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A Fundraiser's Newsletter for January 2007

Charity confidence is rebounding -- finally. In 2006, public attitudes began to recover from the post-9/11 charity scandals, with 69% of Americans saying they have a "great deal" or a "fair amount" of confidence in charities. That's up from 60% in September 2002 and 64% in 2005.

But widespread skepticism remains about how wisely charities spend their money, the compensation of charity leaders, and how much money is wasted by nonprofits.

Charities need to do a better job of showing that they actually achieve their missions and produce measurable results, says study author Paul C. Light. "Such proof is virtually impossible to generate without the administrative backbone needed for increased transparency and accountability," he says.

For more information, see Light's report, "Confidence in Charitable Organizations, 2006," available for free download in PDF format online at <http://wagner.nyu.edu/performance>.

[Source: "Confidence in Charitable Organizations, 2006," Paul C. Light, Robert F. Wagner Graduate School of Public Service Organizational Performance Initiative, New York University.]

Want to make your operations more accountable and transparent to donors and the public? Let Sarbanes-Oxley (SOX) be your guide. Nonprofits aren't subject to the entire Act, passed by Congress to improve governance among big corporations -- just the sections on document-retention and protecting whistleblowers. But nonprofits should voluntarily adopt practices such as establishing an independent audit committee and requiring CEOs to sign off on tax documents.

Many charities voluntarily adopt some of the SOX mandates, e.g., conducting frequent external audits and avoiding loans to board members or staff members. Publicizing these facts could help boost public confidence in your organization.

For more details, see the Urban Institute report, "Nonprofit Governance and the Sarbanes-Oxley Act," available online: <http://www.urban.org/publications/311363.html>.

[Source: "2005 National Survey of Nonprofit Governance," The Urban Institute. <http://www.urban.org>]

Details count when telling donors where their money is going. In 5 years, Cross International Alliance has grown into a top-100 fundraiser by giving donors opportunities to earmark money for particular projects. An online database allows donors to direct money to the projects they want to support. The group also tells supporters how much was actually spent for project-related expenses, and plans to let donors track project progress online.

"We wanted to create a very high level of transparency," says founder James Cavnar. "I had talked to average donors for years who would say things like, 'I always wonder where my money goes. I trust you, but I feel like it goes into a black hole.'"

For more details, see the Cross International website: <http://www.crossinternational.org/>.

[Source: "Emphasis on Accountability Lifts Returns for International Aid Charity," Elizabeth Schwinn, *The Chronicle of Philanthropy*, Oct. 26, 2006. <http://www.philanthropy.com.>]

Liberals are the biggest supporters of charities, right? Wrong! Religious conservatives give more to charity than secular liberals. Some liberals, who believe that government programs provide the best solution to social ills, disdain charity.

Also, religious people give 3 ½ times more money to charity than nonreligious people. Even when giving to faith-based charities is excluded, religious people still give an average of \$88 per year more to charity than nonreligious people.

For more details, see "Who Really Cares? The Surprising Truth About Compassionate Conservatism" by Arthur C. Brooks, available from Basic Books at <http://www.perseusbooksgroup.com/basic/> or Amazon.com at <http://www.amazon.com/Who-Really-Cares-Compassionate-Conservatism/dp/0465008216>.

[Source: "Charity's Political Divide," Ben Gose, *The Chronicle of Philanthropy*, Nov. 23, 2006. <http://www.philanthropy.com.>]

Soliciting wealthy donors: it's not all about "legacy." Some fundraisers think wealthy people donate to charity to gild their reputation or bank accounts. But most high-end donors say that meeting community needs is more important than leaving a legacy or getting tax breaks.

Nearly all wealthy people donate to charity, with education being a favorite cause. Wealthy donors are more likely to donate than other Americans, and support a broader array of charities.

For more details, see the "High Net-Worth Philanthropy Study" from the Bank of America, conducted by the Center on Philanthropy at Indiana University and available online at http://newsroom.bankofamerica.com/index.php?s=press_kit&item=63.

[Source: "Wealthiest Americans Support Broad Array of Charities, Study Finds," *Philanthropy News Digest*, Oct. 27, 2006. <http://www.foundationcenter.org/pnd.>]

Why should companies support your work? It's good for business -- say corporate leaders! 9 of 10 multinational firms say that supporting charities and community groups helps generate business opportunities. 2/3 say that good corporate citizenship is becoming more important.

Corporate-giving interests include addressing concerns in the communities where they make and sell their products and overarching issues like the environment and global warming.

For more details, see "Reward Trumps Risk: How Business Perspectives on Corporate Citizenship and Sustainability are Changing," available free to Conference Board members at 212-759-0900, or see the news release on the Conference Board website at http://www.conference-board.org/utilities/pressDetail.cfm?press_ID=3005

[Source: "Global Companies Say Charity Key to Business, Survey Finds," Harvey Lipman, *The Chronicle of Philanthropy*, Nov. 23, 2006. <http://www.philanthropy.com.>]

Make people go for your logo. Your logo helps people remember you. It's your symbol of authenticity, a mark of quality. Your logo serves as a front door to your organization. It's often the first impression people have of you.

A good logo must:

- be simple and readable
- convey a sense of emotion and personality
- accurately represent your marketplace position and mission
- express a tone and "voice" that is appropriate to your work
- be flexible enough to work in various media
- be distinct from other logos, especially those of other groups in your field or community

[Source: "Does Your Logo Open the Front Door to Your Nonprofit?", Michael DiFrisco, *Philanthropy News Network Online*, Aug. 28, 2006; <http://wind.he.net/~pnnonl/article.php?sid=6934>.]

Are you recruiting "virtual volunteers"? Many charities have used the Internet to find volunteers. Now, some are asking volunteers themselves to go online to help out.

Virtual volunteerism appeals to supporters with busy schedules or commitments that keep them at home, such as child or elder care. Disabled or elderly volunteers can donate time online that they might not be able to give in person.

Using email and Internet research, online volunteers can take on a number of tasks ordinarily performed by staff, such as grantwriting, marketing, and event planning. Some groups have established networks of volunteer online experts to answer information requests from constituents.

Charities can save money using virtual volunteers because they don't need to pay for office space or equipment. But nonprofits also must invest in monitoring online volunteers and provide feedback on their work to make virtual volunteer programs successful.

[Source: "Volunteering Goes Virtual," Rebecca Gardyn, *The Chronicle of Philanthropy*, Jan. 26, 2006. <http://www.philanthropy.com>]

Run a silent auction you can shout about! Be sure to:

- have enough people to run the program
- publicize the auction to potential donors and bidders
- have space for storing items before the auction
- acquire items or services to auction using forms that include details of the auction, information about your cause, and how the donor will be acknowledged
- get auction items that appeal to as many tastes and budgets as possible
- keep accurate records on auction items, bids, and payment
- thank contributors and donors for their support, and tell them about the success of the event

[Source: "Silent Auction Know-How," Lisa Woznicki, *Advancing Philanthropy*, July/August 2005. http://www.afpnet.org/publications/advancing_philanthropy]

Use online blogs as another way to communicate with donors, supporters, and others. While not a replacement for newsletters, blogs can be used to:

- report on events and conferences
- involve staff in discussions about critical issues
- involve volunteers and document their work
- provide resources and information to constituents
- gather resources and information from constituents
- give constituents a place to voice their opinions
- generate media coverage
- reach potential donors

For related information, see the article, "Blog Readers Spend More Time and Money Online," by Sean Michael Kerner, available online at <http://www.clickz.com/showPage.html?page=3526591>.

[Source: "10 Ways for Nonprofits to Harness the Power of Blogs," *Philanthropy News Network Online*, March 24, 2006. <http://www.pnnonline.org/article.php?sid=6613>.]

If you have a chance, read “What Should A Billionaire Give – and What Should You?” *The New York Times*, December 17, 2006, www.nytimes.com.

RESOURCES . . .

Building Solid Foundations: New Approaches to Substantive Philanthropic Accountability. Proposed guidelines for nonprofit governance from the National Committee for Responsive Philanthropy (NCRP), designed to restore public trust. For use by foundations, nonprofit groups, and government. Available for \$12.50 (members) or \$25 (nonmembers) from NCRP: <http://www.ncrp.org>.

Sarbanes-Oxley for Nonprofits: A Guide to Building Competitive Advantage, by Peggy M. Jackson and Toni E. Fogarty. A great book for CEOs and boards. Lots of good ideas to improve management and governance. <http://www.amazon.com/Sarbanes-Oxley-Nonprofits-Building-Competitive-Advantage/dp/0471697885>

The Social Styles Handbook: Find Your Comfort Zone and Make People Feel Comfortable with You. From the Wilson Learning Library. Focuses on non-verbal communication. A great resource for nurturing donors and working effectively with colleagues. <http://www.amazon.com/Social-Styles-Handbook-Comfort-Comfortable/dp/9077256040>

Effective Philanthropy: Organizational Success through Deep Diversity and Gender Equality by Mary Ellen Capek and Molly Mead. Good information and insights on how to truly embrace pluralism. <http://www.amazon.com/Effective-Philanthropy-Organizational-Diversity-Equality/dp/0262033372>

WARNING! See below for information about Joyaux presenting & consulting services.

A FEW TESTIMONIALS ABOUT SIMONE’S WORK

“You really are an awesome resource. I have met a very few people like you, gifted extraordinarily in their field.” (CT board chair)

“Each time we have the privilege of your company, I am absorbed by the content of your message.” (NY staff person)

“[You are] someone whose standards I have the highest respect for... Your willingness to throw yourself into what you believe, and to be a friend and mentor to so many, is an inspiration to me.” (Foundation executive)

“Your writing and workshops have been really important to my professional development, as well as the development of my organization.” (Canadian development officer)

See website www.simonejoyaux.com for presenting schedule.

For information about fundraising communications, check out Tom Ahern’s website at www.aherncomm.com. Subscribe to his free e-news at a2bmail@aol.com.

SELECTED TITLES FROM SIMONE’S PERSONAL READING LIST

Our Endangered Values: America's Moral Crisis by Jimmy Carter.

<http://www.amazon.com/Our-Endangered-Values-Americas-Crisis/dp/0743284577>

America Against the World by Andrew Kohut and Bruce Stokes.

<http://www.amazon.com/America-Against-World-Different-Disliked/dp/0805077219>

Conservatives Without Conscience by John Dean.

<http://www.amazon.com/Conservatives-Without-Conscience-John-Dean/dp/0670037745>