



**Perspectives**  
■ Consulting Group

## United Way Newsletter

November 2008

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### Increase Publicity With Stronger Media Relationships



Increasing the amount of publicity your United Way gets in the community will have a significant impact on the amount of donations you receive. Community members who don't know much, or anything, about your United Way, will probably not be donating to your organization. The more the community knows about what your organization does, and the impact the allocated funds have on the community's well-being, the more charitable gifts you can expect to receive.

A great way to improve publicity is through strengthening local media relations. About.com offers **10 tips** on how nonprofit

### Useful Link

[About.com: Nonprofit Charitable Orgs](#)

Everything you would want to know about the nonprofit world. Check out Joanne's Nonprofits Blog!

### Featured Articles

[The NonProfit Times Article: With Obama's Election, Nonprofits Aim for a Seat at the Table](#)

Read about the impact the new president is expected to have on the future of the

organizations can create stronger ties with local media:

**1. Get to know the media that are most likely to cover you:** Broaden your knowledge of local media outlets. Subscribe to the local newspapers and magazines, join any organizations where you can meet news reporters and editors, and be sure to watch the local news programs.

**2. Learn the names of the reporters who cover the beats most significant to you:** If you know who is covering the section of the newspaper, or magazine that you would like to get your information into, then you can send them the information directly. Newspaper reporters for the society section will be interested in a special event your United Way is hosting, the calendar page reporter will want to know what date you have an event taking place, and many newspapers have lists with volunteer opportunities to which you could submit your opportunities to.

**3. Get to know reporters personally:** Once you find out who the reporters are, you should try to form a relationship with them. Start by arranging a short meeting at their workplace to introduce yourself. You should personally deliver information and look for other opportunities to meet in hopes to maintain a more personal relationship.

**4. Send copies of your publications to reporters:** Personally deliver a copy of a recent publication with an attached business card instead of sending it out with your mass mailing. This will allow you to attach a personalized note indicating which part of the publication might spark the most interest among the reporter. Also send invitations to your United Way's upcoming events to keep your organization fresh in the reporter's mind.

**5. Keep up with the personnel changes:** Media turnover is usually relatively rapid. It would be a good idea to keep an up-to-date media contact list.

Click [here](#) to read the remaining 5 tips.

Perspectives Consulting Group, Inc. can increase your United Way's publicity by helping implement research based ideas through customized surveys and strategic planning. If you are interested in learning more about our services, please visit [www.perspec.com](http://www.perspec.com), or contact Melissa Demetriou at (248) 524-0332, or at [MDemetriou@perspec.com](mailto:MDemetriou@perspec.com).

*Source: Fritz, Joanne. "Top 10 Tips for Local Media Relations." Nonprofit Charitable Orgs. About.com. <<http://nonprofit.about.com/>>.*

nonprofit world.

### Recruiting Volunteers: Three Approaches

See which recruiting method would work best for your United Way.

### Words of Wisdom

"Service to a just cause rewards the worker with more real happiness and satisfaction than any other venture of life."

*-Carrie Chapman Catt*

"Watch your pennies and your dollars will take care of themselves."

*-Anonymous*

### Volunteering Facts



- 26.7% of adults volunteered through an organization in 2006. This figure is down slightly from 2003-2005, when volunteer rates remained steady at 28.8%.
- Total hours volunteered have declined in each of the last two years (2005 and 2006).
- About 6.5% of the population volunteered on an average day in 2006,

## Money Saving Tips: Increase Revenue By Cutting Costs

*The Society for Nonprofit Organizations provides 25 suggestions on how nonprofit organizations can increase revenue by cutting costs. Here are the top 10 suggestions:*



1. **Review Insurance:** Review what you pay for insurance at least every three years. Get new bids, and look into other options that could save you money in the long run.
2. **Reduce Paper Weight:** The price of paper can cost up to 30% of a total printing job. Look into inexpensive paper and using a lower-weight paper to reduce postage costs.
3. **Use Board of Directors to the Fullest:** Make sure they are trying to raise money, as well as save it. Remind them to use their contacts to find people that could donate money, volunteer time, or find campaign sponsorships.
4. **Contact Local Businesses:** Ask if you can include information about campaigns and events in their mailings.
5. **Simplify Fax Sheets:** Cut down on graphics to lessen transmission time. Also, send out long-distance faxes after 6 p.m. or on weekends, when fax rates are much lower.
6. **Create an Organizational "Wish List":** This will encourage in-kind donations from companies.
7. **Hire High School Students:** Look into offering co-ops to students for short-term project help in exchange for school credit.
8. **Read Newspapers for Company Information:** Target prospects that may be interested in corporate philanthropy. Look for businesses that are about to move and may be able to donate office equipment; or a company that may be getting bad press and may want to improve community perceptions by partnering with or donating to the United Way.
9. **Look into Fax-On-Demand:** This service can save time and money by employees not having to take time out of their day to answer a request for more information. Fax-on-demand will send requested information instantly without interrupting employees.
10. **Ask Employees to Answer These Questions:**

which is no more than 15 million volunteers per day.

- The average person who volunteered spent 2.31 hours volunteering on the days they participated.
- In 2006, about 12.9 billion hours were volunteered.
- Measured as the average amount of time across all volunteers, the largest single use of volunteers is for administration and support. This is 20.6% of all volunteers. (This includes fundraising, computer use, phone calls, writing, editing, and reading.)

*Source: Amy Blackwood; Kennard T. Wing; and Thomas H. Pollak. "The Nonprofit Sector in Brief." National Center for Charitable Statistics.*

### Featured United Way

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

### United Way CD-ROM



A resource developed specifically for

- "What could we do to reduce costs?"
- "What one thing should we cease doing?"

To read the remaining 15 suggestions, click [here](#) to read the whole article.

*Source: "25 Ways to Cut Costs." Mar.-Apr. 2008 Society for Nonprofit Institutions.*

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 [ksmith@perspec.com](mailto:ksmith@perspec.com) or call (800) 724-9994 to see how Perspectives Consulting Group, Inc. can help your United Way.



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