

Late fall 2001

Don't push the panic button over 9/11. In the immediate aftermath of the terrorist attacks, donations to non disaster-related causes fell. But 59% of Americans say they plan to give as much as they would have before September 11.

Americans have given more than \$1 billion to causes related to the terrorist attacks. But most donors say they consider those gifts as an addition to — not a replacement for — their normal charitable donations.

Wealthier donors were especially committed to continued giving: 73% of those with household incomes over \$60,000 said they would donate at pre-September 11 levels. That compares to about 43% of those with household incomes of less than \$30,000.

More good news: 30% of large donors (those giving more than \$5,000) say they will increase their giving to non-September 11 causes.

Donors who say they plan to give less say the slower economy — not the terrorist attacks — are the biggest reason.

For more information, see "A Survey of Charitable Giving After September 11, 2001," available online at

www.independentsector.org, or by writing to Chandra Ijames, Executive Assistant, Independent Sector, 1200 18th St., N.W., Suite 200, Washington, DC 20036; 202-467-6100.

A FUND RAISER'S NEWSY LETTER

A periodic bulletin featuring fund-raising, management, and board information.

Visit the Newsletter on the World Wide Web! The address:

<http://www.jointogether.org/sal/resources/funding/news>

The Newsletter is also available online at

<http://www.lib.msu.edu/Harris23/grants/newsy.htm>

[Source: "Most Americans Plan No Decreases in Their 2001 Donations, Poll Finds," Stephen G. Greene, *The Chronicle of Philanthropy*, November 1, 2001. P.O. Box 1989, Marion, OH 43305; 800-728-2819.]

Work with employers to solicit donations in the workplace.

47% of employees say it's important for companies to offer payroll deduction as a way to contribute to charity. And 39%

of people who give to September 11-related causes did so at work.

By comparison, 32% of September 11 donors responded to appeals from religious groups, while 23% gave when asked in person. Less effective solicitation methods: radio ads (14%), TV ads (13%), telethons (9%), online appeals (8%), and direct mail (7%).

For more information, see "A Survey of Charitable Giving After September 11, 2001," available online at www.independentsector.org, or by writing to Chandra Ijames, Executive Assistant, Independent Sector, 1200 18th St., N.W., Suite 200, Washington, DC 20036; 202-467-6100.

Also, see the survey on workplace giving by Earth Share, 3400 International Drive, Suite 2K, Washington, DC 20008; 202-537-7100.

[Source: "Most Americans Plan No Decreases in Their 2001 Donations, Poll Finds," Stephen G. Greene, *The Chronicle of Philanthropy*, November 1, 2001; and "Workers Value Workplace Deductions," *The Chronicle of Philanthropy*, September 20, 2001. P.O. Box 1989, Marion, OH 43305; 800-728-2819.]

Are you tapping volunteers for donations, too? 42% of Americans give both time and money to charity.

And volunteers give more than twice as non-volunteers: \$2,295 annually per household, compared to \$1,009 by non-volunteers.

Religious people also tend to be more generous: Households with family members who attend religious services gave an average of \$2,151 annually, compared to \$964 by those who don't regularly

...FROM JOYAUX ASSOCIATES.

Published by Simone P. Joyaux, ACFRE

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attend services.

Looking for volunteers? Women are slightly more likely than men to volunteer. In either case, however, you need to ask: 63% of people said 'yes' when asked to volunteer; only 25% volunteer without being asked.

44% of American adults volunteered last year.

For more information, see the "Giving and Volunteering in the United States 2001: Key Findings" survey by Independent Sector, available online at www.independentsector.org. [Source: Independent Sector press release, Nov. 4, 2001.]

Seeking contributions online? Learn the makeup, habits of your audience. Internet users — once overwhelmingly white, young, male, and wealthy — now look more like the rest of America.

More women (51%) are online than men (49%). Average household income for Internet users has fallen from \$62,700 in 1996 to \$49,800 in 2001 — much closer to the national average. And 24% of Internet users in 2001 are over age 50 — up from 12% in 1996.

Worldwide, there are an estimated 113.7 million active Internet users. Web surfers go online about once a day, and spend an average of 16.5 hours a month online.

The average Internet user visit 21 sites monthly, and spends less than one minute on each of the 1,109 web pages viewed each month.

For more information on

Internet demographics, see http://cyberatlas.internet.com/big_picture/demographics/article/0,,5901_800201,00.html#table2

For more information on average Internet usage, see http://cyberatlas.internet.com/big_picture/traffic_patterns/article/0,,5931_801031,00.html [Source: "Online Consumers Now the Average Consumer," Michael Pastore, *Internet.com*; and "June 2001 Internet Usage Stats," Michael Pastore, *Internet.com*.]

Highlight tax benefits when asking wealthy men to donate.

41% of wealthy men say tax incentives motivate them to give; only 29% of women felt the same way. Just 66% of men said close identification with a cause prompted them to donate, whereas 86% of women said they give because of strong feelings about a cause

Wealthy men were more likely to donate to political, civil-rights, and arts groups; women preferred medical, health, and homeless services. [Source: "Charitable Donations are Shown to Vary by Gender, Study Shows," Anne Marie Chaker, *The Wall Street Journal*, April 31, 2001.]

Need a loan? Ask a foundation.

Many funders make program-related investments (PRIs) in not-for-profits, including loans and loan guarantees. PRI money often pays for capital projects such as buildings, renovations, and equipment. But non-capital projects also are supported.

U.S. foundations made \$266 million in PRIs in 1999, up from

\$147 million in 1997. A wide variety of causes and projects received support, including community revitalization, low-income housing, micro-enterprise development, historic preservation, human services, education, and church renovations.

For more information, see the Foundation Center report, "The PRI Directory: Charitable Loans and Other Program-Related Investments by Foundations." A summary of trends data is available free online at <http://fdncenter.org/research/>. The full report is \$75 plus \$5.50 shipping from the Foundation Center, Dept. NO8, 79 Fifth Avenue, New York, NY 10003-3076; 800-424-9836.

[Source: "Foundation Center Publication Measures Growth of Program-Related Investments," *Philanthropy News Digest*, April 17, 2001. www.fdncenter.org]

Don't "spam" your supporters.

Follow these rules for communicating via e-mail:

- Target current supporters only. Unsolicited e-mail, a.k.a. "spam," could offend others.
- Allow e-mail recipients to "opt out" of future mailings.
- Keep messages focused; don't annoy supporters with frequent, random mailings.
- Send text messages only; not all users have computers that can handle images or graphics. And many users will not accept downloads.
- Create a dialogue with supporters: Ask for comments and participation in surveys. Send thank-you notes for donations.

Tell supporters how their money is being spent.

- Respond quickly to e-mail queries. Replies should be made within 48 hours. Assign staff to this job. Give supporters the option of using the phone to communicate, too.

[Source: "The ePhilanthropy Foundation E-mail Recommendations," www.ePhilanthropyFoundation.org, 2001.]

Maintain your ethics in electronic communications and fund raising. Make sure your website clearly identifies and describes your organization and mission. Never use supporters' personal information without consent. Give users the opportunity to remove their personal information from lists that are sold, rented, or exchanged with other organizations.

When soliciting donations online:

- protect information and transactions with high-quality security protocols
- disclose the identity of any contractors used to process online donations
- respond promptly to customer complaints
- ensure that donations are used for the cause stated

For more information, see the "ePhilanthropy Code of Ethical Online Philanthropic Practices" at www.ePhilanthropyFoundation.org [Source: "ePhilanthropy Code of Ethical Online Philanthropic Practices," www.ePhilanthropyFoundation.org, 2001.]

Include your Internet address and phone number in direct-mail solicitations. 55% of

Americans read direct-mail appeals from charities. But of those who responded, only 27% did so via mail. By contrast, 39% visited the charity's website, and 32% called a toll-free number included in the mailing.

For a summary of the Marshall Marketing and Communications survey on direct-mail giving, contact Scott Marden at Webcraft, 1980 U.S. Highway 1, P.O. Box 6023, North Brunswick, NJ 08902-6023; 732-951-4801; smarden@webcraft.com

[Source: 55% of Americans Read Direct-Mail Appeals from Charities, Survey Finds," *The Chronicle of Philanthropy*, September 20, 2001. P.O. Box 1989, Marion, OH 43305; 800-728-2819.]

Ask local outlets of national retailers for product donations. Corporate foundations often focus on making large donations. But local outlets can donate products for program use, to sell as fund raisers, or to give as gifts to volunteers.

Bally Total Fitness, for example, donates equipment, apparel, and memberships; staff also donate their time and expertise to local groups. Local Ben & Jerry's stores donate ice cream. The Gap gives T-shirts and gift cards.

[Source: "Local Outlets of National Companies May Be Source of Free Products," *Children & Youth Funding Report*, July 18, 2001. CD Publications, 8204 Fenton St., Silver Spring, MD 20910; 301-588-6380; www.cdpublications.com]

Embrace the enthusiasm of youth! 56% of people ages 12 to

17 volunteered last year, and two-thirds say they plan to volunteer during the coming year.

But only 4% of youths said they would give money.

35% of those who intend to volunteer plan to join an existing group; 18% said they would organize their own project. 37% said they would help if asked.

Of those who did not plan to volunteer, 36% said they didn't have time, 36% cited laziness, and 33% said they were confused about what they could do.

68% of youths who volunteer say they do so because it makes them feel good; 67% said volunteering was fun; and 65% said it was the right thing to do.

For more information, see the Do Something survey on youth volunteerism: contact Do Something, 423 West 55th St., Eighth Floor, New York, NY 10019; 212-523-1175;

www.dosomething.org [Source: "More Than Half of Youths Plan to Volunteer," Meg Sommerfeld, *The Chronicle of Philanthropy*, September 20, 2001. P.O. Box 1989, Marion, OH 43305; 800-728-2819.]

Girl Power: Women are more generous than men; 70% give to charity, compared to 65% of men.

But motivation for giving differs: Women want to be agents of change — they want their money to make a difference to people and institutions. Men are more interested in preserving the status quo.

Women like collaboration and commitment: they want to have a relationship with a charity before they make a gift.

When asking a married woman for a donation, address her directly, not through her husband. Don't assume men have the financial say in the relationship. And don't forget to ask single women: they tend to be more philanthropic than married women of the same age.

Top interest for female donors: children's programs.

For more information, contact the Women's Philanthropy Institute: www.womenphilanthropy.org

[Source: "Tips on Winning Women Donors," *Children & Youth Funding Report*, September 19, 2001. CD Publications, 8204 Fenton St., Silver Spring, MD 20910; 301-588-6380; www.cdpublications.com]

Internet Addresses ...

www.cfda.gov: The Catalog of Federal Domestic Assistance (CFDA) is a comprehensive listing of all federally funded programs, including grant or contract amounts awarded, eligible entities, and contact information. Updated frequently, the CFDA website includes a guide to applying for federal grants, and is fully searchable.

www.ephilanthropyfoundation.org: Features news and resources for donors and not-for-profit groups, including information on Internet fund-raising ethics and tips on online giving.

www.fund-online.com: Includes links to 100 sites that offer design, technology, and strategic advice on building an effective Internet fundraising site.

www.nonprofitmatrix.com: Information on application and portal providers for not-for-profits, including online fund-raising services.

www.nonprofits.org: Comprehensive listing of Internet fund-raising resources.

www.pnnonline.org: News and information about the not-for-profit community

Resources ...

The National Directory of Corporate Giving. Includes information on corporate grant makers' giving priorities, geographic restrictions, program areas, points of contact, and how to apply for grants. 2,000 corporate foundations and 1,300 direct-giving programs are profiled. New 7th edition available for \$195 from the Foundation Center, 79 Fifth Ave., New York, NY 10003-3076; 800-424-9836; www.fdncenter.org/marketplace

Personal reading suggestions...

Clicks and Mortar: Passion Driven Growth in an Internet Driven World, by David S. Pottruck and Terry Pearce. Values, organizational culture, marketing and more. "A+ reading," says Simone Joyaux. Jossey Bass Wiley, 2000; www.josseybass.com

Elizabeth I, CEO by Alan Axelrod. From Simone: "I haven't read this one yet – but what a title!" The book jacket talks about how Liz built an empire out of inflation, internal fights and greedy competitors.

Leadership is an Art by Max DePree. "An old favorite," says Simone. "Make sure you read it...or read it again!" Dell Books, 1990.

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Who we are...

- Simone P. Joyaux, ACFRE, is one of the country's top-ranked fund-raising professionals. She has 23 years experience working with not-for-profits of every size and stripe. Now celebrating its 10th year, Joyaux Associates has helped hundreds of clients. In 1997, Aspen published her book *Strategic Fund Development: Building Profitable Relationships that Last*. An inspiring presenter, she travels frequently to speak about fund development, planning, and organizational development.
- In 1998, the IABC, the world's largest association of professional communicators, honored Ahern to Bousquet, Inc., with its top international award for not-for-profit media relations: the Gold Quill of Excellence, recognizing the firm's extraordinarily successful work promoting Roger Williams Park Zoo. A2B's fund-raising clients have included the Lifespan hospitals, Bryant College, the National Association of EMTs, Children's Aid & Family Services (NJ), etc. Principals are Lisa Bousquet, APR, and Tom Ahern, ABC.

You can request more information and samples from Joyaux Associates by contacting us at...

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