



# E-Newsletter for United Ways



July 2008

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## Fourth Year Perspectives Will Offer Nonprofit Assistance

By Michelle Sears, Director of Client Relations



Because of the success of the Nonprofit Research Assistance Program in 2005, 2006, and 2007 Perspectives Consulting Group, Inc. will once again donate \$5,000 in market research services to a West Michigan nonprofit organization. In addition to the West Michigan grant, we will also offer a second grant available for nonprofits on the East side of the state. This program, in its fourth year, will provide \$5,000 of custom-designed market research assistance to a both a Southwest Michigan nonprofit organization and an East Michigan nonprofit organization that would otherwise be unable to afford market research services.

Through the 2008 Nonprofit Research Assistance Program, the selected nonprofit organizations will receive \$5,000 each in research services which they could use to evaluate community awareness and perception, strengthen donor support, understand client needs, or facilitate increased partner support. The 2008 Nonprofit Research Assistance Program is open to nonprofit organizations that serve Southwest or East Michigan, have been unable to conduct research due to limited resources or lack of expertise, and have a total revenue of less than \$500,000 or if government or grant funded, have unrestricted funds of less than ten percent of their total operating budget. One nonprofit organization will be selected from each area based on how market research would benefit the organization, and the impact market research would have on the future success of the organization.

Perspectives Consulting Group, Inc., specialists in nonprofit market research, recognizes that limited funding and resources make it difficult for many Michigan nonprofit organizations to afford beneficial market research services. Serving nonprofit organizations since 1987, based in Paw Paw with a second office in

## Useful Links

[Download an Application to the 2008 NRAP Program](#)

[Read About Last's Year's NRAP Recipient](#)

Generous Hands was the recipient of Perspectives Consulting Group's 2007 Nonprofit Research Program grant

[United Way Resource Library](#)

Visit our website and browse through links designed to help United Ways

[More On Us](#)

## Featured Article

["Mistakes Nonprofits Can't Afford To Make"](#)

Five common marketing mistakes are discussed and ways to avoid them with a little thought from the board and staff members.

By Stacy Jones

Troy, 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.

Any nonprofit organization that meets the requirements may obtain an application online or request an application by calling Perspectives Consulting Group, Inc. at (269) 657-5400. Applications are due no later than August 15, 2008 for Southwest Michigan nonprofits and August 29, 2008 for East Michigan nonprofits.

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## Kick Off Your United Way Campaign the Right Way: Engage Your Board Members

By Michelle Sears, Director of Client Relations

As your United Way kicks off its annual campaign shortly, if it hasn't already, make sure to zero in on one of the most important aspects of your campaign: your board members. Motivating board members can help make the most of your fundraising resources without any additional cost to your organization. Get board members excited about your United Way organization and the work you do, create an exciting environment, and focus on the goals set forth by your campaign this year.



Gail Perry, founder of Gail Perry Associates, offers several tips to make the most of your 2008 United Way campaigns through motivating board members. One of the main points in Perry's article, "[The Fired-Up Fundraising Board.](#)" is to focus on engaging board members in your fundraising campaigns. Here are a few helpful hints to get board members excited about this year's United Way campaign:

- Give board members a great experience
- Give board members substantive work
- Emphasize specific outcomes and results
- Create meaningful board meetings
- Energize meetings with mission moments
- Invite board members to share their personal stories
- Create a sense of community and collegiality
- Name tags are absolutely essential
- Help your board members enjoy themselves

A lot of time United Way's focus on community perceptions and ideas that are essential to helping your organization achieve your goals and deliver the quality of service the community expects from you. This year consider equally focusing on motivating your board members to get out in the community and spread the message about the great things United Way does. By reconnecting them with the reason they became a board member in the first place, you can add dollars to your fundraising campaign this year.

As market researchers, Perspectives Consulting Group, Inc. has conducted surveys for planning purposes, communication and awareness assessments, to measure the effectiveness of past and future efforts in brand strategy studies, baseline surveys, and to collect demographic information for a variety of United Ways. At the close of this year's campaign, we will be happy to discuss the research opportunities available to make next year's campaign even more successful. We wish you all the best of luck throughout the campaign process and hope your United Way reaches its campaign goal. Please call us at (800) 724-9994 if your United Way is

## Did You Know?

- 15 percent of nonprofit executives predict a positive impact of the economy on fundraising six months from now
- But, 62.7 percent of nonprofit executives said its impact will remain negative
- About two-thirds of nonprofits surveyed held between one and five special events during the past year
- Only 15.4 percent of nonprofits held no events in the past year
- 74.3 percent of nonprofits indicated that their most recent event was very effective or slightly effective in promoting the mission of their organization
- While 89.4 percent said the event was very or slightly effective in raising philanthropic dollars

Source: "[Economy Depressing Fundraising Attitudes.](#)" *The Nonprofit Times*. July 2008.



- 75 percent of

facing a situation where market research services would help you to make campaign decisions, or visit our website at [www.perspec.com](http://www.perspec.com) for additional information on our services.

## We want your Feedback!

Was this newsletter helpful? Let us know what we can do to improve. Contact [info@perspec.com](mailto:info@perspec.com).

### United Way CD-ROM



A resource developed especially 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

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

charitable giving is made by individuals

- That is six times as much as all foundations combined
- 30.6 percent of total estimated giving from households is donated to the poor to help them meet their basic needs

Source: "[The Biggest Giver: Individuals.](#)" *The Give Well Blog*, June 2008.

### 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!

### Featured Blog

[How Should Charities Use Social Networks?](#)



Posted July 24, 2008

"We all have dreams. But in order to make dreams come into reality, it takes an awful lot of determination, dedication, self-discipline, and effort. "

-Jesse Owens

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