



# Fast Fundraising Facts & Other Essentials

## Show Me The Money: Current Trends in Corporate Giving

The lead article in this newsletter was contributed by Maureen Simmons M.A. Maureen is Director of Development for the ASRT (American Society of Radiologic Technologists) Education and Research Foundation. Maureen's expertise includes corporate relations, individual and major gift giving. She completed a Master's in Philanthropy and Development from Saint Mary's University in 2006 and will take the CRFE exam later this year. The research for this article came from Maureen's thesis titled *Current Trends in Corporate Giving*.

### Show Me The Money: Current Trends in Corporate Giving.

Corporate social responsibility, strategic philanthropy, cause marketing, values-led marketing, or corporate citizenship - what does it mean? It means having all your ducks in a row if you're seeking corporate support! Gone are the days when corporations simply wrote a check when they were asked for support. Today's corporations are strategic in their giving and the majority align contributions to their bottom line.

### How Should You Respond?

There are many creative ways of partnering with corporations. Your nonprofit organization is in a powerful position to leverage a relationship with corporations seeking to be good citizens.

Here are some suggestions for creating a successful relationship with a corporate partner:

- **Make sure your mission and the mission of the corporation match and focus on a relationship that fosters positive exchange and value.** Corporations want to do more than simply write a check. Today's corporations seek partners that provide a holistic relationship. They expect clear

missions, objectives, strategies, tactics, and anticipated outcomes for the nonprofit's work. Make sure you do your homework before you make a request for funding.

- **Target the corporate department responsible for making the corporate giving decision and understand how decisions are reached.** The restructuring of corporate giving offices makes it harder to reach decision-makers and committees often drive the approval process. Ask questions and get a clear idea of the company's funding structure. Seek to understand how decisions are reached, how business leaders are engaged, how business needs are met through the medium of philanthropy and finally which department controls the contributions function.



- **Be clear about your objectives.** Knowing how the company is in a position to support your nonprofit organization with a specific collaborative project or objective can help foster a relationship. Consider accepting in-kind gifts or providing the corporation with employee volunteer service opportunities.

- **Follow up.** Know your prospective corporation's giving timeline and when your proposal will be reviewed. Nonprofit organizations should also find out how corporate representatives prefer to be contacted and the frequency of contact they prefer.

- **Carefully consider whether or not to enter into a relationship with a corporate partner.** Corporate giving has changed and as a result development professionals seeking corporate support must change too.

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## Federal Regs You Should Know About

According to writer Senny Boone in the magazine *Fundraising Success*, there are important federal regulations in place as a result of 2006 reform legislation.

### **IRA Rollover.**

Tell your donors age 70.5 and older they have 2 years to make a charitable gift to your organization of up to \$100,000 tax free.

### **Non-Cash Contributions.**

There is a new requirement that the donor of clothing, household goods, etc. must receive an acknowledgement that the material received was "in good used condition or better." This can have a real impact on those of you with thrift stores. The good news is that this regulation might reduce the number of junk contributions you receive.

### **Receipts for Cash Gifts.**

According to the new law, no deduction will be permitted unless the donor can substantiate it by a bank record or acknowledgement by the receiving organization. This means that your organization will have to step up its usual processes for acknowledging donations. As always, good donor stewardship means that you will receipt all donations in a timely manner, not waiting for the donor to ask at year-end for tax purposes.

### **Postal Reform.**

There are likely to be attempts at postal reform again in the 2007 legislature, but no one is sure of the impact. However, the writer of the article in *Fundraising Success* recommends that you budget a 7% to 9% increase in your postage budget for the coming years to account for increased costs anticipated.

Also in the December 2006 issue of *Fundraising Success*, writer Tim Burgess reports that 32% of the top mailers by volume in the US are nonprofits. In 2005, nonprofits mailed 15 billion pieces, in aggregate mailing 138 pieces of discounted mail or 2.7 pieces per week per household.



According to a study reported in *Target Marketing*, 16 of the top 50 US mailers were nonprofits including AARP, American Diabetes Association, American Red Cross, Cystic Fibrosis Foundation, Disabled American

Veterans, National Wildlife Federation, Paralyzed Veterans of America, Republican National Committee, The Salvation Army and the US Fund for UNICEF.

Burgess recommends that you pay attention to what you say and how you say it in your direct mail because you are competing with dozens and dozens of other pieces vying for your donor's and potential donor's attention.

## Show Me The Money...continued.

You should carefully weigh the pros and cons of entering into a relationship and assess whether or not you can fulfill the wishes of the corporate contributor while assuring the nonprofit's mission is consistent with the for-profit's strategic plan.

Although there are still many corporations motivated to give because the cause and the nonprofit are seen as meritorious, many corporations now see giving as a tool to increase sales or to enhance or restore a positive corporate image. Your organization has tremendous

value to a corporate partner if your missions and objectives match. Be creative in your approach and but be realistic with your promises and you'll create a relationship that is mutually satisfying for both the constituents you serve and the needs of the corporation who finds value in your relationship.

*Many thanks to Maureen, whose research and hard work reflect what my friends and allies in the corporate world have been saying for some time!*

## Resources For Nonprofits

Add *Fundraising Success Magazine* to your toolbox of valuable resources. A subscription is only \$40/year. Articles are concise and to the point. I have clipped at least one article from every issue! Subscribe at [www.fundraisingsuccessmag.com](http://www.fundraisingsuccessmag.com).



Plan to attend the Annual **Social Enterprise Alliance Gathering** April 17-19, 2007 in Long Beach, California. This conference offers you a chance to network with others and learn from

experienced nonprofits and trainers in social enterprise. Early bird registration is at [www.se-alliance.org](http://www.se-alliance.org). Membership is reasonable and the Internet forum allows members to post questions and get valuable answers from those who have "done it."



If you are interested in learning more about how you can diversify your funding, visit [www.socialenterpriseventures.com](http://www.socialenterpriseventures.com) to learn about *Expedition™* and *Road Trip™* training.

### TWO GREAT BOOKS for YOUR LIBRARY

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

**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.

"I attended your workshop in St. Louis and left there feeling so uplifted by your motivation. Your training - to make us all savvy marketers - has paid off. Even in this economy, our underwriting is up and our auction donations have blown away everyone in town! We simply feel empowered to ask anyone and everyone AND to tell them WHY we are their market. It's working! Thank you!"

**Kirsten Wagneister**  
*Junior League of Evansville*

"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 boardmanship the members took with them has made a remarkable difference in their levels of commitment and support."

**Eileen Cook**  
*Casa Esperanza*

"Jean Block is a powerhouse in the nonprofit world. You don't move about these circles long before her name is prominent in the conversation. Her commitment to training, fundraising, motivating, and cultivation is unsurpassed. To say she is an influence is to miss the point. She gives new meaning to the word enthusiasm! You don't know Jean, you experience her! She is a force unlike any other I have ever met."

**Randy Gleason**  
*UNM Children's Hospital*

"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*