

# Tip\$ and Treasure\$ Weekly

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## Announcements

Seattle Mariner Hall of Famer Jay Buhner is coming to town!



WHEN: Thursday, May 14th,  
7:30 - 9:00 a.m.

WHERE: Indian Summer  
Country Club

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## Keep Dire Talk Out of Fund-Raising Letters

As the recession continues to squeeze donations to nonprofit organizations, fund raisers are feeling increased pressure to refer to their economic hardships in their written appeals to donors.

But is it really a smart idea to mention the recession in fund-raising letters? Two prominent direct-mail fund raising experts answer that question with a resounding "no".

"I strongly recommend that you do not complain about how hard the recession is impacting your organization," said Mal Warwick, a consultant and author of the new book *Fundraising When Money Is Tight: A Strategic and Practical Guide to Surviving Tough Times and Thriving in the Future*.

Instead, Mr. Warwick told participants in today's Chronicle live discussion on direct-mail appeals to focus their letters on what they're doing to adapt to the tough times.

"Tell your donors what steps you're taking to tighten your operations, trim costs, and deliver services even more efficiently to your beneficiaries," he said. "Tell them how much further their gifts will go now. And make sure they know that 'the need' doesn't simply continue but is

COST: \$30 per person for a full, hot breakfast  
[RSVP](#) by May 7th

Tourism plays a big part in contributing to the success of local businesses that are your donors and sponsors.

Join the [Olympia-Lacey-Tumwater Visitor & Convention Bureau](#) for their Annual Meeting on May 14th at Indian Summer Country Club. The meeting will feature the economic impact of sports tourism on the community.

VCB members and non-members are welcome.

Jay Buhner, the keynote speaker, will provide his experiences and the importance of youth/amateur athletics as it shaped his life during his formative years.

[Click HERE](#) for more information and to register.

## Our Clients Get Results!

Call on us for:

- visionary, accountable boards of directors.
- creating real, deliberate, discernible change.
- sustainable, diverse funding streams.
- trusting, productive meeting environments.
- long-term, quality staff relationships.
- higher visibility in your

more urgently and more widely needed than ever."

To view the article in its entirety, go to [The Chronicle of Philanthropy website](#).

- Article by Peter Panepento  
Tuesday April 28, 2009

## Workshops, Events, Seminars and More!

Nonprofit Solutions' Table Topics Series presents

An Overview of Social Media: Using On-line Networking to Create Connection

Featuring Janet Ott, Ph.D  
Internet Marketing Consultant  
Transform Life & Financial Coaching

Social Media sites have multiplied lately, and more and more people are flocking to them.

Should you? It depends. Looking first at who you want to connect with, and what information you want to impart will help you determine both the strategy and which social media make the most sense to spend time with.

We'll cover the different social media, and how best to use each and the basic of integrating them to best serve you, your clients, customers and donors.

WHEN:  
Thursday, May 28, 2009 11:30 a.m. - 1:00 p.m.

WHERE:  
Greene Realty Conference Room  
1722 Harrison Ave. NW  
Olympia, WA 98502  
COST: \$25 per person, includes lunch

**Payment and registration required before May 25, 2009.**

- community.
- an open and responsible organizational culture.
- making the sum of the parts work for the whole.

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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Contact Information

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## Fundraising Opportunities

The Wave Carwash is pleased to announce their new Fund Raising Participation Program. They welcome the opportunity to support the efforts of our local nonprofit and charity organizations.

No more standing out in a parking lot waving cars in off the road! This program involves selling basic wash cards for whatever you feel your market will bear. It's possible to raise substantial dollars in a short period of time.

Board members, staff, volunteers...everyone can be involved!

Call Katharine M. Opitz, the owner of The Wave Carwash in Hawks Prairie, Lacey and Centralia for more details. 360.481.2496

## Open Positions

No announcements this week.

## Quote of the Day

"Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover"

-- MARK TWAIN

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