

DEN News

October 2004

The monthly newsletter of the
Development Executive's Network

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NEWSLETTER DEADLINE
FINAL FRIDAY OF THE MONTH

Reservations

Lauren Cohen

Lauren_cohen@csumb.edu

649-6444

Please make reservations
by the Wednesday prior to
the scheduled meeting by
calling or emailing.

Are You Managing Your Database... or is it Managing You?

Maximizing Potential Through Improved Operations

Tom Froehlich, CFRE ,IT Consultant

Selecting fundraising software is like buying shoes. Finding the *right fit* should be your priority for the health of your organization!

He joins us this month to review the steps needed to get the most out of systems such as the Raiser's Edge. Full implementations of systems are usually more involved than just paying the cost of the license fee. There are annual maintenance agreements, training, add-on modules and/or additional services (data cleanup, conversion, imports, installation, configuration, etc.) to consider.

Tom is here to guide you through the technology maze and to answer your burning questions! During the past four years, Tom worked at Armanino McKenna LLP (AMLLP), a large accounting firm, as a fundraising systems consultant servicing the firm's many nonprofit clients. In 2004, Tom started his own consulting practice.

Friday, October 15, 2004

11:45-1:30

Tarpey's Roadhouse

Members \$20 Non-members \$25

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Job Opportunities

COMMUNITY FOUNDATION FOR MONTEREY COUNTY DIRECTOR OF DEVELOPMENT

As a senior member of the Foundation staff, the Director of Development will work closely with the President/CEO to market the Foundation's services to individuals and families, corporations, private foundations, and professional advisors. This position is expected to be filled by January, 2005. Qualified candidates should submit a resume to Todd Lueders, President/CEO, Community Foundation for Monterey County, 99 Pacific St. #155-A, Monterey CA 93940 or online to todd@cfmco.org

SHELTER OUTREACH PLUS – EXECUTIVE DIRECTOR

Large non-profit seeks individual with excellent writing, communication, administrative and personnel skills. Must have extensive grant writing and fundraising experience. College Degree required. Send resume to Katherine Borchard, P.O. Box 6023, Salinas, CA 93912

Events Around Town

~ Philanthropy Day News ~

Please remember that we are gathering a variety of items from local nonprofits and Monterey County industry to be included in Thank You Baskets for our MCs.

Logo clothing, tote bags, tickets to events, calendars, notepads, food products, special label waters, pens...all representing of the non-profit community.

If you have anything to contribute, please contact Kit Hunter Franke at 655.5229 or khfranke@baylissfoundation.org.

Invitations should arrive in early October.

**The event, to be held on Monday, November 15, is expected to sell out.
Remember this sells out FAST!**

"Vesta"

The story of a family's journey as they encounter the realities of end-of-life issues. Each performance will be followed by a dialogue session with the actors and director.
Wednesday, October 20, 7 PM & Sunday, November 7 & 14, 2 PM

Sponsored by The Compassionate Care Alliance
For information contact vcnelson@earthlink.net

INTEGRITY-CENTERED LEADERSHIP

From everyday ethics to moral leadership: How do we become leaders for good?

Wednesday, October 20, 2004

5:30 – 8:30 PM (includes dinner)

The Evergreen Room, Asilomar Conference Grounds

FEE: \$45 per person (includes dinner) 2 or more from the same organization, \$40 each

Sponsored by Leadership Monterey Peninsula

Contact Karen Csejtey 649-8252

lmpleader@earthlink.net

The First Benefit on the Bay for VNA Sailboat Regatta

October 9, in Monterey Bay

There will be chase, picture and spectator boats as the excitement begins. At the finish, there will be trophies awarded at a grand luau at the Yacht Club, with music, the Golden Girls, and a live and silent auction. No-host bar opens for crews at 4:30 p.m., crystal trophy presentations will be at 5:30 p.m., and the luau buffet begins at 6:30 p.m. There is limited seating (80) at the luau, and dinner tickets will be \$50 each, including wine - so make your reservations early. Make reservations on-line at www.ccvna.com.

Training Opportunities in October

Community Foundation Monterey County

Fund Development

October 12 – Great Expectations: Earned Income for Non-profits

October 21 – Advanced Grant Proposal Writing

October 27 – Find Funding Fast: An Introduction to FC Search

Non-profit Governance and Leadership

October 5 – Financial Management for the Non-financial Manager

- Complete workshop descriptions and a registration form are available in the attached files and are available at <http://www.cfmco.org>. Please call (831) 375-9712 or (831) 754-5880 if you have any questions.
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Community Foundation Santa Cruz County

October 1 - Advocacy for Nonprofits

October 7/8 - Developing A Powerful Asset-Based Approach to Grantseeking

For a complete description of workshops go to www.cfsc.org OR CALL (831) 477-0800 ext. 214

Individual Donors

Saturday — October 23 - 9 am - 4 pm

Successful nonprofits focus much of their fundraising effort on individual donors because they are a fantastic source of large, frequent, and continuing gifts. The course covers:

- The psychology of philanthropy
- Identifying and recruiting individual donors
- Bonding donors to your cause
- Methods of fundraising from individuals
- Designing an annual campaign that focuses on individual giving
- The role of individual giving in a capital campaign
- Including planned giving techniques in your fundraising plan
- Organizing the fundraising function of your nonprofit for success and satisfaction
- Resources — where to find more information on raising funds from individual donors

San José State University Nonprofit Management Certificate Program
Class will be held at The Community Foundation of Santa Cruz County

Instructor: Nancy Neal, who has more than 25 years experience in consulting with nonprofit organizations throughout Northern California.

Startling Research: Donors want information, not recognition!

Source: "Thanks! A Guide to Donor-Centered Fundraising" by Penny Burk

Throw away those pewter pins and plaques and get out your phone books. New research shows that donors don't want formal recognition, just information. Burk conducted 100 one-on-one interviews with 50 Canadian philanthropists and 50 Canadian companies. When asked the question "Do you want to be recognized and how?", the consistent answer was "no."

According to Burk's research, donors say they have three main needs:

- * Prompt gift acknowledgement
- * Confidence that their gifts have been "sent to work" as intended
- * Measurable results of gifts at work before another gift is requested

Test proves value of saying "thanks"

To test the importance of prompt gift acknowledgement, Burk conducted a "Thanks Test" in conjunction with the Ontario chapter of the **Canadian Paralegic Association** (CPA). The association sent out a direct mail piece that pulled a typical one percent response rate and brought in 1,965 new donors. The average donation on the acquisition mailing was \$26.28. From the pool of new donors, they selected a test group of 222 people -- roughly every tenth donor. Within 24 hours of receiving their gift, a CPA board member called the donors in the test group to thank them for their gift.

Three months later, the CPA solicited all donors again and found that the test group donors' average gift was 39% higher than that of the control group. The average donation from the test group was \$34.24, while the average from the control group was \$24.59.

The longer term results are equally impressive. After 14 months and six more solicitations, the value of the average gift from the test group was \$35.00, versus \$24.57 from the control group, a difference of 42%. Anecdotal feedback also indicated that many test donors focused their giving on the CPA more specifically and stopped giving to other organizations following the one-on-one contact.

Burk notes that some organizations have replicated the test with slight variations. Follow-up tests have found that it's safe to call to say thanks within 48 hours of receiving a gift. However, if you leave the thank-you call longer than that, donors think that you're calling to ask for another donation. Some organizations have also had success calling people much later to thank them for being a donor, rather than to acknowledge a specific gift.

Recognition is no substitute for information

Burk's research found that formal recognition in the absence of information puts donors in the awkward position of having to accept praise without knowing what they have achieved. As she explains, "without knowing if they have fulfilled their obligation to themselves, they are denied the satisfaction of giving." Rather than being praised, she says, people want to know what you're doing with their money.

Both individual and corporate study participants indicated that they want to receive shorter newsletters from organizations that they support. Individual donors said that they don't want to see their name in lights. Rather, they want to read about the results of their gift at work. They showed an interest in reading more about programs and services, and interesting stories about the strategic direction of the organization. In short, they want to know how their money is making a difference.

Unlike individual donors, Burk found that companies do appreciate formal recognition for their contributions. They welcome certificates and plaques that are of good enough quality to hang in the company offices. Corporate donors also want to see their own giving highlighted in organizational newsletters. Many prefer to receive the newsletters via e-mail so that they can forward the information around the company more quickly. For corporate donors, carefully constructed recognition offers excellent internal communications opportunities for the company to reach its staff and clients.