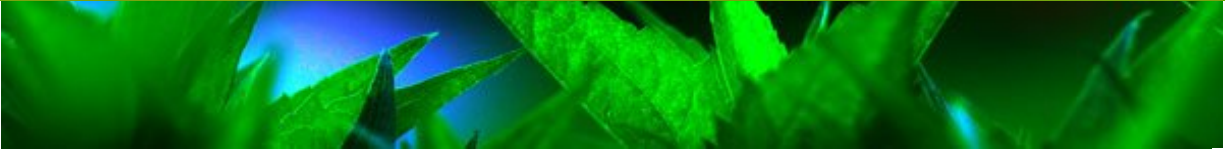


Tip\$ & Treasure\$ Weekly

January 2, 2009



HAPPY NEW YEAR!!!

Our community is indeed fortunate to have a thriving nonprofit business sector led by talented, committed professionals. Your hard work is evident everywhere we look....from caring for the underserved to protecting our environment to providing outstanding cultural events. Congratulations for a great year, and best wishes for continued success in 2009!



In this week's edition...

- New Year Resolutions
- Thurston County Young Professionals
- Workshops, Events, Seminars and More! (Relationship and Referral Marketing, Effective Use of Survey Monkey, Board Oversight of Financial Management)
- Job Announcements
- Quote of the Day



5 RESOLUTIONS FOR A TOUGH NEW YEAR

Times are tough, and 2009 may be even tougher. Nonprofits are hunkering down trying to weather the economic storm that is dramatically reducing their revenues yet increasing demand for their services. Often one of the first functions to go is communications.

Despite the awful economic conditions, this is no time to pare back on getting your messages out to the public. In fact it's more important now than ever before to let people know how and why you exist.

Here are some cost-effective ways to get your name and mission out to people during these tough times. Make them your 2009 New Year Resolutions:

Create Brand Ambassadors

Turn everyone affiliated with your organization-employees, board members, volunteers and clients-into effective brand ambassadors.

Prepare them well. At the very least develop and distribute to them the messages you want them to deliver about your organization to people they come in contact with during the course of an ordinary day, including friends, family members, co-workers at other jobs they may have, people they meet while traveling, etc.

Those messages should clearly and concisely tell people: Who you are, what you do, how you do it-and why they should care enough to support you.

Make a special effort to speak to groups in your community

As a leader of your organization, make appointments to speak in front of civic organizations, including your local Chamber of Commerce, Lions and Kiwanis clubs, church congregations, school PTAs, and anywhere else you can find an interested audience.

When speaking about what your organization does, broaden your message so that it goes beyond the services you provide to your direct client base. In a compelling, yet sensitive manner, explain how what you do effects and reflects on the entire community.

If you haven't already, make friends with your local media

The media are always looking for "experts" to quote in their stories. Make your organization one of those reliable sources of expert information that the media can count on-especially when they are on tight deadlines. You'll make friends forever. And don't overlook the smaller media outlets. Even the biggest cities have dozens of neighborhood publications and local cable outlets that are hungry for good human interest stories.

Update your website.

Revisit your website to ensure it reflects the environment in which you are currently working, including the increased demand for your services, how that demand is being-or not being-met, how people can help, and the specific outcomes they can expect from their donations. Be as transparent and accountable as possible.

Also, it's wise to include testimonials on your website-as well as on your printed materials, including brochures, flyers and annual reports. Personal testimonials carry powerful messages. It's always more impressive when someone other than an organization representative speaks positively about you.

Create points of entry

Invite prospective donors, community leaders, media representatives and others to your organization so they can see first-hand what it is you do, as well as get answers to any questions they might have about your organization.

Despite the economic chill, don't bite off your nose. Instead, get your face out there!

Larry Checco Checco Communications ©2008



THURSTON COUNTY YOUNG PROFESSIONALS

Announcing a NEW opportunity for young professionals in the south Puget Sound region!

Sponsored by the [Tumwater Area Chamber of Commerce](#), Thurston County Young Professionals is open to anyone age 21-39, who is interested in networking and career building with other young professionals facing the same challenges.

TCYP is simply a network of YP's - a dynamic and diverse group of peers with a passion for making a difference...a willingness to learn...the desire to build important relationships...and the energy to get involved in the community.

Mission Statement

To develop, connect, empower and retain young professionals through increased opportunities and resources to enhance their professional development and business success within the region.

Goals

1. To broaden the professional skills and knowledge of area young professionals.
2. To better connect young professionals in the business community and Chamber.
3. To increase opportunities and foster relationships to involve and empower young professionals in the progress of the county.
4. To attract and retain young professionals to this county.
5. Enhance the area quality of life.

To learn more about TCYP and upcoming meetings go to [the Thurston County Young Professionals website](#).



WORKSHOPS, EVENTS, SEMINARS AND MORE!

**Save the date for these upcoming Table Topics Sessions
and watch Tip\$ and Treasure\$ Weekly for more details**

Relationship & Referral Marketing

January 15, 2009 11:30 a.m. - 1:00 p.m.

This special event will feature Annette Bau, author and nonprofit marketing expert and Linda Jensen a business owner of a local financial planning firm. In this

informative session you will learn how to dramatically increase your donations through relationship and referral marketing.

Relationship marketing involves creating, maintaining, and enhancing strong relationships with your donor base. A key to developing long term relationships is great communication system. The goal must be to retain donors and expand toward developing referrals and word of mouth advertising from your existing donor base, potential donors and centers of influence.

Location to be announced.

\$25 per person & includes lunch.

Payment and registration required before January 12, 2009

Please send your check to NonProfit Solutions NW, 1824 Black Lake Blvd. SW Ste. 101, Olympia, WA, 98512

**OR call to charge to MasterCard, Visa, Discover or American Express
360.866.3638**

Effective Use of Survey Monkey

February 19, 2009 11:30 a.m. - 1:00 p.m.

Aiye Akhigbe, Director of Alumni & Parent Relations & Annual Giving, Saint Martin's University, will lead a discussion on using Survey Monkey to test the thoughts of your organization's constituents.

Now, more than ever, nonprofit organizations should know what their constituents think about their programs and services and how their future giving habits may change. Survey Monkey is a simple, very affordable, online tool that will help you reach large groups of supporters quickly and easily.

Location to be announced.

\$25 per person & includes lunch.

Payment and registration required before February 16, 2009

Please send your check to NonProfit Solutions NW, 1824 Black Lake Blvd. SW Ste. 101, Olympia, WA, 98512

**OR call to charge to MasterCard, Visa, Discover or American Express
360.866.3638**

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**Board Oversight of Financial Management  
Presented by the Nonprofit Center, Tacoma, WA**

Fiscal oversight is one of the most critical responsibilities for nonprofit boards. Yet it is probably the least understood and most challenging. The Nonprofit Center is

pleased to present a webinar from the Nonprofit Risk Management Center which will address effective practices, financial literacy and how the board can do this important work well.

The one-hour session will be held on Wednesday, January 7, at 11:00 a.m.

For more information about this and other upcoming opportunities, visit [the Nonprofit Center website](#) or call 253-272-5844.



## **JOB ANNOUNCEMENTS**

### **Office Manager Interfaith Works, Olympia, WA**

This is a half-time position. Office Manager is responsible for organizing and coordinating office operations and procedures. Proficient in QuickBooks, and Microsoft Office Suite: Word, Publisher, Excel and Access. For full job description and application contact Interfaith Works at 360-357-7224, or email at [interfaithworks@comcast.net](mailto:interfaithworks@comcast.net).

### **Stewardship Coordinator Nisqually Land Trust, Olympia, WA**

The Nisqually Land Trust seeks a full-time Stewardship Coordinator to manage its land-stewardship program. NLT currently owns some 1900 acres of wildlife habitat in the Nisqually River watershed, which runs from Mount Rainier National Park in the Cascade Mountains to the Nisqually National Wildlife Refuge on Puget Sound. The Stewardship Coordinator is responsible for developing and implementing management, stewardship, and monitoring plans for all NLT properties; developing annual budgets and work plans; fundraising and grant management; managing the stewardship staff and volunteers; working with landowners and partner agencies; project supervision, including contract administration; assisting in the writing of conservation easements; and public outreach.

This is a great opportunity to join an experienced and rapidly growing organization. Qualifications include excellent written and verbal skills, three years experience in stewardship work, a college degree in a relevant field, and a deep commitment to restoration and conservation of wildlife habitat. Competitive salary and benefits. Please visit [www.nisquallylandtrust.org](http://www.nisquallylandtrust.org) for a full job description and instructions on how to apply.

### **Administrative Assistant Nisqually Land Trust, Olympia, WA**

The Nisqually Land Trust seeks an energetic, motivated individual to fill a half-time position as an Administrative Assistant. The ideal candidate will possess experience in customer service and office systems, a desire to gain familiarity with all aspects of our operations, and a commitment to our mission. This is a great opportunity to join an experienced and rapidly growing organization. Qualifications include superior written and verbal skills, two years of office administration experience, two years of college (or the equivalent), and proficiency with Microsoft Office software. Please visit [www.nisquallylandtrust.org](http://www.nisquallylandtrust.org) for a full job description and instructions on how to apply.



### QUOTE OF THE DAY

Each new day is a blank page in the diary of your life. The secret of success is in turning that diary into the best story you possibly can.

Douglas Pagels, *A Wonderful Resolution For The New Year!*



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