



United Way E-Newsletter

Winter 2007

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Featured Article

["The Power of Brands"](#)

A feature from "Stanford Social Innovation Review" discussing the importance of developing a strong brand in increasing donor support.

To read more, go to:

[Stanford Social Innovation Review](#)

Did you know...?

- 71% of donors prefer to receive no recognition at all...
- 93% of donors are more likely to give again to charities that provide prompt acknowledgement of gifts, confirmation that gifts have been used as intended, and measurable results on a previous gift before making another request...

Reference: "Cultivating Donor Loyalty"
To read more: [click here](#)

Useful Links

[Nuts & Bolts Publishing](#)

Free articles for improving nonprofits on various levels including: board relations,

Standing Out From the Crowd

Creating a unique image

The United States has more than 1.5 million nonprofits, up from 1.1 million in 1994, an increase of 27%. Nonprofits must now struggle to maintain the loyalty of its donors, and it has never been more important to stand out from the crowd.



In a recent article, "The Power of Brands," Adrian Sargeant and John B. Ford discuss the importance of establishing a brand that donors can use to discriminate one charity from the next. "To be blunt, nonprofits are perceived as a bland, homogenous mass of well-meaning but similar organizations. This perception matters because individuals are motivated to offer higher levels of support and exhibit higher levels of loyalty to brands that are seen as differentiated."

The values of caring, supportive and sympathetic are seen as values that all nonprofits share. "Donors will inevitably, and quite rightly, challenge the need for the existence of any organization that is not distinctive." So how can nonprofits stand out from the crowd?

Tip 1 – Establish what makes your organization different from the rest

All nonprofits may be caring, supportive, and sympathetic, but no two organizations are identical. The first step to creating your own brand is finding what makes your organization unique.

Tip 2 – Use this new brand to create marketing materials

Marketing the qualities that make each organization unique gives the donors ample choice of which organizations they should support based upon their values and their mission, all of which should be communicated with your brand.

Tip 3 – Evaluate the perceptions of your donors

Before establishing a brand, research how your donors see your organization and what they would like to see.

committees, media relations, and leadership

[Innovation Network](#)

Planning and evaluation tools for nonprofit organizations

[BoardSource](#)

A great resource for improving and strengthening the board of directors

[Free Management Library](#)

"A complete integrated online library for nonprofits & for profits"

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Tip 4 – Know which values your organization shared with others

In setting your organization apart from others, be sure not to lose the essence of being a nonprofit. Instead of being different from the "caring, supportive, and sympathetic" nonprofit, brand yourself as that and so much more.

After establishing your own brand, it is important to remain dedicated to those ideas and values. The brand should be consistent with the vision, mission, and marketing plan of the organization, as well as the needs of the donors who support your organization. Through the development and implementation of a distinctive brand personality, organizations can raise awareness and continue loyalty from its donors.

Perspectives Consulting Group, Inc. has worked with United Way organizations to gain information and an understanding of donor perceptions and issues. For more information, visit our website at www.perspec.com.

*Was this article helpful? How can we improve?
Click here to send feedback to kshoop@perspec.com*

Turning the Focus Back to Donors

Developing a donor relations program

A survey of people who stopped giving to charities conducted by Cygnus Applied Research in 2004 showed that nearly half of donors who stopped giving stopped because of not receiving meaningful information. Forty-one percent of people in the same survey said that excessive solicitation lead them to deciding not to give.

To maintain loyalty of donors, it is important to not only focus on donor loyalty and donor relations, but also to care about the donors' desires and not just their donations.

Rather than sending out multiple requests for money throughout the year, perhaps try sending a mailing on the anniversary of the donor's last donation. As most donors give once a year regardless of the amount of requests they receive, this personalized request ensures a continual donation.

Finally, be sure to thank donors for their gift in both a personalized and timely fashion. Recent donor surveys have shown that donors would like more information about how their donations have been used. Thanking a donor by letting them know how their gift has been used can combine two desires donors have, ensuring a continuing contribution.

Our recent research for United Ways shows that one of the biggest challenges is communication of the United Way

message with donors. Nearly one-third of donors at one United Way said communication from the United Way did not meet their expectations.

Visit our [website](#) to see more about Perspectives Consulting Group, Inc. and our experience with United Way organizations – check out more information on a [donor experience project](#).

[To read more, click here for the article “Cultivating Donor Loyalty.”](#)

Announcement of NEW website!

We are pleased to announce that a new Perspectives Consulting Group, Inc. website is now available at [**www.perspec.com!**](http://www.perspec.com)

The redesigned site includes even **more resources** and **improved navigation**.

The website now includes a section for links that are useful to the general public, as well as links specific to United Ways. The website also includes “How to select a consultant,” a resource for

organizations that are looking to hire a consultant that will fit their research needs. E-newsletters for United Ways are now included on the site, where viewers have the opportunity to subscribe to future newsletters or view past newsletters. Over the next few months, we will continue to introduce **new features** and **improved navigation** on our new website. Your comments and suggestions for strengthening our communications are encouraged and welcome!



Feel free to send website comments to:
[**info@perspec.com**](mailto:info@perspec.com)

Didn't receive the CD-ROM?



A resource developed just for United Way organizations! All the information about Perspectives Consulting Group: who we are, and what we do. Find out about our services and past projects completed for United Ways!

To request your copy:

E-mail info@perspec.com or call (800) 724-9994.