



Fast Fundraising Facts & Other Essentials

Charity or Nonprofit Business?

As you know, the funding marketplace for nonprofits is changing. Traditional funding sources, such as government grants, are shrinking or being redirected. Corporate funding is becoming more focused on marketing and business-related partnerships. Donors and funders are increasingly looking for measurable outcomes.

What does this mean for your organization? It means that unless you are willing to change to address these funder changes, your organization might not be able to compete in the near future.

Here is my recommendation: **Stop thinking of yourself as a charity!** Rather, think of yourself as what you truly are— **a business that is exempt from paying tax.**



Successful businesses place themselves in a competitive environment and do not rely on one customer or one product. Rather, they test new products and new ideas, they research their current and future markets, and they understand their competition.

Successful nonprofits must do the same. They must change their vocabulary and be willing to step away from their traditional management and fundraising models.

Later this year, I will formally introduce the formation of **Social Enterprise Ventures, LLC**, a new training and consulting business that I and a long-time colleague have established.

Our new program called **Expedition** © is a year long hands-on experience that will guide your organization through the steps required to successfully make the transition from a traditional *charity* to a nonprofit *business*.

Expedition © will help you identify

opportunities for earned income based on who you are now, what you do, what and who you know. Along the way to diversifying your income and becoming more self sustaining, you'll change much about how you think and how you operate. You will constantly test your assumptions and force yourself to better understand your markets and your competition before you undertake anything new.

Here are just some of the new vocabulary words and new actions you'll incorporate into your nonprofit business:

Market Push vs. Market Pull. As you diversify your income or your services, are you basing decisions upon those you make around your conference table? What is really the demand for your current services? What new services could you provide?

Payer Markets. Who is paying for what you do now? Can you expand to a new or different payer market? Who might want to pay for that which you are currently giving away?

Features vs. Benefits. Look at your current agency brochure. I'll bet it is filled with *features* not *benefits*. Benefits are defined by the customer! Features are all the things your services provide. Refocus your Case Statement and agency brochure today!

Competition. Defining your competition is seldom easy. A performing arts group might define its competition as other arts groups...in fact, its competition includes video stores, cable TV, movies, etc.

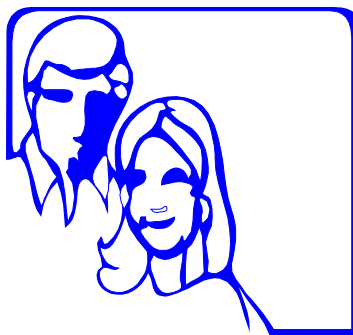
If your organization is ready to take a look at moving from the traditional charity to a more self-sustaining, independent nonprofit business, contact me!

If you are a funding organization and would like to bring this program to your grantees, contact me!

Corporations Realigning Giving...and other news

Philanthropy and Business—The Changing Agenda, recently published by The Conference Board, shows that companies are aligning their philanthropy programs to meet overall business objectives and corporate reputation and branding needs.

According to the report, as part of their giving programs, more than two-thirds of the 77 multinational companies reported that volunteerism would grow in importance as a management policy. More than one-third of the respondents said the biggest challenge they will face in managing their corporate giving programs is the *measurement of results and outcomes*. You can read the full report (#1389-06-RR) at www.conference-board.org.



The 2006 Deloitte/Points of Light IMPACT Study shows that a vast majority of nonprofit organizations are not taking full advantage of the professional skills and knowledge possessed by their volunteers. Only 19% of volunteers reported that they primarily apply their workplace skills in their volunteer assignments, and 29% believe their workplace skills are what nonprofit organizations need most from them. 40% of volunteers actively seek opportunities to use their workplace skills when they volunteer.

What do these trends mean for your organization? Certainly, a change in your approach to corporate funders. And certainly, a second look at how you involve volunteers and donors in your programs.

Tight Training Budget?

Is your training budget tight this fall? Take advantage of these **Live Internet Training programs**, beginning this month. Sign up for one or all. There is only one charge - bring as many participants as you want—consider charging a minimal fee, hold the training in your conference room and cover your costs!

Seminars will last one hour. All you need is a computer with speakers.

Special Introductory cost is \$125 per site per session for as many people as you can manage in your space.

Track I

Fast Fundraising Facts for Fame & Fortune ©

Session 1: Fast Fundraising Facts Overview; Marketing principles applied to fundraising, getting to what donors and funders want.

Session 2: Jean's 10 Rules for Fundraising Success, Rules 1—5.

Session 3: Jean's 10 Rules for Fundraising Success Rules 6-10.

Session 4: What Board Members Can Do to Fundraise.

Session 5: Fundraising Ideas that Cost Little and Work Big.

Track II

The ABCs of Building Better Boards © Best Practices of Best Boards

Session 1: Recruitment Essentials—the nominating committee that works; job descriptions, etc.

Session 2: Managing the Effective Board—planning; administrative issues, committees, etc.

Session 3: The Board's Role in Fundraising.

Session 4: The Invisible Yellow Line—Board and Staff Roles and Responsibilities.

Session 5: Governance Issues and Board Performance Evaluation

Visit www.jblockinc.com/webinarorder.htm to see the full schedule and registration details.

Internet Resources For Nonprofits

If you are wondering how your compensation stacks up against others nationally or in your region, you should get a copy the



Association of Fundraising Professionals *2006 Compensation and Benefits Study*. The study is available free to AFP members at www.afpnet.org.

Nonmembers can get a copy for \$65 through the AFP Professional Advancement Department at profadv@afpnet.org.

In addition, members and nonmembers may purchase individualized salary reports that allow comparison of your salary to that of individuals whose positions/organizations are comparable to your current or desired position/organization.

To review the Points of Light study that shows nonprofits are underutilizing their volunteers, contact Fred Whiting, fwhiting@pointsoflight.org or Lori Grey, lgrey@deloitte.com.

If you find useful Internet resources for other nonprofits, please forward them to me so I can share them with the 3,750+ readers of this newsletter.

TWO GREAT BOOKS AVAILABLE NOW:

THE ABCs OF BUILDING BETTER BOARDS and FAST FUNDRAISING FACTS FOR FAME & FORTUNE

Now you can add two great books to your agency library. **The ABCs of Building Better Boards** is just what you need to improve your Board's potential. It includes ideas for recruitment, retention and recognition and has some great forms for you to copy and use.

Learn how to deal with unproductive Board members and how to better define the roles of staff and Board. There is a chapter on financial and fiduciary facts, one on simple parliamentary procedure and much, much more.

Discover how Board Job Descriptions and annual Commitment Letters will dramatically improve your Board's effectiveness. See how a truly effective Nominating Committee will lead to a better Board.

Get good ideas for more efficient Board management and administration, including how to set up and manage effective committees.

It's only \$24.95 plus shipping and handling. Take advantage of a volume discount of up to 20% and give this book to all new Board members as part of their orientation.

The 3rd edition of **Fast Fundraising Facts for Fame & Fortune** is full of ideas to improve your fundraising, including how to ask effectively, special events essentials, the Board's role in fundraising and new ideas for fundraising.

Help volunteers get over the fear of asking for money and in-kind resources for your organization. Learn how marketing principles will make fundraising easier.

Learn about *Jean's Ten Rules for Fundraising Success* and apply them to your organization immediately. This book puts the **FUN** into **FUND**raising and gives good examples and ideas that really work, rather than using hard to follow formulas and theories.

It's only \$24.95 plus shipping and handling. Take advantage of a volume discount of up to 20% and give this book to all new Board members as part of their orientation.

Or buy both books for only \$45.00 plus shipping and handling.

HOW CAN I HELP YOU? TAKE THIS QUICKIE QUIZ

Q: Is your Board of Directors functioning at its highest level?

Q: How successful is your current fundraising?

Q: Do volunteers need help asking for money and in-kind resources?

Q: Does your organization have a dynamic strategic plan?

Q: Are you having fun?

**Please give me a call if you want to turn any
NO into a YES.**

I can help with:

- turning your Board into a dynamic group of volunteers,
- facilitating a strategic planning session,
- analyzing your current fundraising and suggesting some new ideas, and
- training volunteers and staff in becoming more effective fundraisers.

"You certainly shifted my paradigm. After hearing you last Friday, it is the first time in 11 years as an ED that I was excited about fund development. And you got my Board members to that point as well. "

Kay Hopper

RDC for Children, Richardson, TX

"Your seminar in Dallas was the best I ever attended. You are wise and hilarious."

Mary Jo Dorn

Catholic Charities of Dallas

"Jean conducted an extremely well organized and productive [Board] retreat, one that I can say with confidence that our members count as the finest ever conducted for us. Jean's follow-up report was in-depth and meaty, and both Board and staff have referred to it time and again. The knowledge of boardsmanship the members took with them has made a remarkable difference in their levels of commitment and support."

Eileen Cook

Casa Esperanza, Albuquerque, NM

"As a senior level development officer, I have a hard time finding useful workshops. Jean's programs should be required for even us old CFREs.

Trisha Dunbar, CRFE

Visiting Nurse Association, Dallas

"Your training was invaluable to me. I dreaded doing this because I couldn't even sell someone a candy bar in the past but I was inspired by your advice to try. I raised about \$377,000!

Joan Shepack

Keystone Botanical Garden, El Paso, TX

"I attended the Corporate Sponsorship Workshop - WOW! You were amazing! What an OPPORTUNITY for me! Your presentation style was EXCELLENT. By far the best workshop I've been to in a long time (content and style both!)."

Vicki Kopplin

Epilepsy Foundation of Minnesota