



Fast Fundraising Facts & Other Essentials

TERRIFIC RESOURCES For Nonprofits

There is an amazing number of internet resources available for nonprofits. Unfortunately, it takes time and patience to find them, both of which are often in short supply for most busy nonprofit staff members. So, in this issue I'll share some internet sites with you that I have found to be terrific resources.

Looking for the latest opportunities for grants? Subscribe to **Abe's Grant Reports** and receive **daily** (yep—**daily**) updates! Go to www.egroups.com/group/abes-grant-reports.

I discovered an incredible site published by Emory University. Log on to www.emory.edu/IA/OCR/greatgivingprograms.htm and easily search for corporate giving foundations grouped by the causes they support. Look around in the larger site for an article on "Why Corporations Give" and find lots of other useful information. This is a wonderful resource for all nonprofits.

Need program evaluations, feasibility studies, strategic plans, data collection and analysis and other research projects? Although I can't personally recommend this site, I understand that you can post your project to this site and university-based researchers can surf the site, select your project and apply directly to your organization to work with you. You get the work done and the researchers get their project needs

completed. Try your luck at www.linkresearch.org or call (650) 725-5833 for more information.

And, while you're surfing, visit www.aidmatrix.com. This is a new global clearing house for surplus goods which should be up and running early in 2001, according to a consultant in Toronto.

Another great resource is published online monthly by Marilyn Gross, called **The Internet Insider for Grantseekers and Fundraisers**. Subscribe by emailing mlgross@aol.com.

Marilyn also has an excellent article on "How to Research Funders on the Internet" which you can read at www.icu.com/efs/research.htm.

Visit www.nationalservice.org to access the Corporation for National Service's available grants and volunteer programs. Go to www.philanthropy.com to see what's up in the current issue of the **Chronicle of Philanthropy**. See also www.nptimes.com for the **Nonprofit Times**. Try www.fdncenter.org for the **Foundation Center**.

Looking for a way to communicate with others in the nonprofit area? The best internet communication link I've found is available through **American Philanthropy Review** at www.CharityChannel.com. Go to this site to subscribe to a variety of nonprofit forums, including a national job posting, a forum on sponsorships, grants, and much, much more.

Want to share a great site? Send me an email with the address and I'll include it in a future issue.

Inside this issue:	
Terrific Resources for Nonprofits	1
Thank You, Merci, Gracias, Danke	2
Fast Fundraising Facts for Fame & Fortune	2
Tips For Success—Raffles	3
My Mission & What People Say About Jean Block	3

THANK YOU, MERCI, GRACIAS, DANKE

No matter how you say it, there are two important things to remember when recognizing volunteers and staff members. Thanking must be **timely** and it must be **meaningful**. Waiting until the annual meeting to show your appreciation to a worthy volunteer just won't work if the meeting is 6 months away! Thank your volunteers regularly and immediately. You can always thank them again at the annual meeting. The rule of thumb in direct mail is thanking within 48 hours, so don't ever be too busy to get that thank you accomplished!

Make Thanking Timely and Meaningful

Thanking must be meaningful. This means that "one size doesn't fit all." A plaque might be just the thing for one volunteer but might have little value for another. One staff member might treasure a certificate of achievement but another would appreciate a surprise day off with pay.

Be creative in how you thank staff and volunteers. Give gift certificates for dinners, a massage, or even babysitting!

Give a weekend at a bed & breakfast for volunteer and spouse. Thank the volunteer's spouse for graciously sharing the volunteer with you (this goes a long way to making volunteering easier). Ask clients to write letters of appreciation. Write a letter to a volunteer's supervisor extolling the outstanding qualities your volunteer has shown. Send pictures to his/her company newsletter of the volunteer in action. Don't overlook the value of a hand-written note.

So you can't think of a meaningful way to say thank you? Ask someone near and dear to your volunteer or staff what would be appropriate.



2nd Edition of *Fast Fundraising Facts For Fame & Fortune* Is Now Available!

This book puts the **FUN** into **FUND**raising!

First published in 1997 and now in its second printing, this book "*teaches the basics and helps the seasoned professional remember what works. Jean's high energy, conversation style makes this book fun to read. She fills it with examples that stimulate your creativity*" says Marlis Hadley, president of the Easter Seal Society of NM.

Who should read this book? Volunteers and staff of any nonprofit agency, church, school, support group or membership organization – anyone who is charged with raising money or in-kind contributions.

This book is the **perfect gift** for a staff member or a volunteer Board member who needs a gentle nudge into fundraising success. Call me at (505) 899-1520 to discuss volume discounts.

HERE'S WHAT YOU'LL FIND IN THIS GREAT FUNDRAISING BOOK:

Marketing and Fundraising— What's the Link?

The You : Me Ratio and what to do about it.

Selling vs. Opportunity.

The Secret of Money and How to Get It!

Jean's 10 Rules for Fundraising Success:

Ask for What You Want or Take What You Get...Create Opportunities...Assume a YES!...If Your Prospect Says Yes

Immediately, You Blew It...Never Speak to the Person Who Can Say NO...NO Won't Make You Shrivell and Die...People Give to People...Back A Winner...You Can't Ask Others to do What You Haven't Done...Thank You .

Planning Made Easy.

Ways to Raise Money—Lots of Great New Ideas.

The Etiquette of Asking.

Sources of Resources ... and much more.

TIPS FOR FUNDRAISING SUCCESS - RAFFLES

How do you know how to price your raffle tickets? There is no science to this answer, but I use three factors: 1) the retail value of the prize; 2) the goal for the raffle; and 3) the *realistic* number of sellers. Determine the *realistic* number of sellers by dividing the total potential sellers by half. Get out your calculator and play around with the number of tickets each seller must sell at a variety of prices to reach the goal. Factor in the value of the prize, as well—you wouldn't sell tickets to a new Mercedes for \$5 each, would you?

Now, the greatest prize will go unclaimed if no one sells tickets. So, here are some ways to provide incentives for sellers. Add a line for "Seller" on the raffle stub and give away a nice "Seller Prize" to the one who sells the winning ticket. Another

incentive, especially if the prize is a large one, is to give each seller a free ticket for every 25 or so they sell.

Here's something to remember—the cost of a raffle ticket is never a donation, so don't print that on your ticket. Ask your CPA for the IRS code citation if you need proof.

Capitalize on the current *Millionaire* craze. Call your raffle **FEEL LIKE A MILLIONAIRE FOR A YEAR**. Give the winner a big box of gift certificates for dinners, shopping sprees, personal items, car items, trips, tickets, house cleaning...spend a few days with your Yellow Pages and set a goal of getting a certificate from every category. You'll be surprised at how easy this is! I've done it, and made an easy \$14,000 with about 10 sellers... just think what you could do with this idea!

My Mission:

To strengthen the base of support for America's worthwhile nonprofit agencies and organizations from school PTAs to multi-million dollar national and international agencies

I Am Proud To Share These With You!

"Jean Block provides our organization with superb board and management planning. All sessions have been productive and fun ...we have been extremely pleased with the outcomes of each session."

E. Solimon, Executive Director, ARCA

"...{she has the} ability to bring a group of people with diverse opinions into consensus by listening, laughing and cajoling. We all walked away from our session

with an agreed upon direction which we are still working toward."

S. Mann, Executive Director, Ronald McDonald House

"Just want you to know how much I continue to enjoy your newsletter. I have read it several times...always discovering something fitting. Looking forward to the next one."

Cheryl Reynolds, Administrative Director, WHO Foundation.