to use search tools, and get the financial and contact information.

### [Marketplace Training](#)

Sign up for proposal writing and budget courses through the Foundation Center Organization. Classes are available nationwide.

### [Measure your Nonprofit's Success](#)

Measure the impact of your organizations social strategies.

## Featured Blogs

### [Nonprofits Must Embrace, Share Online Civic Space](#)

Tips and ideas for nonprofits about tapping into the online social network.

### [United Ways Unite on Marketing](#)

United Ways of North Carolina have teamed up their marketing efforts for their annual fundraising drives.

## Featured Quote

"The measure of success is not whether you have a tough problem to deal with, but whether it is the same problem you had last year."

-John Foster Dulles

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As mentioned above, it is important to understand the type of relationship a donor expects from an organization, why they currently donate, and what expectations they have for that organization. Perspectives Consulting Group, Inc. has worked with United Ways to understand and gather information about donors and what they would like from a charity to continue a relationship. For more information, visit our website at [www.perspec.com](http://www.perspec.com).

Sources: Hall, Holly, "The Vanishing Door." *The Chronicle of Philanthropy*. Nov. 2006.

Easterbrook, Michael, "Planned Giving is Planning Relationships." *Philanthropy Journal*. March 2007.

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## United Ways Raise the Bar in Fundraising



United Ways raised more than \$4-billion in 2006, a 2.7 percent increase from 2005. A majority of United Ways across the nation were able to raise more money

than the previous year.

"I am pleased with the numbers, but I would like to see the charity's future growth in the four to six percent range," said Brian A. Gallagher, president of United Way of America in Alexandria Va.

The amount of donations given to United Ways has increased consecutively over the past two years. Sixty percent of the 1,294 United Ways nationwide increased their donations, compared to 54 percent the previous year.

For the seventh year in a row, United Way of King County in Seattle tops the list for the most money raised. They were responsible for more than \$123.5-million of the 4-billion raised – an increase of 25.3 percent from 2005. Trailing behind were United Way of Metropolitan Atlanta, with \$104-million raised, and Greater Twin Cities United Way, in Minneapolis, with donations totaling \$88.8-million.

Perspectives Consulting Group, Inc. has provided information and planning that makes a difference for United Ways, and can provide the needed insight to further improve charitable giving at your organization. For more information visit our website at [www.perspec.com](http://www.perspec.com).

Source: Hoye, Sue, "United Ways Raised More Than \$4-Billion Last Year." *The Chronicle of Philanthropy*. Oct. 2007

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## Launching a Planned Giving Program



If you are a nonprofit new to planned giving, you should have a good understanding of the three 'P's of planned giving—people, partners, and persistence. Tom Norwood of Capstone Advancement Partners discusses the how these three 'P's play into affect while launching a planned giving program.

Norwood stresses that nonprofits who plan on developing a planned giving program should focus on demographics, free or economical partnership opportunities, and be ready to make a long-term commitment.

It is important to understand why people make planned gifts. Birthdays, personal interests and donation histories is good information to start collecting. Research shows that people start thinking of making a planned gift in the last five years of their lives. Pay attention to donors moving into their prime annual-giving years and stay in touch with them throughout those years.

Planned giving can involve complicated tax and legal issues; therefore, investing in a partnership that will do the bulk of the legal and administrative work on an outsourced basis might be a good idea. A partnership through a community foundation that sets up funds for nonprofits to get started in planned giving could be helpful. Banks are also becoming more interested in philanthropic services.

Lastly, persistence is crucial. Investing in planned-giving programs is long term. Do not expect to see results immediately, but the pay off is well worth it. Think about it long and hard before you implement such a program. To see the best results, your organization has to be in it for the long haul.

Perspectives Consulting Group has done work with United Ways and other nonprofits to help them develop strategic plans. For more information visit our [website](#).

Source: Norwood, Tom "The Three 'P's of Planned Giving." *Philanthropy Journal*. March 2007.

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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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