

# Tip\$ and Treasure\$ Weekly

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## Announcements

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Have you visited the

[NPS Blog](#)?????

## Our Clients Get Results!

Call on us for:

- visionary, accountable boards of directors.
- creating real, deliberate, discernible change.

## Communication Strategies to Enhance the Climate of Giving

The methods your nonprofit employs to communicate with your constituents and stakeholders can make or break your fund development program. With so many options available, how do you decide which methods are appropriate for your target audience?

The first step in developing an effective communications plan is to identify the preferred ways in which your constituents wish to be contacted. A survey is useful to determine your constituents' impressions about your printed materials, website, preferred method of receiving information, the frequency at which they expect to receive communications and how they want to communicate back to the organization. Surveys should be sent to representatives of all stakeholder groups.

While the survey is being developed, distributed and responses are compiled, conduct a review of your current marketing materials to evaluate consistency of message and case for support. Review your newsletters, brochures, event announcements, and direct-mail campaign letters. Also review your website and any video and audio marketing you employ.

Another step in evaluating consistency of message and case for support will be to hold meetings with all staff

- 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.

involved in the fund development, marketing and public relations efforts. Discuss current fund development goals, processes and procedures related to messaging, language & frequency of printed materials, email and internet, and audio and video communications.

This information will help you better understand current communications strategies and interaction between and collaboration among staff currently communicating with your constituents on varying levels. Discussions should also include cultivation, stewardship & donor recognition plans.

The outcome of this investment of time and effort is a unified communications plan appropriate to your specific constituents and stakeholders and a growing connection to them.

Suzann Stahl, NonProfit Solutions NW  
May 29, 2009

NonProfit Solutions developed a communications survey template specific to nonprofit organizations. You can purchase the template for \$25 with a request to [admin@nonprofitsolutionsnw.com](mailto:admin@nonprofitsolutionsnw.com).

## Quick Links

[NPS Website](#)

[Services](#)

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[Client List and Audio Testimonials](#)

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[SolutionsNOW! Consulting](#)

[Nonprofit Leadership Institute News](#)

[Community Fundraising Event Calendar](#)

[Job Board](#)

Workshops, Events, Seminars and More!  
(listed in order of event occurrence)

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.

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Join Our Mailing List!

A BizNik networking event will immediate 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. To register, follow this link and click on the events tab at the [Capital Christian Center website](#).

Email questions to Linda Jensen at [ljensenclu@comcast.net](mailto:ljensenclu@comcast.net).

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TOGETHER!, CAPACITY and the The Hispanic Roundtable present:

"Providers, Partners and Parents Preparing Youth to Propel in Life"

Are you part of the Thurston County youth-serving community (village): provider, partner, parent or youth advocate? If so, you are invited to come and learn about three simple things you can do to further prepare youth to propel in life.

WHEN: Saturday, June 6th, 2009, 10:30 a.m. - 6:30 p.m.

WHERE: South Puget Sound Community College, Olympia, WA

To Register call Ellen Nelson 360.493.2230 X24

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Exploring Key Volunteer Engagement Strategies During The Economic Downturn

Join the Volunteer Center of Lewis, Mason, and Thurston Counties and the Volunteer Administrator's Network (VAN) for a unique opportunity to engage in lively discussion with Betty Stallings, internationally renowned expert in the field of volunteer management and author

of 12 Key Actions of Volunteer Program Champions: CEOs Who Lead the Way and Training Busy Staff To Succeed With Volunteers: The 55 Minute In-Service Training Series.

WHEN: June 17th 9AM to 11 AM

WHERE: Lacey Community Center

6729 Pacific Ave SE Olympia, WA 98503

COST: \$50 Includes Lunch and 2nd Session

To register call the Volunteer Center 360.741.2607

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NonProfit Solutions and the Volunteer Center will partner to present the lunch-hour sequel to the morning session

Generating Resources to Support Volunteer Engagement During Tight Economic Times: For Executive Directors and Volunteer Program Leaders  
Cost

Join volunteer management and development expert, Betty Stallings, in a lively discussion on how to look at the challenges of generating resources to support volunteer programs, the crucial mindset needed to raise funds, how to develop an internal case to support volunteer involvement and the external case to convince funders to support your crucial volunteer engagement.

WHEN: June 17th 11:30 AM TO 1:00 PM

WHERE: Lacey Community Center

6729 Pacific Ave SE Olympia, WA 98503

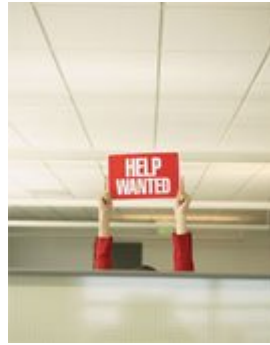
COST: \$25 Includes Lunch

To register call NonProfit Solutions NW  
360.866.3638

## Fundraising Opportunities

AIM Mail and Print Center is offering a 50% discount on promotional materials ordered by 5/31/09. It's a great time to stock up on bags, t-shirts, mugs and pens...just to name a few.

Contact Matt at [aim163@aimmailcenter.com](mailto:aim163@aimmailcenter.com) for more information.



Service Project Innovation Manager  
Volunteer Services of Lewis, Mason and Thurston  
Counties, WA

For the complete job description contact Frieda Ray,  
Community Relations Manager at [FriedaR@volunteer.ws](mailto:FriedaR@volunteer.ws).

### Quote of the Day

Nothing's better than the wind to your back, the sun in  
front of you, and your friends beside you.

Aaron Douglas Trimble

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