

Spring 2002

Looking for capital grants? Tell funders that capital projects help you do your job better. Not-for-profits say renovations, expansion, and construction of new facilities makes them more effective in delivering services, improves organizational stability, creates jobs, improves morale, and raises community awareness.

For more information, see the report, "Building Stronger Organizations: The Impact of Capital Projects — Lessons for Human Services Agencies and Their Funders," available free from the Bush Foundation, E-900, 332 Minnesota Street, St. Paul, MN 55101; 651-227-0891, or online at

www.bushfoundation.org/publications/BSOReport.pdf
[Source: "Capital Improvements for Human Services Agencies Also Increase Agency Effectiveness and Benefit Clients and Neighborhoods," Bush Foundation press release, April 3, 2002.]

Save good ideas for a rainy day. Not every idea can be acted on immediately. Jot ideas down in an 'opportunity register' so you don't forget. Use a computer database or index cards to save ideas about potential business concepts, new trends that affect your operations, and barriers that prevent you from seizing opportunities.

When circumstances change, tap your ideas and seize the moment.

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>

For more information, see "The Entrepreneurial Mindset," Rita McGrath and Ian C. MacMillan, \$29.95 from Harvard Business School Press, Boston, Mass.; 800-988-0886; www.hbsp.harvard.edu
[Source: "Warehouse Your Good Ideas," Leadership Strategies, premier issue. Briefings Publishing Group, 1101 King St., Suite 110, Alexandria, VA 22314; 800-722-9221.]

Save time: Apply for grants online. More foundations are offering this option. Online applications eliminate guesswork about what the funder wants, and who's eligible. It's easy for not-for-profits of any size to apply online. And response time is quicker.

To apply online:

- Get a reliable Internet connection.
- Upgrade to the latest version of your Internet browser software (Microsoft Internet Explorer or Netscape Navigator for most). It's free, and will eliminate most compatibility problems with funders' websites.
- Download a free copy of Adobe Acrobat software. Many foundation documents are found in this format.
- Print out online applications in advance for review.
- Type in your responses in your word-processor, edit, and spell check. Then cut-and-paste your answers into the online application form.
- Use only simple text when filling out forms. No fancy fonts, bullets, text sizes, etc.
- Prepare your background and supporting information in common formats like Microsoft Word, Rich Text Format (RTF), or Excel. These documents can be sent as e-mail file attachments and opened by most foundation officials.
- Scan all your documents for viruses before sending them to the funder.

For more information, see "Fundraising on the Internet: The ePhilanthropyFoundation.org's Guide to Success Online," Mal

...FROM JOYAUX ASSOCIATES.

Warwick, Ted Hart and Nick Allen. \$29 from Jossey-Bass Publishers, 877-762-2974; www.josseybass.com

[Source: "Make the Most of Online Requests: It's Much Easier Than You Think," *Foundation & Corporate Funding Advantage*, April 2002. Progressive Business Publications, 370 Technology Drive, Malvern, PA 19355; 800-220-5000.]

Looking for info on foundation giving? Check the Web. More than 1,000 foundations now publish their annual reports online. Many don't even publish paper reports.

Most prevalent online: large foundations and community foundations.

[Source: "Fewer Foundations Publish Reports on Giving, But More Are Distributing Information Online," Ziya Serdar Tumgoren, *The Chronicle of Philanthropy*, November 29, 2001. P.O. Box 1989, Marion, OH 43305; 800-728-2819.]

Target your appeals to minority neighborhoods. Middle- and upper-income residents of black communities donate 5.1% of their income to charity; well-off residents of Hispanic communities gave 3.8%. Residents of similar white communities gave just 3.3%.

Successful minorities get more requests to give. But they also have strong ties to their communities, have more family members in school, and are likely to be church members — all indicators of good prospects.

[Source: "Minority Homeowners Give More to Charity Than Whites, Study Finds," Harvy Lipman, *The Chronicle of Philanthropy*, January 10, 2002. P.O. Box 1989, Marion, OH 43305; 800-728-2819.]

Introduce planned giving to minority donors. Estate gifts and planned giving are not well-known in minority communities. But minorities are an untapped resource: Minority-owned businesses started in the 1960s and 1970s have created considerable wealth, especially in Asian communities.

To tap into these potential donors:

- Set up an advisory council comprised of members of the community. Discuss giving traditions and solicit advice on approaching community members.
- Get to know minority business leaders. Develop strong personal relationships. Use chambers of commerce or business-owner associations to make contacts.
- Educate prospects about giving incentives, such as tax breaks.
- Hire diverse staff. Conduct diversity training for existing staff.
- Learn as much as you can about the community before launching a campaign.

For more information, contact Yolanda Nunn, CEO, Nunn Consulting: 310-670-3648, or Thomas Mesaros of The Alford Group: 206-548-0451.

[Source: "Tailor Planned-Giving Appeals to Minority Communities," Carrie Brown, *Children & Youth Funding Report*, December 19, 2001. CD Publications, 8204 Fenton St., Silver Spring, MD 20910; 301-588-6380; www.cdpublications.com]

Even a decade can make a difference in fundraising

appeals. Baby Boomers' (ages 40-59) interests and attitudes differ greatly from those of their 60-plus peers. Boomers are less trusting: they want to know how their money will be spent and what it accomplished. Older donors tend to believe they get the right amount of information, or maybe a little too much.

Many older donors feel that once they give, it's the charity's money to use as it sees fit. But Boomers retain a sense of ownership: they see their giving as "my gift" or "my donation."

Older donors say it's important to feel appreciated for their gift. But donor appreciation is less important for younger donors.

Attitudes about volunteerism vary, too. Boomers feel they don't get enough information about volunteering. Older donors say they don't have time to volunteer — but that motivates them to give, instead.

For more information, contact Bruce Campbell, Campbell Research, 218 West Carmen Lane, Santa Maria, CA 93458; 805-922-0880;

www.campbellresearch.com
[Source: "How to Motivate the Younger Generation," Bruce Campbell, *Successful Direct Mail, Telephone & Online Fundraising*, September 2001. Mal Warwick & Associates, Inc., 2550 Ninth St., Suite 103, Berkeley, CA 94710; 510-843-8888; www.malwarwick.com]

Do people read what you write? How effective is your newsletter? Are the headlines capturing attention and motivating people to read further? Does

your design enhance or reduce readability?

Be sure that you are talking to the four personality types. "Amiables" like friendly personal pronouns: "you" this and "you" that. "Bottom-liners" need directions. "Analyticals" crave details. And "expressives" are always looking for what's new.

For more, get your FREE copy of "Love Thy Reader." Great tips and important insights that every manager and fundraiser should know and use! [To order, visit www.aherncomm.com]

Stay in touch with surfin'

Seniors. Seniors — not teens — are the most likely to spend money online. Younger seniors (ages 55 to 59) are the most Web-savvy, and the best prospects for online solicitations. They have e-mail, shop and play online, and surf for news and information.

To reach Web-savvy seniors, make your website functional and friendly. Use big type. And avoid annoying, frustrating pop-up and pull-down ads.

For more information, contact Jon Roska at Roska Direct: 215-699-9200.

[Source: "Wired Grandmas," Lois K. Geller, *Target Marketing*, December 2001. 401 N. Broad St., Philadelphia, PA, 19108; www.targetonline.com]

Make sure your website has plenty of "meat." Many Web designers focus on fancy graphics, animation and tag lines. Information gets lost in the shuffle.

But communication is what most people go online for. And

59% of surfers say more information would make them want to visit a site more often.

[Source: "You Are ... Here," Blake Rohrbacher, *Clikz.com*, December 18, 2001.]

Tell a story when writing a proposal. The problems facing your community — the things you are trying to address — are the antagonists — the "bad guys." That makes you the protagonist — the "good guys" who recognize the problem and need to respond.

Tell why things will get worse unless a hero, like you, intervenes.

Show how the hero's actions can help a single person in the community. Put a human face on your proposal.

Anecdotes can transform a complex problem into a personal one. Describe the challenges faced by one of your clients. Detail their life before and after your help. Show that the antagonist can be confronted and defeated.

Give your characters a voice: Dialogue lets the funder hear directly from the people you're trying to help. Use quotes to deliver powerful information to the reader.

For more information, see "Storytelling for Grantseekers: The Guide to Creative Nonprofit Fundraising," Cheryl Clarke, Jossey-Bass Publishers. Available for \$26 by calling 877-762-2974 or online at www.josseybass.com

[Source: "How to Use Storytelling Techniques to Breathe Life Into Your Propos-

als," *Foundation & Corporate Funding Advantage*, January 2002. Progressive Business Publications, 370 Technology Drive, Malvern, PA 19335; 800-220-5000.]

Don't lose faith in U.S. donors.

Despite dire predictions after 9/11, giving to charity remains strong. Most charities say they raised as much or more money after the September 2001 terrorist attacks as they did in the same period in 2000.

For more information, see the "Study of the Impact of the Events of September 11 on Charities," from the Association of Fundraising Professionals. The study is available free online at www.afpnet.org, or in print (free to members; \$10 for nonmembers) from the AFP Resource Center, 1101 King St., Suite 700, Alexandria, VA 22314; 800-666-3863.

[Source: "Charity Donations Not Hurt by September 11, Study Finds," Ian Wilhelm, *The Chronicle of Philanthropy*, February 21, 2002. P.O. Box 1989, Marion, OH 43305; 800-728-2819.]

Board meetings need a boost?

Here's some quick tips on making meetings more productive:

- Give everyone a name tag. It improves communication and prevents embarrassment.
- Post an acronym chart to prevent confusion and interruptions.
- Note on the agenda when items require board action.
- Make sure everyone at the meeting has the chance to speak at least once.
- Cut unnecessary committee reports out of your agenda. If work has been done that doesn't require discussion, put the report

in the board packet.

- Discuss top-priority issues — funding, the economy, staffing, etc. — at every meeting.
- Encourage “dumb” questions, respectful dissent, authentic disagreements.
- Make sure the room is comfortable. Check the seats, room temperature, food and drinks.
- Start and adjourn on time. Or agree to stay later.
- Regularly survey the board (multiple times each year) for suggested improvements.

[Source: *Board Cafe*, January 22, 2002. Published by CompassPoint Nonprofit Services, 706 Mission St., 5th Floor, San Francisco, CA 94103; 415-541-9000; www.boardcafe.org]

Do you have a dysfunctional board? Beware of board members who:

- focus on administrative details
- give favors to friends and relatives
- have hidden agendas
- keep secrets from colleagues or the executive director
- dwell on old problems or grievances
- refuse to commit to improving itself
- nit-pick
- embarrass the administrator
- play “stump the staff”

An effective board:

- develops policies for the director to implement
- makes decisions to benefit the organization, not individuals
- plans for the organization's future

- has open communications internally and with staff
- is understanding and courteous
- works to be well-informed and educated
- presents a positive image to the public

[Source: “These Board Types Occupy Opposite Ends of the Effectiveness Spectrum,” *Board & Administrator*, December 2001. Aspen Publishers, 7201 McKinney Circle, Frederick, MD 21704; 800-638-8437.]

Internet Addresses ...

Learn everything you need to know about becoming a Certified Fundraising Executive (CFRE) at www.cfre.org

The American Prospect Research Association has a variety of resources for not-for-profit organizations, including links to university research sites: www.aprahome.org

The Internet Prospector site includes a newsletter and a reference desk: www.internet-prospector.org

For economic and population data, check out the U.S. Census site: www.census.gov

For zip codes and other postal information, see the U.S. Post Office's National Customer Support Center: www.usps.gov/ncsc/lookups/lookups.htm

Resources ...

Robin Hood Was Right: A Guide to Giving Your Money for Social Change. This inspirational and fun book focuses on giving that assures social justice and systemic change. A favorite pick of Simone Joyaux. By Chuck Collins and Pam Rogers with Joan P. Garner. Published by W.W. Norton & Company, NY. ISBN #0-393-04827-6 Available at Amazon.com.

75 Cage-Rattling Questions to Change the Way You Work. Asking meaningful questions stimulates open-mindedness and innovation. This quick read proposes 75 sometimes-irreverent questions that make you think in new ways. Great conversation starters, and a smart way to brainstorm with your staff, board, or committees. By Dick Whitney and Melissa Giovagnoli. Published by McGraw Hill; ISBN # 0-07-070019-2.

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Build a focused and productive board?

Re-engineer, re-mission, re-purpose your organization?

Crash test the feasibility of a capital campaign?

Raise more money through the mail? Establish an endowment?

Increase planned giving? Woo hearts and minds using public relations? Build your organization's image and reputation locally, regionally, nationally?

Attract new donors? Increase the average gift? Upgrade from an annual appeal to a multi-ask, year-round solicitation program? Make your events irresistible to corporate sponsors and crowds? Get the press to notice your existence? Professionalize your fund raising or marketing staff?

Expert help is just a phone-call away.

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.

In just a few hours of intensive training, you'll learn the techniques and secrets that guarantee improved board and staff effectiveness, better donor relations, increased media coverage, and more dollars raised. We actually help you develop the product — whether it's a fund development plan, board orientation, evaluation tools...whatever.

Topics include: creating the best fund development plan...evaluating board performance...cultivating relationships with donors...creating the perfect newsletter...writing the perfect direct mail letter...building good press and public relations...event marketing...writing an effective marketing plan...and more...*ALL custom-tailored to your organization's special needs and situation!*

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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