

Summer 2001

Baby Boomers are tuning in, turning out as volunteers.

Boomers (those born between 1946 and 1964) have financial security, careers, families, leisure interests. But many feel segregated and insulated from society.

Volunteering gives Boomers a sense of social and community involvement. It also gives middle-aged Boomers a chance to rediscover the idealism of their youth.

Focus this idealism by offering opportunities to make a difference, not just raising money. Volunteer positions should be challenging, meaningful, and interesting. Pitch opportunities to Boomers by stressing payoffs like improved self-esteem and a sense of accomplishment.

Remember: Many Boomers are busy. Be flexible. Let volunteers work a few hours a week so you can tap into their knowledge, expertise, and passion. [Source: "Baby Boomers Change Focus: More are Committing to Volunteering as They Hit Middle Age," Dave Carpenter, The Associated Press, March 30, 2001.]

Are you rounding up support from giving circles? Like book and investment clubs, giving circles allow friends and colleagues with similar interests to act collectively — in this case, to support charity.

Giving-circle member pool their money, study their community, and determine needs. Then

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/sa/resources/funding/news>

The Newsletter is also available online at

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

they select a charity to support.

Donations from giving circles can be substantial. In Boston, a woman's giving circle has 60 members who pledge to give \$10,000 each to programs helping Jewish women and girls. Another giving circle is comprised of 15 African-American men, who plan to give up to \$500 each.

Women and minority groups,

in particular, are drawn to the sense of community fostered by giving circles.

Check with local civic groups, community groups, donors to find giving circles in your area. Or, ask your supporters to start one.

For more information, see *Creating a Women's Giving Circle* by Sondra Shaw-Hardy, published by the Women's Philanthropy Institute: www.women-philanthropy.org

[Source: "Pay It Forward Venture Capitalism: Women Contribute to a Charity Revolution." Linda Matchan, *The Boston Globe*, November 15, 2000.]

Use e-mail to reach online supporters. Newsletters, alerts, and appeals for support can be circulated via e-mail. Unlike direct mail, e-mail is virtually free. The biggest challenge: building a good e-mail list.

To raise funds by e-mail:

- Build a list of e-mail addresses. Collect addresses at events, during phone calls, on your web site.
- Keep your messages short. Break your message into sections that can be scanned in a minute or two.
- Limit frequency to one or two mailings per month, so recipients don't feel "spammed."
- Send messages on a regular schedule. Avoid Mondays, when mailboxes tend to be full. Try mailing on Tuesdays, or Sundays.
- Be prepared to respond quickly to e-mailed inquiries.
- Allow people to avoid getting your e-mail messages. People see e-mail as more intrusive than

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regular mail. To avoid irritating donors, give them an easy way to get off your e-mail list.

- Be sure to include mailing and telephone contact information in your electronic communications, as well as a website address and e-mail address.

["You've Got a Charity Solicitation," Nicole Lewis, *The Chronicle of Philanthropy*, November 30, 2000. P.O. Box 1989, Marion, OH 43305; 800-728-2819.]

The best person for the job is someone who matches your management style. When you plan to hire someone, ask interview questions that get results.

Here are a few:

- Who was the best manager you worked for? Why was he or she a good manager? What would your ideal boss be like?
- What was your least-favorite manager like? How did you handle the things you didn't like about him or her?
- Tell me about a disagreement you had with a previous boss. How did you resolve it?
- If I were your boss, what would be the most important thing for me to say or do to support you?
- What would your manager at your previous job say about you?
- What don't you like about your current job?
- How would you describe the ideal relationship between a superior and a subordinate?
- What type of work environment appeals to you most?
- Do you prefer working by yourself or with others?
- How do you take direction?

- What do you think it takes to be a success in a company like ours?

[Source: "Hiring the Best Job Candidates," *Getting Commitment at Work*, Michael C. Thomas and Tempe S. Thomas, Commitment Press; *The Dayton Daily News* classifieds website; TechEngine.com website.]

Do your part to prevent information overload. Each year, enough new information is produced to fill a stack of floppy disks two million miles high. To get your message through the clutter, keep paragraphs short. Each paragraph should contain one main thought, supported by 2 or 3 sentences. Paragraphs should take up no more than 4 or 5 lines.

Make sentences shorter, too. 100% of readers can understand sentences of 8 words or less. 90% can understand 9-14 word sentences. But less than 10% can understand sentences with 43 words or more.

Use the active voice when writing: Every sentence should tell who does what — in that order.

Finally, keep the overall length of your piece short. [Source: Ann Wylie: 816/502-7894; www.wyliecomm.com]

Are you — and your fund raisers — protecting donors' privacy? Consumers are more worried about privacy than ever before. Careless or abusive use of personal information is a surefire way to alienate supporters.

To protect your donors and

your program:

- Require third-party fund raisers to disclose the source of prospect information, and how they plan to use information they receive from your group.
- Hire fund-raising staff and consultants who subscribe to a code of ethics.
- Adopt the *Donor Bill of Rights* as a policy for your organization.
- Abide by confidentiality principles at all times — even when sharing information within your organization.
- Avoid collecting unnecessary peripheral data that might violate an individual's privacy.
- Follow all federal, state, and local laws governing information collection, use, storage, and dissemination.
- Ensure that privacy policies are amended to reflect changes in the law and available technologies.

For more information, see the Association of Professional Researchers for Advancement's (APRA's) position paper on Privacy and Prospect Research, adopted December 2000. The document is available on the APRA website: www.aprahome.org/APRAPrivacyPaper.htm

See also the Association of Fundraising Professionals' Code of Ethical Principles and Standards of Professional Practice: www.afpnet.org/ethics

Religiously pursue support from faith groups. Religious congregations support a wide

variety of social programs. But their contributions are often overlooked.

92% of congregations fund human services, 90% fund health programs, 74% are involved in international programs, 53% pay for educational programs, 50% fund arts and culture, and 40% support environmental activism.

Funded services include day care, drug treatment, homeless shelters, food kitchens, support for disadvantaged families.

Some faith groups offer services directly, while others collaborate or contract with not-for-profit organizations.

Individual donors provide 79% of the money used by congregations for social programs — mostly raised via collections during religious services. Giving to religious organizations totals 60% of all charitable donations.

For more information, see the report, "America's Religious Congregations: Measuring Their Contribution to Society," published by Independent Sector, 1200 Eighteenth Street, NW, Suite 200, Washington, DC 20036; 202-467-6100. The report is available for downloading on the group's website: www.indepsec.org

[Source: "More than a Place to Worship: America's Religious Congregations." Independent Sector press release, January 29, 2001.]

Do you know your friendly neighborhood foundation? The nation's 600 community foundations focus their giving on a specific geographic area. They fund a wide range of activities.

And they have more money than ever: assets of community foundation have more than doubled since 1995, to about \$30 billion.

For more information, see the annual report on community foundations prepared by the Columbus Foundation, 1234 East Broad St., Columbus, OH 43205; 614-251-4000. The report also is available online at www.columbusfoundation.org [Source: "Assets at Community Funds Climb 20%, Survey Finds, Harvy Lipman, *The Chronicle of Philanthropy*, November 16, 2001. P.O. Box 1989, Marion, OH 43305; 800-728-2819.]

Beware the Internet paradox:

70% of Internet users donate their money and time, compared to 43% of non-users. Web surfers also give more, support more types of groups, and are willing to support new causes.

But just 8% of donors say they donate online. Few have heard of e-philanthropy websites. They think giving online is too difficult. And donors don't trust online information. They'd rather get snail-mail solicitations.

[Source: "Few Net Users Willing to Give Online, Poll Says," *The San Jose Mercury News*, December 27, 2000.]

Boost your appeal to minority donors. People of color give more to charity, per capita, than whites. Income among non-whites is growing. So is giving.

But giving by minorities is often overlooked. Many only support groups in their own community, or send money

overseas to extended-family members. Recording donations for tax purposes is less common, too.

As a result, many not-for-profits neglect to ask African-Americans, Hispanics and other minorities for support. When asked, however, minorities are more likely to give than whites.

To attract donations:

- Hire more minority staff members.
- Add minorities to your board of directors.
- Focus more on providing services to minority communities.
- Ask!

Remember, minority donors tend to give large gifts only to organizations they know and trust. They are less likely to give to endowment campaigns. Giving often focuses on communities, religious groups, or to solve current problems.

[Source: "Reports Say Charities Need New Ways to Tap Minorities," Karen MacPherson, *The Pittsburgh Post Gazette*, December 3, 2000.)

Don't surf blindly into deals with Internet fund-raising firms. Many companies offer not-for-profits help with raising money through websites or other online tools. But before you cut a deal, be sure to determine:

- who will register with charity regulators
- who will have legal control of contributions
- what fees the company will charge the charity
- what information the company will gather on prospective donors, who owns it, and how it

will be used; and

- what happens if the company goes out of business.

For more information, see the Association of Fundraising Professionals' "Internet Transaction Guidelines," which includes 22 recommendations for not-for-profits working with online fund raisers. The report is available via AFP's fax-on-demand service: 888-233-0736, or by calling 800-666-3863. Also, see the AFP's website:

www.nsfre.org

[Source: "Guidelines Show Charities How to Work with Internet Companies on Fund Raising," Grant Williams, *The Chronicle of Philanthropy*, November 2, 2000. P.O. Box 1989, Marion, OH 43305; 800-728-2819.]

It's 2001: Do you know where your young supporters are?

85% of Americans say that children under age 13 should be involved in charitable activities. But few parents get their children involved.

To tap into youthful enthusiasm and energy for volunteers and fund raising, reach out to parents. A good place to start: existing supporters. Parents who actively support charities are more likely to have children who are involved.

As with adults, not-for-profits need to inform and educate youth to overcome barriers to volunteering. Major barriers: lack of time, low income, and skepticism about how their support will be utilized.

For more information, see

the 2000 Cone/Roper Raising Charitable Children Survey; for a copy, call Cone, Inc., at 617-227-2111.

[Source: "Americans Want Children Involved with Charities, but Parents are Struggling to Make it a Reality," Cone/Roper press release, November 25, 2000.]

Internet ...

Looking for information on how to use technology to support your organization?

Subscribe to these electronic newsletters:

- Dot Org: Monthly advice on how to use information technology such as electronic newsletters, websites, tools for accepting online donations, etc. To subscribe, send a blank e-mail to dotorg-subscribe@topica.com
- E-Philanthropy Update: Weekly advice and articles about online fund raising. To subscribe, go to www.fundingpool.com/ephilanthropyupdate.htm and follow directions.
- Internet Advocacy Newsletter: Twice-monthly advice in using technology to conduct advocacy campaigns. To subscribe, send a blank e-mail to subscribe@theadvocacygroup.net
- The Internet Fundraiser: Monthly information on trends in online fund raising. To subscribe, go to www.changingourworld.com and follow subscription instructions on left of page.
- Matrix-news: Bi-weekly report on technology companies that

serve the not-for-profit community. To subscribe, go to www.nonprofitmatrix.com and follow the directions on the right side of the page.

- Tech4impact: Newsgroup offers monthly profiles of not-for-profit groups that are successfully using technology. To subscribe, go to <http://groups.yahoo.com/group/tech4impact>

[Source: *The Chronicle of Philanthropy*, May 3, 2001. P.O. Box 1989, Marion, OH 43305; 800-728-2819.]

Need tips on designing and marketing your website?

Swing on over to www.hotwired.lycos.com/webmonkey

Resources ...

The Federal Grants Manual for Youth Programs. Identifies all federal funding available to support groups serving youth. Includes information on grants addressing alcohol, tobacco, illicit drugs, sex, and violence. Two-volume set available for \$120 from the Institute for Youth Development: 703-471-8750; www.youthdevelopment.org

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Joyaux Associates offers not-for-profits of any size expert assistance in many key areas such as **strategic planning, board development, and fund development**. Through its affiliated (and award-winning) marketing communications firm, Ahern to Bousquet, Joyaux delivers outstanding results in **direct mail creative and program planning, public relations, event planning and implementation, marketing, advertising, writing and design of printed materials (newsletters, brochures, etc.)**

NEW: hands-on, personalized, professional training for you, your staff, or your board.

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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.

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