

Summer 2003

Create an effective fund development plan for your organization. Foster a culture of philanthropy within the group. Identify potential funding sources. Develop relationships with potential funders and donors.

Position your organization within the philanthropic marketplace. Organize to do fund development work. Maximize the return on your investments through best uses of solicitation strategies.

Then implement and evaluate your plan.

[For more information, see *Strategic Fund Development: Building Profitable Relationships that Last* by Simone P. Joyaux, Jones & Bartlett Publishers, 800-832-0034; <http://nonprofit.jbpub.com>]

Timing and targeting are the keys to getting your news out to the public. When contacting radio stations, fax your press release the night before so it gets read on the early morning newscasts — before the newspaper is delivered.

In newspapers, lots of hard news competes for space — except on Mondays, which tend to be more “open.” To take advantage, deliver your press release on Sunday for Monday coverage.

Summertime also is a good time to get local news coverage. Late July through the third week of August is typically the slowest time of year for news. A

A FUND RAISER'S NEWSY LETTER

A FREE periodic bulletin featuring fundraising, 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>

well-crafted news release or feature may well get used in the dog days of summer.

Holidays are a challenge for reporters. It's hard to find fresh stories with a holiday angle. A targeted story with a holiday twist can be a win-win for your group and the reporter.

Target stories about specific ethnic groups to local ethnic

newspapers. Even soft news, such as the appointment of board members and award recipients, may get published if targeted correctly.

Weekly newspapers often have the most space for news and photos from local organizations. To help ensure coverage, start your press release with a paragraph that relates directly to the community that the paper covers. [Source: “Getting More from Press Releases: Timing and Targeting,” Nancy Tobin, Community Foundation for Greater Buffalo; 716-882-1500; e-mail: tobin@buffnet.net]

Build a website to impress the press. Reporters go to not-for-profits' websites looking for financial information, staff lists, contact information, and press releases. Be sure that your site includes your annual report or IRS Form 990, biographies of key staff, an obvious media contact, and detailed background information in press-release format.

Many reporters prefer to get story pitches via e-mail rather than phone. Accountability and trends in donor behavior are hot topics. But small gifts usually are not. Some reporters say that any gift under \$200 million doesn't qualify as “news”!

[Source: Conference presentation, Stephanie Strom, philanthropy reporter, *The New York Times*.]

Do you want to be an organizational development specialist — or just another fundraising technician? Organizational development specialists are change agents who serve the entire organization. They look beyond

...FROM JOYAUX ASSOCIATES.

Published by Simone P. Joyaux, ACFRE

10 Johnson Rd., Foster, RI 02825 • 401-397-2534 • FAX 401-397-6793 • e-mail: spjoyaux@aol.com • www.simonejoyaux.com

the immediate need for funds to the long-term future of the group.

Every development officer needs to be an organizational-development specialist. Why? Most "fundraising problems" are not actually fundraising problems at all. Instead, the problems are related to other areas of operation, but still have an impact on fund development.

For your FREE PDF copy of an article about this, email spjoyaux@aol.com.

Adjust your fundraising strategy to cope with the new economy.

Giving among households that are concerned about the economy is cut in half. Those who give most generously also decrease their giving the most when times get tough. Even giving to religious charities is slashed.

To cope, charities need to create a diversified fundraising strategy, tap their boards to identify potential donors, and create more "checkbook-plus" opportunities for supporters to help — such as through volunteering and advocacy.

For more information, see the report "Giving in Tough Times: The Impact of Personal Economic Concerns on Giving and Volunteering," available from Independent Sector for free download by members at www.independentsector.org or \$11.95 in print (\$15.95 for nonmembers). To order, call 1-888-860-8118.

[Source: Independent Sector press release, March 31, 2003.]

What's the upside of a bad economy? Lots of volunteers.

Not-for-profits are getting offers of help from laid-off workers. People who are still working may also want to give time rather than money.

Many groups are devising ways to increase services by using volunteers instead of expanding staff. As demand for services increases during tough times, the influx of volunteers is usually welcome.

But beware: Unemployed volunteers frequently move on when they get new jobs. And some employed volunteers have quit because they need to deal with increased workloads as their companies trim staff.

As a result, some not-for-profits say that retirees and high-school students are best suited for volunteer positions.

[Source: "Local Volunteer Army is on the March," Meg Walker, *San Francisco Business Times*, April 14, 2003.]

Volunteers are worth real money: \$16.54 per hour in 2002. That's more than 50% more than the previous year.

The figure is based on the hourly earnings of U.S. nonagricultural workers plus the estimated value of fringe benefits, according to Independent Sector. [Source: "How Much are Your Volunteers Worth?," *PNN Online*, February 21, 2003. Philanthropy News Network: www.pnnonline.org]

Fighting budget cuts? Show lawmakers that not-for-profits

are engines for economic growth in your state!

Not-for-profits and non-governmental organizations worldwide struggle to maintain public sources of funding. Some lawmakers see such groups as a drain on public finances because they don't pay taxes, etc.

But research shows that not-for-profits are a major economic force. Using economic data, your group should make the case that cutting funding for your programs is not just bad policy — it's bad for the economy.

Local groups in Maryland, for example, are using economic data to fight state budget cuts. In Maryland, the not-for-profit sector grew 2.5% from 2000 to 2001, adding 5,000 jobs. Meanwhile, employment at for-profit companies fell 1.1%.

Between 1990 and 2001, 17% of job growth in Maryland came from the not-for-profit sector.

Maryland not-for-profits accounted for 8.9% of the state's 2.4 million jobs in 2001.

For similar data on your state or province, contact your local economic-development department.

[Source: "Nonprofits Show Job Growth Amid Decline in Private Sector," Kate Shatzkin, *The Baltimore Sun*, February 26, 2003.]

Audit your accountability to retain public trust.

Answer "yes" or "no" to the following questions:

- If you discovered an integrity lapse or accounting error and reported it to your executive

director, would he/she investigate your concerns thoroughly and promptly without penalizing you?

- Does your group conduct an operations and ethics self-audit involving staff, donors, board, and recipients to identify strengths and areas for continuous improvement?
- Does your group have an independent financial audit committee that signs its name to the audit report?
- Does your board of directors reserve part of one meeting for an annual review of both the executive director's performance (with the director absent) and the performance of the group in accomplishing its mission?
- Are your board members from the business sector as or more rigorous in guiding your group as they are in guiding their own companies? Are you receptive to their coaching?
- Does your group monitor its project successes and failures, noting what was learned and then communicate that to donors and other stakeholders?
- Do your donors know where their money is going and how dollar-allocation decisions are made?
- Does your group have a clear policy about whether or not a portion of donations can be used to cover overhead, fundraising expenses, or future projects?
- Does your group protect its donors from unwanted solicitations by allowing them to "opt-in" or "opt-out" of e-mail, U.S.

mail, or telephone calls?

- Has your group filed a current and complete IRS Form 990? Are you perceived as responsive to requests for additional clarifying information from donors?
- Have you included your group in your personal annual-giving and estate plan, knowing what you know about the organization?
- Are the "good intentions" of your group matched by comparable good business practices?

Score by number of "yes" answers: 10-12: Wear a laurel wreath, but don't rest on it. 7-9: Get sunscreen SPF-35 and prepare for front-page exposure. 4-6: Buy a supply of tar-and-feather remover. 0-3: Prepare for an "End-Ron" burial.

For more information, see "10-Plus Tips for Nonprofit Accountability" by Charles B. Mclean, Ph.D., available online at www.philanthropy.com. [Source: "Tips for Nonprofit Accountability," *PNN Online*, November 7, 2002. *Philanthropy News Network*: www.pnnonline.org]

Send mail to males. Men ages 26 to 37 are most likely to respond to direct-mail charity appeals, along with women in their 30s and 40s.

Overall, 55% of Americans say they read direct mail from charities. But 27% said they never read any kind of direct mail, up from 23%.

Direct mail was less effective in sparking donations than events. But it worked better than

Internet appeals or infomercials.

Donors said knowing how a group spends its money is the most important factor in their decision to give, followed by having information on the group's mission, the work it does locally, and information on how their donation will be used. Less important: progress reports and thank-you notes.

For more information, see the report, "Vertis Customer Focus 2002: Direct Marketing for the Nonprofit Sector," available free by contacting Scott Marden, Vertis, 18 Carriage Lane, Shirley, MA 01464; 978-425-4308; e-mail: smarden@vertisinc.com. [Source: Survey Finds Sharp Drop in Number of People Who Donated to Charity," Nicole Lewis, *The Chronicle of Philanthropy*, March 20, 2003. P.O. Box 1989, Marion, OH 43305; 800-728-2819.]

Crafting an e-mail appeal? Keep your message brief. Online readers have notoriously short attention spans.

Allow donors to make contributions online, while your message is still fresh in their mind. Donating should be safe, secure, and easy — no more than a few clicks away. When a gift is made online, be sure to send an acknowledgment quickly.

Empower your online donors. Make it easy for them to forward your e-mail to a friend or colleague. But also make it easy for recipients to opt out of your list if they're not interested.

Don't forget the basic rules of charity appeals: Capture the recipient's interest in your mission. Create a desire to help.

Convince donors that your group is right for the job. And issue a call to action.

[Source: "Writing an Effective E-Mail Appeal," Russ Baker, *PNN Online*, April 16, 2003. Philanthropy News Network: www.pnnonline.org]

Looking for foundation info? Check the Web! Websites are the fastest-growing method for foundations to communicate with grantseekers and the public. Fewer foundations are issuing print publications. Just one in six did so in 2002.

1,269 large foundations had websites in 2002, up 200 from the previous year.

For more information, see the 2002 edition of "Foundation Reporting: Update on Public Reporting Trends of Private and Community Foundations," published by the Foundation Center. Highlights of the report can be downloaded at [Http://fdncenter.org/research/trends_analysis/pdf/found_report_hi_02.pdf](http://fdncenter.org/research/trends_analysis/pdf/found_report_hi_02.pdf)

[Source: Foundation Center press release, November 11, 2002.]

Online fundraising is expanding. And so are the ways that charities use the Internet to support programs and donors.

\$96 million was donated online in 2001. Most contributions come from new donors.

Charities have responded by nurturing these new online relationships. Methods include e-newsletters, allowing third-party gift donations online, and en-

abling fundraiser participants to build their own website (to raise donations for charity walks, rides, etc.).

[Source: "Web Donors Help Nonprofits Profit," Katie Dean, *Wired*, November 28, 2002.]

Estimate your inventory and supply needs in advance. Group your order into similar items. Negotiate up front with suppliers for a fixed price over a predetermined time period. Then take delivery when you need the supplies.

Advanced planning also prevents paying extra fees for rush orders.

[Source: Kahn, Litwin, Renza & Co., Ltd., CPAs and Business Consultants; www.kahnlitwin.com]

Looking to create a fund development plan for your organization? Want to learn the art of face-to-face solicitation? Need guidance on building an effective board?

Customized workshops, seminars, and keynote addresses by fundraising consultant Simone P. Joyaux, ACFRE, can give you the knowledge and confidence you need to build a healthy fiscal future for your group.

Simone's presentations have been described as "forthright, direct, practical, and passionate" by some, "fabulous, personable, exciting, and humanistic" by others. "Ms. Joyaux is the best speaker I ever had the chance to

hear," raved one program participant. "I'm truly inspired by her performance."

Working with groups big and small, Simone can tailor her presentations to general audiences, newcomers, or experienced executives. All workshops are supported with extensive resource materials.

Currently, her most popular presentation topics include:

- Create a Fund Development Plan that Produces Ownership and Results
- The Power of Individual Donors: Making it Work for Your Organization
- Build an Effective Board for Your Organization
- Ensure Your Organization's Relevance: How Strategic Planning Can Strengthen Your Organization

Simone has presented and taught to such diverse groups as the Alliance for Children and Families, Fundraising Institute Australia, the National Multiple Sclerosis Society, the San Diego League of Theatres, and the Association of Fundraising Professionals.

For a prospectus, or for more information on booking Simone for your next educational seminar, conference, or meeting, contact Joyaux and Associates, 10 Johnson Road, Foster, RI 02825; 401-397-2534; fax 401-397-6793; e-mail: spjoyaux@aol.com.

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...

Phone: 401-397-2534
Fax: 401-397-6793
E-mail: spjoyaux@aol.com
Address: 10 Johnson Road
Foster, RI 02825 USA