

DEN News

September 2004
The monthly newsletter of the
Development Executive's Network

DEN Board of Directors 2004

President:

Karen Csejtey

Impleader@earthlink.net

649-8252

VP Membership
OPEN

VP Public Relations
Wendy Brickman

Brickman@redshift.com

633-4444

Treasurer

Bernadette O'Keefe

bokeefe@agagainsthunger.com

755-1480

VP Programs

Paulette Lynch

paulettelynch@culturalmonterey.org

Philanthropy Day:

Kristine Edmunds

kristine_edmunds@csumb.edu

582-3346

Member at Large

Sue Dewar

624-6860

Newsletter Editor

Emily Hull -Parsons

ehparsons@sbcglobal.net

484-2832

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.

How to Maximize Fundraising Success with Fundraising Consultants

Whether you have a capital campaign in your future or you just have one special project too many, you may need to rely on the good services of a consultant.

But how do you prepare yourself and your organization? Where do you begin??? And how do you make sure you're getting the best possible results? What do you do if there's a serious disagreement??

Bring all your own questions to this important meeting. Marianne Briscoe, PhD, ACFRE, President of Brakeley Briscoe is a wonderful speaker with tremendous experience across a wide spectrum of organizations, projects and systems. She has the answers and she's willing to share with all of us.

~~~~~  
Marianne Briscoe is a specialist in non-profit management and planning, capital campaigns and fund development. She is also a highly rated teacher, trainer and author and has served the US State Department as an arts management consultant in Indonesia and Chile. She earned the Advanced Certified Fund Raising Executive (ACFRE), a rank held by fewer than fifty fund raisers from the Association of Fundraising Professionals. Her book, Ethics and Fund Raising, is a fundamental work in the field

*Friday, September 17, 2004*

*11:45-1:30*

*Tarpey's Roadhouse*

*Members \$20 Non-members \$25*

### Reservations

Lauren Cohen

[Lauren\\_cohen@csumb.edu](mailto:Lauren_cohen@csumb.edu)

649-6444

## ~ Philanthropy Day News ~

We are putting together a variety of items from local nonprofits and Monterey County industry to be included in Thank You Baskets for our MCs.

Last year's baskets included 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](mailto:khfranke@baylissfoundation.org).

**Watch for your invitation to be mailed in early October.**

**The event, to be held on Monday, November 15, is expected to sell out. Don't hesitate ... respond quickly with your reservations!**

## Job Opportunities

The Coalition for Clean Air (CCA) is looking for a talented and enthusiastic individual to fill a new position as Development Director. Inquiries and résumés should be directed to Johnston and Company, Attn: CCA-DD Only electronic résumés and cover letters will be accepted. E-mail to [johnstonco@earthlink.net](mailto:johnstonco@earthlink.net)

### **Having a Nonprofit Web Site Just Got Easier.... and it's FREE!**

Try CharityAdvantage FREE for the next 3 months  
and you'll receive:

1. Professional web site design
2. Unlimited pages
3. Unlimited updates
4. Webmaster technical support
5. Hosting

[http://www.charityadvantage.com/gold\\_plan\\_afp.asp](http://www.charityadvantage.com/gold_plan_afp.asp)

### **NON-PROFIT IMPACT STUDY**

**Do you believe the importance of non-profit organizations in our community is undervalued?**

**A study is being conducted to gauge our collective economic strength and impact. On September 15, we will post on-line the Non-Profit Economic Survey.**

**Access the survey on the ACTION Council website [www.actioncouncil.org](http://www.actioncouncil.org)**

**Your input is critical to the success of this study!**

## **Community Foundation Monterey County**

### **Fund Development**

September 30 – Introduction to Grant Proposal Writing

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

### **Management Development**

September 21 – Asset-based Organizational Assessment

### **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.

## **Community Foundation Santa Cruz County**

September 14 - Meet the Grantmakers: Cisco Systems

September 23 - Time *is* Money: Development Planning for Small NPOs

September 29 - ABC's of Board Leadership

October 1 - Advocacy for Nonprofits

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

3. For a complete description of workshops go to [www.cfsc.org](http://www.cfsc.org) OR CALL (831) 477-0800 ext. 214

## **Passion and Pressure: 13th Annual CAN Conference (San Francisco)**



**Location: Marriott San Francisco**

**11/4-5/2004**

**Hosted By California Association of Nonprofits (CAN)**

[http://ga0.org/ca\\_nonprofits/events/passionandpressuresf/details.tcl](http://ga0.org/ca_nonprofits/events/passionandpressuresf/details.tcl)

## 10 keys to finding the perfect donor:

1. Concentrate on the donors you have
2. Make friends
3. Stay in touch
4. Listen to your donors
5. Know what's at stake
6. Have clear goals
7. Have a well thought-out plan
8. Involve others
9. Ask
10. Say Thank you.

Donna E. Bane  
Philanthropy Advisor  
[donnabane@aol.com](mailto:donnabane@aol.com)

## Recommended resources

Terry Axelrod [Raisingmoremoney.com](http://Raisingmoremoney.com)

Monterey Community Foundation Resource Center (excellent reference library and consultant referrals)

Nonprofit GENIE <http://www.genie.org/>

Grassroots Fundraising- Kim Klien  
<http://www.grassrootsfundraising.org/>

Mal Warwick <http://www.malwarwick.com>

## Board Involvement in Fundraising: Shifting Your Focus

*Creative Solutions!* Consulting for Nonprofits

Emily Hull-Parsons •• [ehparsons@sbcglobal.net](mailto:ehparsons@sbcglobal.net)

Major gifts are the result of relationships. >From that basic premise comes an understanding of the process by which we involve the board in acquiring those major gifts. By shifting your focus from *soliciting* to *relationship building* you create new opportunities for board member involvement and satisfaction.

Relationships with donors, no different than successful relationships in other areas of our life, are not built overnight. They take time. They take work. They take consistency...and a certain amount of chemistry.

Building relationships for major gifts also takes a Plan. In building an effective major gifts program, recognize the importance of all five of these steps:

**IDENTIFICATION** - the process of identifying prospects. As your program expands you will be identifying other prospects who may not already be donors. Relationships with your existing donors will help you to do this.

**EDUCATION** - the means by which we transfer to the prospects minds the information we want them to know: the mission, the programs and the services you provide.

**CULTIVATION** - the process of moving the information from the prospect's head to his heart by bringing him closer to the organization. Personal contact is crucial to successful cultivation. A prospective donor must move from knowing, to *caring* about your organization.

**SOLICITATION** - the act of asking for a donation. An effective solicitation takes into consideration the interests and needs of the donor, not just the needs of the organization. Unless you have a relationship with the donor, the likelihood of your success is limited.

**APPRECIATION** - An organization's response to the gift can enhance the satisfaction for the donor.

Remember, showing your appreciation is a continuation of the cultivation and a deepening of the relationship.

By shifting your emphasis from *soliciting* to the process of *relationship building* you create room for a wider variety of board members to more comfortably participate. Giving board members choices, options, and specific instructions enables them to become proficient fundraisers. A new clarity about fundraising may energize and motivate some individuals to do more than they originally thought possible. A handful may evolve into leaders.

Increased board member involvement in fundraising not only help's the organization's development efforts, it also leads to greater board member satisfaction and commitment.