

# Tip\$ and Treasure\$ Weekly

Published by NonProfit Solutions NW

05/08/09



Happy Mother's Day!!

## In this Issue

- The 60-second Newsletter Concept
- Workshops, Events, Seminars and More!
- Open Positions
- Fundraising Opportunities
- Quote of the Day

## Announcements

Let's build community discussion on the NonProfit Solutions [Blog!](#)

We're just starting to build content so there isn't much there just yet, but stay tuned! We are continuing with our mission to be a resource to the nonprofit community in the south Puget Sound area.

Let's start with this question....

If you could rub a Genie's lamp and wish for one thing for your organization, what would it be???

## The 60-Second Newsletter Concept

By Karyn Greenstreet

[Passion for Business](#)

Do you spend too much time writing your newsletter each month?

Do your readers actually read it...or is it too long?

These days your customers are time-constrained. There's always too much to do, too many appointments, too many tasks. Finding time to read your newsletter may be asking too much.

Enter the "60-Second Newsletter" concept.

Imagine that you could promise that your readers can get through your newsletter in 60 seconds or less. How exciting is that? Then they'd read every issue you send out.

Often business owners don't publish a newsletter because they feel it's too time-consuming to write full articles, especially if writing is not your passion. But if you committed yourself to writing a micro-newsletter, it's not too daunting and you can easily find the time and motivation to get it done on a regular basis.

You can do this via your mailing list, or via your blog. Remember, the point of doing a newsletter is to have regular communication with the people who have expressed interest in your products and services. The key word here is "regular" communication, so whichever

Post your answers at [on the NPS Blog.](#)

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

Quick Links

timeframe you want to send a newsletter (weekly, monthly, quarterly), keep to your schedule. The 60-second newsletter should help you keep on track with regular communications to your customers.

When writing your newsletter, ask yourself, "How can I make this something readable in 60 seconds or less?"

Here are some ideas:

- Use bullet points for easy reading
- Create a quick-list of resources
- Give them one simple tip or action item
- Use audio (podcast) instead of a written newsletter
- Teach them how to do one task more efficiently
- Write up an important item from the news
- Give them a piece of advice about handling a specific situation
- Write a "Top 10" list on an interesting topic
- Include a motivational quotation
- Give a link to a longer article
- Suggest a blog you love

Keep a list of ideas for your newsletter. You may be driving to the dentist or taking a shower -- and POW, a newsletter idea pops into your head. Write them all down. This list will help shorten the time to create your newsletter, another added bonus!

## Workshops, Events, Seminars and More!

(listed in order of event occurrence)

[TWO upcoming opportunities to learn more about Social Media and how/if it can benefit your organization](#)

"Grow your business using Social Media with The Definitive Social Media Planner"

Featuring Janet Ott and Joan Hitchens

WHEN: Saturday, May 16, 9:00 - 3:45 pm

WHERE: Indian Summer Golf and Country Club, Olympia, WA

REGISTER: \$97 per person includes The Definitive Social Media Planner and lunch. Call 360.943.7176.

AND

[NPS Website](#)

[Services](#)

-

[Client List and  
Audio Testimonials](#)

-

[SolutionsNOW!  
Consulting](#)

[Nonprofit  
Leadership  
Institute News](#)

[Community  
Fundraising Event  
Calendar](#)

[Job Board](#)

::

Contact Information

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

::

[Join Our Mailing List!](#)

Nonprofit Solutions' Table Topics Series presents

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

Featuring Janet Ott, PhD  
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.

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

-----  
The Solid Rock Foundation presents

"The Business Summit"

Event participants include The Williams Group,  
Catalyst Publishing, Economic Development Center,  
The Business Examiner, Pardiman Productions,  
SPSCC's Small Business Development Center and

many others!

The economy is in chaos. Many businesses are struggling. The Business Summit will focus on timely topics such as taxes, the stimulus package, marketing and social networking, that can help your business prosper and increase your bottom line! Attendees will walk away with practical and useful information.

A BizNik networking event will immediately follow The Business Summit.

WHEN: Friday, June 5, 2009, 8:30 a.m. - 2:00 p.m.

WHERE: Capital Christian Center, Olympia, WA

REGISTER: Cost is only \$15 per person and includes lunch. Register on the events tab at the Capital [Christian Center website](#). Email questions to Linda Jensen at [ljensenclu@comcast.net](mailto:ljensenclu@comcast.net).

### Fundraising Opportunities

One of the [SolutionsNOW! Consultants](#) has developed a comprehensive list of available private grant funding for general operating support of human service agencies.

Call now to make an appointment with the SolutionsNOW! specialist who will assist you with securing those much-needed funds for your organization. 360.352.0060.

### Open Positions

Community Initiatives Manager

Thurston County Television, Olympia, WA

The Community Initiatives Manager will be responsible for furthering our youth empowerment initiatives -- the Youth & Young Adult Media (YAYA Media) program, the TCTV Young Producer's Network and TCTV Youth Media Summer Camps--by managing and expanding the existing Youth Media programs and developing new ones. The Community Initiatives Manager will also design, implement and coordinate new initiative projects in response to community needs and issues.

For the complete announcement go to the [TCTV website](#).

Providence St. Peters Hospital  
Foundation Operations Manager, 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.

See the complete description on the [AFP Washington website](#).

Program Manager  
Capital Clubhouse, Olympia, WA

Manage the day-to-day operations of Washington's first consumer-run mental health program, ensure tracking of progress towards organizational objectives, manage a diverse group of colleagues, and ensure compliance with applicable external and internal policies and regulations.

For the complete description send an email to [opportunities@capitalclubhouse.org](mailto:opportunities@capitalclubhouse.org).

### Quote of the Day

Let us make one point, that we meet each other with a smile, when it is difficult to smile. Smile at each other, make time for each other in your family.

Mother Teresa (1910 - 1997)