



# E-Newsletter for United Ways



May 2008

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## Active Community Investors- Valuable Resources to Your United Way

By Michelle Sears, Director of Client Relations



Raising money in a sluggish economy can be challenging. While changing the present economic state is out of your hands, understanding your donors and making the most of your charitable donations is not. One important donation resource to understand is your Active Community Investors. Do you know who your Active Community Investors are?

Active Community Investors are community members who have a household income large enough to donate to charity, are actively involved in the community through volunteering, and who currently invest \$500 or more annually to a local nonprofit organization. Our studies allow you to identify areas you would like to improve and can also provide valuable information for understanding future donation plans for United Way.

Your United Way can increase donations, attract, and target new donors through an Active Community Investor survey from Perspectives Consulting Group, Inc. The active community investor survey will:

- Increase donations to your United Way by understanding the level of awareness of your United Way mission
- Attract new donors by learning why current donors contribute to your United Way and why some Active Community Investors are not currently contributing to your United Way
- Increase donor loyalty to your United Way by evaluating the importance of community issues addressed by your United Way
- Enhance your donor's experience with your United Way by measuring Active Community Investor's satisfaction with the recent campaign

## Featured Article

["It's Vounteers and Money"](#)

Addresses the need for sufficient money to assure success for volunteers.

By Susan J. Ellis

## Useful Links

[Giving and Volunteer 2007 Report](#)

Snapshot of the results of the 2007 Giving and Volunteering survey in Michigan

[Charity Channel](#)

Connecting nonprofit professionals worldwide

[National Council of Nonprofit Organizations](#)

Helps small and midsize nonprofits: manage and lead more effectively; collaborate and exchange solutions; engage in critical policy issues affecting the sector; and achieve greater impact in their communities.

[More On Us](#)

## Did You Know?

- Increase the dollar amount of donations from past donors to your United Way through discovering their donation plans for your United Way and other charities
- Target new donors by using basic demographic information about your current United Way donors and potential donors
- Expand knowledge of your United Way among Active Community Investors by learning where and how donors get information about your United Way

If your United Way needs to increase donations and the dollar amount of repeat donations, the Active Community Investor survey is the most effective and efficient method your United Way can use to move forward with continuing success. United Ways that make an effort to reach out to potential donors are rewarded with return on investment that benefits their United Way for many years to come.

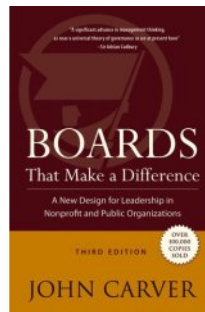
Perspectives Consulting Group, Inc. has developed the Active Community Investor Study to meet the special needs of United Ways. We have worked with United Ways across the United States conducting donor research, and understand the challenges facing United Ways. We integrate our efforts with United Way programs such as the community impact agenda, branding initiative, and outcome measurement.

If you have any questions about Active Community Investor Surveys, or would like more information about the services we provide for United Ways, please contact Michelle Sears via email at [msears@perspec.com](mailto:msears@perspec.com), or phone (800) PCG-9994. Feel free to visit our [website!](#)

## Look at this Book!

### Boards that Make a Difference John Carver, Jossey-Bass Inc.

**By Gary M. Goscenski, Director of Consulting Services**



[Boards that Make a Difference](#) was first printed in 1990, but the intervening 18 years have not diminished any of its relevance or importance as a seminal work in addressing deficiencies in governance.

There are two basic concepts outlined in the book. The first explores the essential role of the board. According to Carver, a board only has three critical responsibilities: linkage with ownership, development of explicit governing policies, and assurance of executive performance. All of the other things that board members do are not their responsibility. For example, Carver says boards should not have committees that do specific work; the board should only work as a whole, and speak as one. He advocates the elimination of all of the traditional board committees like finance, personnel, and executive committees.

The second concept is the use of policies to guide the actions of the organization. There are four categories of policies a board should create: ends - or rather, what will the organization accomplish, executive performance - how will the executive be evaluated, a board-executive relationship which outlines how the board and executive will interact, and executive limitation policies which give the executive guidelines as to how to achieve the ends they

• Women make 84 percent of all philanthropic decisions and 80 percent of all major consumer-buying decisions

• Donations by women are two-and-one-half times greater to organizations at which they contribute their time and talent

• Women's philanthropy has increased by more than \$15 billion annually since 1996

Source: "[Women are in the Donation Driver's Seat.](#)" *The Nonprofit Times*, April 2008.



• Nonprofits studied sent an average of slightly more than four emails per subscriber per month during both 2006 and 2007

• The total amount raised online increased by 19 percent from 2006 to 2007

• The average advocacy email response rate in 2007 was 7.5 percent

Source: "[Email Donor Lists Growing, Open Rates Dropping.](#)" *The Nonprofit Times*, April 2008.

**Featured United Way**

want to be accomplished.

These policies are the core of the policy governance theory as promoted by Carver. [Boards that Make a Difference](#) clearly outlines each of these areas with examples and clear reasoning to explain the purpose of each one. The book discusses why each policy is important and recommends a process for developing policies within your organization. Carver goes as far as to explore how policy governance can be modified to address the specific needs of schools, governments, nonprofit organizations, etc.

Carver is one of the leading authors and speakers about policy governance and offers training on policy governance. If reading [Boards that Make a Difference](#) excites you about the potential for policy governance in your organization, you may want to attend one of Carver's training sessions. Having personally attended his training in Atlanta several years ago, I fully recommend his sessions as a good next step after reading [Boards that Make a Difference](#).

If your board is not working the way you think it should, or if it is not working at all, revisit this classic book and make a difference today.

## 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).

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

[Leadership for the Future Seen Lacking](#)

Posted May 15, 2008

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"Think left and think right and think low and think high. Oh, the thinks you can think up if only you try!"

-Theodor Geisel

### 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.

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