

*Fall 2002*

**Follow these tips to the letter if you want to raise money by mail:**

- Send the right kind of letter:  
New prospects need an acquisition letter. Don't be afraid to write two, three, even four pages.  
New donors need to learn about your group. Most won't read the entire letter. But they will skip around looking for interesting information.  
Established donors should get a renewal letter asking for continued support — and a bigger gift.
- Use teasers on your envelope. They can convince readers to open it up and read what's inside.
- Rent a great mailing list. 60% of your success is based on the quality of your list. 40% is based on the quality of your appeal.

For more information, see *How to Write Successful Fundraising Letters* by Mal Warwick (Jossey-Bass, 2001), *Direct Marketing for Nonprofits* by Kay Partney Lautman (Aspen, 2001), and *The Complete Book of Model Fund-Raising Letters* by Roland Kuniholm (Prentice Hall, 1995).

[Source: "5 Tips for Raising More Money by Mail," Tom Ahern, Ahern Communications, 2002. [www.AhernComm.com](http://www.AhernComm.com).]

# 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>

**Remember the four 'Rs' when writing a proposal: review, rewrite, reword, revise.** After you write, walk away for a while. Then review your text with fresh eyes. Have someone else read the proposal — ideally, someone who knows nothing about your program.

As you review, be sure to:

- Change the passive voice to the active voice. Not, "The problem will be solved," but rather, "We will solve the problem."
- Remove clichés.
- Excise unnecessary "that's"s.
- Shorten lists.
- Eliminate useless details.
- Never use "etc."
- Write short paragraphs.
- Remove run-on or complex sentences.
- Use headlines and subheads to break up text.
- Don't overuse anecdotes and quotes. Be sure they advance the story, not become a story themselves.

[Source: "Remember the Four R's for Proposal Writing Success," *Foundation & Corporate Grants Alert*, May 2002. P.O. Box 1453, Alexandria, VA 22313; 800-638-8437.]

**Don't ask foundations for "general support."** The term suggests poor accountability. It sounds like a slush fund. And funders don't get excited about paying your rent, salaries, or bills.

Instead, seek "flexible funding." Show grant makers how donations for operating expenses will help you address their priority issues.

Assess the goals of your projects and group them together under two or three common themes. This allows funders to pick clusters and support related expenses, rather than major organizational costs.

[Source: "General Support vs. Project Grants: Recast Your Needs in a Positive Light," Rich Barnett, *Foundation & Corporate Funding Advantage*, May 2002. 370 Technology Drive, Malvern, PA 19355; 800-220-5000.]

**...FROM JOYAUX ASSOCIATES.**

**Use e-mail newsletters to stay in touch with supporters.** E-mail newsletters are more timely than print publications. Breaking news can be reported the same day or week, rather than a month later. E-newsletters also can be produced more frequently — even on demand.

E-mail newsletters have far lower production and distribution costs, too.

Like traditional publications, e-newsletters need to be tailored to your audience. Be accurate and reliable. Focus on value: news, tips, educational opportunities, and events. Ask a “question of the week” to enhance interactivity and engage readers.

Offer your newsletter to prospects, members, and supporters. Include a “forward to a friend” button. Give readers the choice of a simple text version or a fancy edition with colors and graphics.

Important: Make unsubscribing easy for those who aren't interested.

[Source: “Using E-mail to Stay in Touch with Members,” Kate Golden, *Internet Fundraising.com*, January 17, 2002; [www.internet-fundraising.com](http://www.internet-fundraising.com).]

**Are you keeping faith with religious donors?** People who give to religious organizations also tend to give to other causes. And those who give to both religious and secular causes donate three times as much as those who only give to secular groups.

Half of U.S. households donate to both types of charity, and these households make 81%

of all donations. Most dual-giving households support at least two non-religious organizations.

For more information, see “Faith and Philanthropy: The Connection Between Charitable Behavior and Giving to Religion,” published by Independent Sector and the National Council of Churches.

Excerpts and a Power Point presentation on the study are available free on the Independent Sector website: <http://www.independentsector.org/programs/research/faithphilanthropy.html>. Printed copies of the full report are \$15.95 for Independent Sector members and \$19.95 for non-member, plus \$4.50 shipping. The report can be ordered online or by calling 888-860-8118. [Source: “Donors to Religion are Generous to Other Causes,” *Philanthropy News Network*, July 31, 2002.]

**Are you prepared if more donors say “no”?** Charitable giving was down slightly last year — the result of a recession and the stock-market slide. And charities can expect donations to drop 1% to 5% in each year that a recession lasts.

For more information, see *Giving USA 2001*, available for \$65 plus shipping and handling from the American Association of Fundraising Counsel's Trust for Philanthropy; order online at <http://www.aafrc.org> or call 1-888-5GIVING.

[Source: AAFRC press release, July 31, 2002.]

**Do you know what funders are reading about you online?**

More corporations and foundations are reading not-for-profits' IRS Form 990s on GuideStar ([www.guidestar.com](http://www.guidestar.com)), an Internet resource center for charity information. GuideStar also analyzes these forms for detailed reports on individual groups' missions, accomplishments, board composition, finances, and assets.

Make sure your Form 990s are complete and accurate. Fill these forms out carefully before submitting to the IRS. If mistakes are made, submit an amended Form 990. It could make the difference between winning and losing a grant.

[Source: “What is GuideStar Telling Donors About Your Nonprofit?,” *Board & Administrator*, September 2002. Aspen Publishers, Inc., 7201 McKinney Circle, Frederick, MD 21704; 800-638-8437.]

**Don't assume that young people are more liberal than their parents.** Research shows that more teens support school prayer, funding faith-based charities, and restrictions on abortion than do 27-to-59-year-olds. These teens also felt less hostile to religious conservatives.

However, youths were more likely to support discrimination protection for women, minorities, gays and lesbians, and the poor. They also want more environmental protection.

For more information, see the executive summary of the Public Agendas and Citizen Engagement Survey by the

University of California Berkeley's Survey Research Center, available online at: [http://www.pewtrusts.com/pdf/pp\\_paces.pdf](http://www.pewtrusts.com/pdf/pp_paces.pdf).

[Source: "Study Finds a Conservative Youth Population," *Philanthropy News Network*, October 3, 2002; [www.pnnonline.org](http://www.pnnonline.org).]

**Never pay full price for software again!** Tech Soup is a clearinghouse for computer software donated by manufacturers to not-for-profits. The site also contains news on technology, forums for talking to technology experts, and links to local consultants. There's also a free newsletter.

For more information, log onto [www.techsoup.com](http://www.techsoup.com).

**Think twice before you buy donor-management software.** Look instead at Internet-based donor-management services, provided by companies called Application Service Providers (ASPs).

Why are ASPs so great? No more updating software. Vendors update their products automatically. ASPs also provide their own technical assistance to customers, so you don't need an in-house IT staff.

Check out eTapestry, a great ASP. And eTapestry offers more than donor management. eTapestry incorporates special-events management and contact management, too.

The price? Free to not-for-profits with fewer than 500 donor records. Larger groups pay quarterly or annual fees, rather than a big upfront expense for software.

For more information, see [www.etapestry.com](http://www.etapestry.com).

**Looking for office space? Ask for a corporate donation.**

Downsizing has left many companies with room to spare. Not-for-profits benefit from lower overhead, increased exposure, even donated phone lines and office equipment. Companies get good press for donation.

Donations can be temporary, seasonal, or long-term. Space can be used for offices, storage, or displays.

To find office space, ask companies you already have a relationship with. Specify how much space you need, what kind you want, where you want it, and how long you'd like to keep it.

[Source: "Making Room: Donating Corporate Space," *Divya Mani*, *InsideGiving.com*, August 16, 2002; [www.insidegiving.com](http://www.insidegiving.com).]

**Get full value from your corporate volunteers.** Employees can direct you to other forms of assistance, like cash grants, in-kind gifts, and matching gifts offered by their employer. Volunteers also can advocate for donations from the firm's corporate-contributions pool, which awards grants based on employee volunteerism.

Your corporate volunteers can direct you to the right person in management to ask for donations. They also may have insight into the company's particular areas of interest. And some may shepherd your application through the review pro-

cess.

Tactfully ask your corporate volunteers about their corporate connections and those of their family members. Be careful to make volunteers feel appreciated, not used. And never pressure an employee to approach an employer for support.

[Source: "Funding Q&A," *Laurel Drake-Major*, *Foundation & Corporate Grants Alert*, May 2002. Capitol Publishing Group, P.O. Box 1453, Alexandria, VA 22313; 800-638-8437.]

**Why certify?** According to several surveys, fund raisers who earn the Certified Fund Raising Executive (CFRE) designation earn more money.

But certification is about more than money. Your certification earns the respect of employers, donors, and volunteers. Certification tells the public that you have the specific knowledge needed to be a professional fund raiser.

For more information, see the CFRE website at [www.cfre.org](http://www.cfre.org).

## Internet ...

Here are some excellent prospect-research sites online:

U.S. Securities and Exchange Commission: [www.sec.gov](http://www.sec.gov) (information on publicly traded companies)

Martindale.com (information on lawyers, CPAs, other professionals)

Ancestry.com (genealogical information)

## A FUND RAISER'S NEWSLETTER...

KnowX.com (helpful for filling gaps in government records)

Crimetime.com (links to reverse-lookup directories, phone lists, corporations, death notices, and more)

AnyWho.com (search for businesses and individuals by name)

### Resources ...

**A Plan of One's Own: A Woman's Guide to Philanthropy.** Provides practical advice on how women can create a charitable giving plan and use

their financial resources to create lasting social change. Includes "How-to" information on making gifts to charity, developing a corporate-giving program, volunteering, giving circles, and venture philanthropy. Available for free download in PDF format from the website of the Forum of Regional Associations of Grantmakers (<http://www.rag.org/resources/publications.html>) or in print for \$15 by e-mailing [info@givingforum.org](mailto:info@givingforum.org).

**Foundation Giving Trends: Update on Funding Priorities.** Report identifies year 2000

trends in charitable giving. Includes data on giving by topic area (health, education, environment, etc.), regional trends, and support for specific demographic, such as children and the poor. Available free from the Foundation Center website: [www.fdncenter.org/research](http://www.fdncenter.org/research).

**The Nonprofit Quarterly.** Periodical with thoughtful and useful articles on the not-for-profit field. \$39 per year from Third Sector New England, 18 Tremont St., Suite 700, Boston, MA 01208; 800-281-7770; [www.nonprofitquarterly.org](http://www.nonprofitquarterly.org).

### FREE E-NEWSLETTER OFFER from Tom Ahern, ABC

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**Strategic Fund Development: Building Profitable Relationships That Last** • by Simone P. Joyaux, ACFRE

You'll learn how to ensure a healthy organization...how to create a powerful strategic plan...how to build a strong and profitable fundraising program...how to get volunteers to do what you want...it's all here, in the second edition of Simone Joyaux's popular and inspiring book. Included in this expanded edition: examples and case studies from organizations of all types and sizes.

*Simone P. Joyaux, ACFRE, is recognized internationally as a leading consultant to nonprofits and a dynamic speaker and teacher. Joyaux is the founder of the Women's Fund of Rhode Island. She has been an officer of the Association of Fundraising Professionals (formerly NSFRE) and chair of CFRE International. She is a faculty member for the Master of Arts Program in Philanthropy and Development at St. Mary's University of Minnesota.*

## ...FROM JOYAUX ASSOCIATES.

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# May we help you?

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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