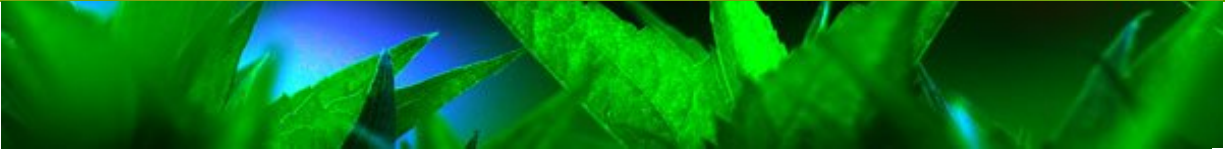


Tip\$ & Treasure\$ Weekly

January 16, 2009



In this week's edition...

- Unleash the Power of your Email Signature
- A Call for 2009 Fundraising Event Calendar Updates
- An Announcement from the Nonprofit Leadership Institute
- Workshops, Events, Seminars and More!
- Job Announcements
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UNLEASH THE POWER OF YOUR EMAIL SIGNATURE

THE MOST MISSED MARKETING OPPORTUNITY

Email signatures (a.k.a. sig lines) are a powerful, low-cost, high-return marketing tool for your organization. But what's surprising is how seldom sig lines are put to work. In fact, I frequently receive emails from nonprofit staff members with no sig line at all. Now that's a wasted opportunity!

Consider this: If your organization has 30 employees, each of whom sends 30 emails daily to folks outside the organization, then (assuming 250 business days) that's 225,000 ad views annually, at no cost or much extra effort. If you have 100 employees, that's 750,000 ad views annually.

Dive into this [brief guide](#) provided by Nancy Schwarz & Company to crafting an effective sig line, and how it will benefit your organization.

When you do, your nonprofit could be getting a strong, memorable message out with every email by the end of this week! It's an easy way to jump-start your 2009 marketing agenda.

A suggestion from Getting Attention.org.



2009 EVENT LISTING UPDATES

As a courtesy to south Puget Sound nonprofit organizations, NonProfit Solutions maintains a community fundraising event calendar on its [website](#). We are currently in the process of updating it for the new calendar year.

If you would like your 2009 events included in the calendar, please send the date, name and location of your events to admin@nonprofitsolutionsnw.com.

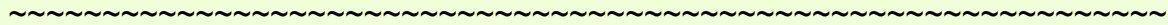


AN ANNOUNCEMENT FROM THE NONPROFIT LEADERSHIP INSTITUTE

NPS is excited to announce that due to the popularity and success of the first cohort, another Nonprofit Leadership Institute cohort is scheduled to begin in March! If the timing just wasn't right for you to participate with the first group last September, this is your chance to get in on this great program and not have to wait until fall.

The NLI schedule is set and can be accessed at South Puget Sound Community College's Hawk's Prairie [webpage](#). The first class is March 3; the series of full day classes will conclude November 10th.

For more information or to enroll in Cohort 2, contact Margaret Hoyer, Associate Dean of Leadership and Management Development, at 360.596.5743 or mhoyer@spscc.ctc.edu.



Another opportunity at South Puget Sound Community College.....

Hire an Intern Already Training in the Field!

SPSCC's computer networking students are completing a wide variety of courses. Call TODAY to list your available positions on the campus job board.

(360) 596-5359 IT'S FREE!!!



WORKSHOPS, EVENTS, SEMINARS AND MORE!

Effective Use of Survey Monkey

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

WHERE: Location to be announced

COST: \$25 per person & includes lunch

REGISTER: Payment and registration required before February 16, 2009

To register, 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

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.

**AFP Tacoma Chapter presents Jan Brazzell, Ph.D., CFRE
Awaken the Sleeping Giant: Emerging Best Practices to Engage Your Board**

WHEN: Tuesday, March 10, 2009, 11:30 a.m. - 1:00 p.m.

WHERE: LaQuinta Inn, 1425 E 27th St, Tacoma, WA

COST: \$20 for AFP members, \$30 for non-members (includes lunch)

REGISTER: Send an email to southsoundafp@gmail.com.

Do your board members leave their brains at the door? Do two or three do all the work? Propelled by Sarbanes-Oxley, new IRS reporting requirements and mounting pressures from charity watchdogs, major private foundations and government grantmakers, not-for-profits are seeking new remedies for board disengagement. This workshop will outline emerging trends in Board best practices and offer practical strategies you can use to enliven your Board. You will want to bring your Executive Director and Board Chair/Elect with you to this meeting!

Learning Outcomes:

1. Recognize the primary symptoms and causes of Board disengagement.
2. Understand major emerging trends in Board best practices.
3. Know specific strategies for improving Board engagement and effectiveness.
4. Realize how time and effective Board leadership contribute to reinventing a Board.

Interested in carpooling? Let us know with an email to

admin@nonprofitsolutionsnw.com.



JOB ANNOUNCEMENTS

No new listings this week.

As a service to the south Sound nonprofit sector, NonProfit Solutions will list your organization's Job Announcements in the Tip\$ and Treasure\$ Weekly publication AND on the [NPS website Job Board](#) for FREE.

Send your announcements to admin@nonprofitsolutionsnw.com.



QUOTE OF THE DAY

'Tis better to be silent and be thought a fool, than to speak and remove all doubt.
Abraham Lincoln (1809 - 1865)

