



DEN News

Development Executives Network of Monterey County

February 2006

Volume I, Issue I

February 17 DEN Meeting — Don't Miss It!

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Hospital Foundation

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Reservations Chair

Lauren Cohen

MY Museum

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Member at Large

Sue Dewar



The Value of Branding and Marketing of Non-Profits

Karen Nardozza & Craig Kaufman, Principals at Full Steam Marketing & Design

Competition for dwindling resources is becoming more ferocious than ever. It's not enough to simply be good at what you do – you have to differentiate your organization from similar organizations. People align themselves with and support organizations they know, trust and feel good about. Learn how to develop your brand to be visible, understood and respected by those you seek as clients, supporters and funders.

"Every brand, like a fingerprint, is unique. Our job is to make each brand distinct and memorable – to make it sell. It requires tenacity and talent to find "the thing" that sets each brand apart. We call it purposeful creativity. Every aspect of the way a brand is perceived

must make a lasting, positive impression. The brand must attract loyal advocates with its personality and promises."

12-1:30 pm at Tarp's

\$20 for Members, \$25 for Non-Members

Please RSVP to Lauren Cohen at lauren_cohen@csumb.edu.

Community Workshops

Introduction to Grant Proposal Writing

This workshop provides beginning and intermediate grant seekers with the tools to create successful grant proposals. This workshop will cover: Planning for Success, Key Components of a Successful Proposal, and What Funders Are Looking For. Practical exercises will help you develop the key components of your proposal.

Date and Time: February 15, 2006, 1:00 to 4:00 PM

Fee: \$45.00

Registration Deadline: February 8 *Space is limited!*

Location: Oldemeyer Multi-Use Center,
986 Hilby Avenue, Seaside

Presenter: Joy Rubey

Find Funding Fast:

An Introduction to FC Search

Ask the right funder for support and your chances of success improve dramatically. FC Search is a searchable database available at Community Foundation offices and the Seaside Library with information on over 70,000 foundation and corporate funding sources. Learn this easy way to search thousands of funding organizations by grant type, location, and type of program. Then sign up to do an extensive search for your organization.

Date and Time: March 16, 2006, 10:00 AM to 12:00 Noon

Fee: \$20.00

Registration Deadline: March 9

Location: Community Foundation for Monterey County, Heritage Harbor, 99 Pacific Street #155A, Monterey

Presenter: Kaki Rusmore

Visit www.cfmc.org for more information or to register online. (831) 375-9712

The Community Foundation of Santa Cruz County

Management Assistance Workshops for Winter/Spring 2006

Visit our Web site to learn more at www.cfsc.org!

Learn About Santa Cruz County BoardMatch

A project to increase the pool of community members ready for board service <http://www.cfsc.org/page19694.cfm>

Winter/Spring 2006 Workshops Include:

- ◆ Strategic Board Recruitment (February 15 & March 15)
The Executive Directors' Roundtable (last Fri. of month beginning Feb. 24)
- ◆ BoardMatch Orientation for Nonprofit Organizations (Feb. 27)
- ◆ The 501(c)(3) Book Club (first Fri. of month beginning March 3)
- ◆ The Fundraising House Party (March 7)
- ◆ The Elevator Pitch (March 10)
- ◆ Intermediate Grant Proposal Writing (May 11)
- ◆ Taming the Monster on Your Desk (May 16)
- ◆ The Strategic Board of Directors:
Effective Meetings, Accountability, Recruitment & Fundraising (May 19)
- ◆ The Insider's Guide to Working with Your Local Media (May 23)
- ◆ Planning for the Inevitable Transition of Leadership (June 7)
- ◆ Develop Your Fundraising Strategy in a Day (June 13)
- ◆ Planning and Implementing Your Major Gifts Campaign (June 22)

For a complete description of workshops go to <http://www.cfsc.org/page19639.cfm>

Individual and organizational discounts up to 25% off the registration fee are available!!

Employment Opportunity

Food Bank for Monterey County Development Assistant

24-30 flexible hour week; \$18-22 per hour. The Development Associate will work as a member of a team working on direct mail, donor stewardship & recognition, and special events. Associate will represent the Food Bank in the community and to local media.

For your Information

Here is an interesting article about Board Giving and Board Getting:

http://www.rivernet.org/library/fra2002_v9n4.htm

Follow up on Bob Kardon

For those of you who would like more information on the Harvard Change Model mentioned in last month's DEN program with Bob Kardon. We have located the article below!

<http://www.civic-strategies.com/library/change.pdf>



Take Our Survey

All DEN Members, please take a moment to fill out our survey so we can give you the results at the next meeting on February 17. Here's the link:

<http://www.zoomerang.com/survey.zgi?p=WEB224XUT829F9>

Questions, comments or newsletter contributions are welcome.
Please contact
Cynthia Vandenberg at
cavanden@nps.edu. Submission deadline
is the 25th of each month.

DEN is Back Better Than Ever in 2006!

Eight great reasons to renew your DEN membership!

Mission of the Development Executive's Network

Offer quality useful programs

Build a sense of community among local nonprofits

Provide an opportunity to network with other's in the nonprofit community

Goal

To provide quality benefits resulting in increased membership and attendance at monthly programs.

Member Benefits

Free Training Certificates - Current *paid* members will be eligible to win scholarships and discounts to Community Foundation Management Assistance Trainings.

DEN's "Welcome Wagon" - When a new person joins the development staff in an agency, we'll invite them to one free lunch meeting to learn about DEN.

Increased program budget allowing for more high level speakers!

DEN Website - In 2005 we launched the new DEN website full of contact information and program news...www.developmentexecutivesnetwork.org

Monthly electronic newsletter listing program information, job opportunities and useful resources

Annual Membership Directory including contact information

Discounts on monthly program lunches for member organization's staff and volunteers

FREE admission to Members Only training opportunities!

One free ticket to the festive Holiday Luncheon in December and a chance to win great door prizes!

2006 DEN Membership

Please return this form along with your \$60 membership dues to:

DEN 484 Washington Street, #199, Monterey Ca 93940

Agency name

Contact person/title

Address

Phone

fax

Email

website