

Tip\$ & Treasure\$ Weekly

March 13, 2009

In this week's edition...

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- Fundraising Opportunities
- Workshops, Events, Seminars and More! (1 NEW important announcement)
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PLANNING FOR THE WORST - STEPS TO TAKE IN PERFORMING A DOWNSIZING ASSESSMENT AND CREATING A DOWNSIZING PLAN

Creating your downsizing plan involves an overall organizational assessment, tending to your revenues, expenses and reserves to determine where you are from a personnel, resource product and services perspective. This allows the association to develop a sequential plan to match these resources with your strategic and operational plan over time, phased in as needed during the downturn.

The Need for Careful Analysis and Research

It is a most critical time period now with 2009 budgets kicking in and plans for the 2nd half of the year are due for revision soon. In working with several association staff and boards in their downsizing / rightsizing efforts, each has been and projects a revenue short fall in the aggregate, in approximately the 12%-25% range, with different parts of the revenue pie suffering unequally based on mission and product. Given anecdotal data from other associations and the association management consulting community, these numbers may be at best somewhat conservative, so it would be most fitting for all associations to take a methodological approach and give itself a barium x-ray to illuminate issues it needs to address in its downsizing plan.

The ability to identify each revenue and expense segment and correlate and link it to the value equation is most important to cut where it does not harm the member's perception of core value elements and identify a new pricing strategy that clearly benefits the member in the eyes of the member.

Key Steps to Consider in a Down Sizing Assessment and Plan

Here are the basic steps you must take in these three critical areas to ensure you are covering all the bases in this regard:

Organizational Research and Assessment

- Conduct research in the form of a quantitative value assessment survey asking members to identify the most important services the association can perform for them during these recessionary times.
- In conjunction with this, perform an organizational assessment to identify areas where you can cut, yet still maintain basic and essential services. The assessment reviews each operational and product area of the association and should point out the formula you need to maintain steady operations for the period you estimate you will need assistance. The survey will assist in verifying this information for you.
- Get some outside help to do this as you are subjective and will have too many blind spots. An objective source can help you through this critical evaluation and planning. Ensure your plan in phases such that you don't guesstimate how long the downturn is, but what you need to do over time during the downturn, regardless of length.

Revenues

- Review your revenue base and determine where you can provide members needed financial relief as a priority, if necessary through a reduction in dues and fees in appropriate areas.
- In the type of financial environment we are in now, downsizing also involves assisting members get through the tough times as well. Come up with new strategies to reduce dues with schedules and payback cycles and reduce fees on products essential for member's livelihood.
- For example, if your current annual meeting fee is \$895, consider providing a 30% discount to entice members to come, spend money on other convention goods, and put bodies in the exhibit hall so exhibitors don't get cold feet as well.
- Do the same for your advertising and directory fees to encourage spending and keep service providers active with you. Current price points or price points in general don't mean anything in this economy. Take a tip from our corporate brethren and focus on keeping the customer and taking some hits on your active and passive inventory. Don't be too stubborn or too proud and have your attendance rot, your halls empty, and your member retention and recruitment efforts tank. What you think your products and services are worth needs a downward readjustment and unbelievable customer service and assistance to members in crisis needs elevation during times like these.

Due to the length of this article we encourage you to view the Expense and Conclusion portions of the copy at this [URL](#).

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FUNDRAISING OPPORTUNITIES

Dear HouseParty Aficionado:

Hope all your houseparties have been good ones. I just wanted to write and let you know that I've started a page for Houseparties on Facebook at this [URL](#) where you can go and enter a discussion group to ask questions and/or share information about houseparties. Hope you'll come join us!

Thanks,
Morrie

Morrie Warshawski
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Now Available - the brand new completely revised 2nd edition of
THE FUNDRAISING HOUSEPARTY:
HOW TO PARTY WITH A PURPOSE AND RAISE MONEY FOR YOUR CAUSE

Chonita Redmon, Olympia, Washington, coordinates fundraisers for interested nonprofit organizations. Projected contributions are estimated at 20%-25% of each sale and average sale ranges from \$40 to \$75 (depending on product line). Both product lines, MaryKay and Arbonne, offer high quality, high-recognition products.

Additionally, as a courtesy, she makes product donations for auctions and events. For example, she will donate product gift baskets valued from \$50-\$250.

For more information contact Chonita Redmon at 360-918-8560 or redmon7747@comcast.net.



WORKSHOPS, EVENTS, SEMINARS AND MORE!

Express Employment Professionals presents
The Three Signs Workshop

According to a Gallup poll, 75% of adults are unhappy in their jobs. Do you think any of your employees would be among them? Have you wondered how to motivate and engage your employees? What if the cure to ridding job misery from your workplace only required three steps? This workshop is based upon the book "The Three Signs of a Miserable Job" by Patrick Lencioni, a NY Times Bestselling author and who Fortune Magazine called one of "ten new management experts who are changing the way business gets done".

During this presentation you'll learn how to:

- Increase productivity and morale
- Erase misery from your own job
- Create a misery-free workplace for your employees
- Empower your employees to take control of their job satisfaction
- Help your employees recognize their impact
- Enable your employees to gauge their own success
- Enhance your own management skills

WHEN: Tuesday, March 24th, 2009, 8:00 - 11:30 a.m.

WHERE: Washington Farm Bureau Harvest Room, 975 Carpenter Road NE, Lacey, WA

REGISTER: Call 360-357-7195 or send an email to Dory.Chase@Expresspros.com

COST: \$30 per person for training materials

Thurston Economic Development Council, OBEE Credit Union and United Way
Thurston County present the

2009 Asset Building Coalition Summit

WHEN: March 24, 2009, 11:30 a.m. - 1:30 p.m.

WHERE: Saint Martin's Worthington Center, 5300 Pacific Ave. SE, Lacey, WA

COST: \$17 per person

Register with an email to info@thurstonedc.com or phone 360.754.6320.

Bank of America Community Gathering

Bank of America is committed to supporting the communities in which they do business, and about creating opportunity for their customers and partners.

Join them to learn important information about their charitable giving programs, community development efforts in your area and how to access related resources at Bank of America.

WHEN: Tuesday, March 31, 2009, 2:00 - 4:00 p.m.

WHERE: Boys and Girls Club, Gary and Carol Milgard Family Hope Center, 10402 Kline St. SW, Lakewood, WA 98499

Please RSVP by Friday, March 20, 2009 to Dena McComb at 253.305.3355 or
dena.k.mccomb@bankofamerica.com

Light refreshments will be provided.

Sustaining High Performance Community Collaboration

Increasingly, collaborative community relationships are forming to address complex societal needs, especially in support of children and youth. Leaders of these efforts recognize that in order to sustain the collaborative, there is a need to align the efforts of member organizations through joint planning and implementation. Many in Thurston County see it as a community where all children and youth, ages 0 to 21, of all cultures are healthy, safe, valued and successful. If you serve youth in this county in any capacity and are ready to collaborate with others in the county to convert this vision into reality, come join your colleagues at the table.

Conferees will have the opportunity to understand key components of a systems thinking model, participate in the development of a strategic plan for the Thurston County collaborative and identify key leadership roles needed to support the plan.

WHEN: Thursday, April 2 9am-4:30pm, Friday, April 3 9am-3:30pm

WHERE: Lacey Community Center, 6729 Pacific Ave. SE, Lacey, WA 98503

QUESTIONS AND REGISTRATION: Call Ellen Nelson 360.493.2230 X24

Lunch Provided

Free Parking

This program is funded by a grant to TOGETHER! from the U.S. Department of Health and Human Services, Administration for Children and Families, Office of Community Services.

Economic Survival Fair

In tough economic times you never know what resources or services are available to ease the increasing burdens of every day life. If you've just been oaid off, your hours cut, struggling to pay bills, or just need information, The Economic Survival Fair is the place to start.

WHEN: April 4th, 2009, 9:0 a.m. - 1:00 p.m.

WHERE: Olympia High School

There will be dozens of free on-site services offered.

For more information go to the [Volunteer Center](#) website or call Mary at 360.741.2613.

This event is sponsored by The Volunteer Center, 94.5 ROXY, OBEE Credit Union, MIXX96, United Way Thurston County and 96.9 Real Country KGY.



OPEN POSITIONS IN THE SOUTH PUGET SOUND AREA

Director of Institutional Advancement
Pope John Paul II High School, Lacey, WA

Pope John Paul II High School, located in Lacey, WA, seeks an experienced Director of Institutional Advancement to provide innovative leadership in creating and implementing development efforts for our new CatholicHigh School. We are looking for someone with an entrepreneurial spirit, fund development and management skills, and an ability to build relationships that are essential for our purposeful growth. For a complete job announcement and information, please visit our website at www.popejp2hs.org.

Applications, résumés and questionnaires are currently being accepted through March 18, 2009. Please send information to Ron Edwards, Principal at redwards@popejp2hs.org. Application forms and questionnaires are available on the website listed above.



QUOTE OF THE DAY

The highest proof of virtue is to possess boundless power without abusing it.
Lord Macaulay, review of Lucy Aikin, 'Life and Writings of Addison,' 1943

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