



Perspectives
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United Way Newsletter

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In This Issue

Every Season is the Season of Giving

Every Season is the Season of Giving

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It is easy for United Ways to think of campaign time as the season of giving. However, for donors the season of giving is year-round and not just when their local United Way is holding their workplace campaign.

Useful Link

Giving Season:
[Nonprofit Wish Lists](#)

Ask local newspapers/ publications to run a section about what nonprofits are in need of this season. Your United Way's needs could include items that your organization needs, items that people in your community are in need of, or the number of

Many United Way donors give to a variety of charitable organizations other than United Way. Donors support religious organizations, social service organizations, health organizations, and educational institutions among others. Their support of these organizations ranges from supporting their church or place of worship on a regular basis, perhaps weekly or monthly, to once-a-year contributions to other organizations throughout the year.

Donors are making decisions about their charitable giving throughout the year, not just during campaign time when United Way comes asking for support. Repeat givers to United Way are likely to know they will be supporting United Way before campaign. Despite frequent requests for support from other charitable organizations, repeat donors have made the decision to support United Way long before the campaign starts.

What surprises many United Ways is the number of donors who have also decided the amount of their contribution before the campaign starts. Our recent surveys of United Way donors have found one-third to forty percent of United Way donors say they make their decision about the amount of their contribution to United Way before the campaign.

This fact alone makes year-round communication to donors a necessity. If your only communication with donors is during campaign, then there are up to forty percent of your donors who are making a decision about the amount of their United Way contribution without being fully informed. In this day and age of information flowing endlessly through 24-hour news cycles, United Ways need to be providing information to donors on a regular basis. And the information donors are looking for is "What is the impact of my contribution?"

We have noted that more than half of the United Way donors we survey expect information from United Way at least twice a year. This desire for information is in addition to being thanked or acknowledged for their contribution. I frequently hear United Ways say they communicate with donors more than twice a year, especially those who produce an e-mail newsletter for donors. But, they are counting the number of times they produce e-mail newsletters, not the number of times donors see, hear, or read the information.

There is not one method of communication that will reach all donors year-round. It is essential to use multiple forms of communication. In many cases you can re-purpose your information into several forms. For example, you can send your annual report to donors by e-mail, post your annual report on your Web site, mail donors a printed copy of the annual report, distribute your annual report on a CD-ROM, leave printed copies of your annual report at the library and government offices,

volunteers you need for specific days/times.

People enjoy giving their time and resources around the holidays - let your community know what your United Way is in need of this holiday season!

Promote Your United Way

Raise awareness about your United Way and encourage people to give locally by creating a Facebook ad [here](#).

You can tailor your Facebook ad toward specific target markets including age and location.

Make your ad noticeable and catchy to attract potential donors back to your Web site.

Words of Wisdom

"Giving frees us from the familiar territory of our own needs by opening our mind to the unexplained worlds occupied by the needs of others."

- *Barbara Bush*

"No person was ever honored for what he received. He was honored for what he gave."

- *Calvin Coolidge*

distribute annual reports at community meetings such as Rotary, and insert your annual report in your newspaper. The likelihood of a donor seeing your annual report increases dramatically when you use multiple forms of communication.

Maximize contributions to your United Way by:

- Communicating impact year-round
- Using multiple forms of communication
- Communicating with donors at least twice a year

Make every season a season for giving to your United Way by giving donors the information they need year-round.

For information on how Perspectives Consulting Group, Inc. can help your United Way succeed, call 1-800-724-9994 or visit our Web site at www.perspec.com.

About Perspectives Consulting Group, Inc.

We are dedicated to our mission of providing information and planning that make the difference for United Ways. We use market research techniques including telephone and mail surveys, interviews, and focus groups to obtain the necessary information to make effective decisions to plan for the future. We would be pleased to share our experiences working with other United Ways and discuss how we can help your United Way make informed decisions and plan for continued success.

Sincerely,



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United Way CD-ROM



A resource developed specifically for United Ways.

The CD-ROM includes all of the information about Perspectives Consulting Group: who we are and what we do. Request a copy of our United Way CD-ROM by e-mailing

info@perspec.com or call (800) 724-9994 to see how Perspectives Consulting Group can help your United Way.



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