

# Tip\$ and Treasure\$ Weekly

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## Announcements

**Watch this space  
for upcoming  
announcements about  
the NEW**

**SolutionsNOW!  
Consulting Group**

**and future  
Table Topics sessions**

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**Our Clients Get  
Results!**

**Call on us for:**

- **visionary, accountable  
boards of directors.**

## In this Issue

- Integrated Marketing - Nirvana or Illusion
- Workshops, Events, Seminars and More!
- Fundraising Opportunities
- Open Positions
- Quote of the Day

## Feature Article

### Integrated Marketing - Nirvana or Illusion

While online fundraising continues to be a growth engine for many nonprofit organizations, the data - real and anecdotal -- shows that engaging constituents through an integrated, multi-channel approach provides the greatest return over the life of most supporters. Integrating the latest technology and applications can also help you empower your most ardent supporters to share your story in ways that reach, inspire, and motivate others to join your cause.

Yet for most organizations the nirvana of integrated marketing is still an illusion.

With limited marketing resources, organizations need to spend their time and money as efficiently and effectively as possible. How can an organization start doing a better job of integrating the multiple channels, applications, and technologies needed to be successful in today's world?

To read Tad's suggestions and entire blog entry, click [here](#).

By Tad Druart, [Convio](#)

- creating real, deliberate, discernible change.
- sustainable, diverse funding streams.
- trusting, productive meeting environments.
- long-term, quality staff relationships.
- higher visibility in your community.
- an open and responsible organizational culture.
- making the sum of the parts work for the whole.

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## Quick Links

[NPS Website](#)

[Services](#)

[Audio Testimonials](#)

[Nonprofit Leadership Institute News](#)

[Community Fundraising Event Calendar](#)

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## Contact Information

## Workshops, Events, Seminars and More!

### Bank of America Community Gathering

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](mailto:dena.k.mccomb@bankofamerica.com)

### Sustaining High Performance Community Collaboration

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

### AFP South Sound presents Major Giving: Everyone is (or should be) doing it!

Regardless of whether your organization defines a "major gift" as \$500, \$1000, \$10,000 or more, are you getting your fair share? If not, this program is for you!

WHEN: Tuesday, April 14th, 11:15 a.m. - 1:00 p.m.

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

**NonProfit Solutions NW, LLC**  
**1824 Black Lake Blvd. SW Suite**  
**101**  
**Olympia, WA 98512**  
**360.866.3638**

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[Join Our Mailing List!](#)

COST: \$20 AFP members, \$30 non-members.

Pre-registration is required.  
To register for this event, click [here](#).

## **Fundraising Opportunity**

Reprinted by special request...

Chonita Redmon, Olympia, Washington, coordinates fundraisers for interested nonprofit organizations. Your organization earns 25% of each sale and average sales range from \$40 to \$75. MaryKay offers high quality, high-recognition products.

Chonita manages all aspects of the fundraiser, no extra burden on your staff. These products are consumable and lend themselves to reorders. The fundraiser continues to generate income as long as your patrons place orders AND you can reach people all across the country or even internationally who are interested in supporting your cause!

As an added bonus, Chonita makes product donations for auctions and events for those organizations participating in either of these fundraising programs (i.e, she will donate product gift baskets valued from \$50-\$250).

To register your organization contact Chonita Redmon at 360-918-8560  
or [redmon7747@comcast.net](mailto:redmon7747@comcast.net).

You can browse online at  
<http://www.marykay.com/ChonitaRedmon>

## **Open Positions**

**Foundation Operations Manager**  
**Providence Health and Services, Olympia, WA**

The Operations Manager is responsible for the

smooth and efficient operation of the Foundation including management of finance, budgeting, and internal systems and business processes to integrate Foundation objectives with the operations. This individual will also coordinate foundation board business affairs.

For more information or to apply, go to [www.providence.org/careers](http://www.providence.org/careers), and fill out your online profile. Then apply for job number 48450.

**Major Gifts Officer**

**Pacific Lutheran University, Tacoma, WA**

Click [here](#) for the complete position description on the Association of Fundraising Professionals Washington website.

**Executive Director**

**Susan G. Komen for the Cure, Puget Sound**

Those interested in and qualified for this unique and exciting opportunity should email a resume and cover letter to Mike Wagner, HR Consultant and Search Manager, at [mj\\_wagner@comcast.net](mailto:mj_wagner@comcast.net).

(Please note the underscore between the "j" and the "w" in this email address.)

For a more detailed description of this position, please visit [www.komenpugetsound.org](http://www.komenpugetsound.org).

The position closes to new applications at 5:00 PM on Monday, April 13, 2009.

**Quote of the Day**

Go confidently in the direction of your dreams! Live the life you've imagined. As you simplify your life, the laws of the universe will be simpler.

Henry David Thoreau (1817 - 1862)

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