

# Tip\$ and Treasure\$ Weekly

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07/10/09

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## Announcements

**SolutionsNOW!**  
Consultants have a  
new blog.

Click [here](#) to access  
and comment  
on these new  
articles:

7-7-09 Think Like a  
Marketer-Find a Joint  
Venture Partner

7-6-09 Factors that  
Affect How You  
Estimate Training Costs

7-4-09 Follow Us As We

Don't Even THINK about Social Media until Your  
Web Site and E-news Are Working Well  
By Nancy Schwarz, [www.gettingattention.org](http://www.gettingattention.org)

We have a family membership at an upstate New York sculpture center featuring outside exhibitions. It's a unique and beautiful place; one we can't visit that often (it's an hour away) but a venue we want to support. We joined for the first time this year.

The center has an incredible reputation -- because it's so unique and beautiful -- which has carried it far. So as a member, I expected to have the pleasure of a compelling series of communications, online and off. Didn't happen. Here's what did:

We received a thank you note for our membership (thumbs up) but it didn't mention any upcoming exhibits or events (where was the call to action, the opportunity to get involved at the next level?).

I went to the Web site but saw only an incomplete calendar of events for the next week (there are lots of concerts, tours, child projects there). The center is more than an hour away from the NY metro area, so most visitors have to plan ahead. It's not a drop-in experience. That's hard to do without advance notice.

So I emailed requesting to be put on the e-news list (didn't see where to subscribe online). But there's no e-news! Instead, I was told that they do have a twice-yearly print newsletter, the next issue coming in a few months but they'd be pleased to send me the last one.

Yet, the center has an active Facebook fan page (for those members and interested others who are even on Facebook), with 1,045 fans to date. I wonder how many members that includes; Storm King never told us about its Facebook page in any member communications.

Then we just received a full-color 16-page annual report, printed on heavy paper, featuring 10 pages of donors

Create Social Media Strategy

names. Expensive to produce and mail, but it has no value to me.

06-12-09 Top Ten Steps to Successful Sponsorship Development

Even though we can assume every org has a range of target audiences, members have to be a priority for every arts and culture organization. For this one, we don't seem to be.

AND OTHERS!!!

To read Nancy's recommendations to the Center, click [HERE](#).

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Workshops, Events, Seminars and More!

South Puget Sound Community College Hawks Prairie Branch is now enrolling students for the

NonProfit Solutions Table Topics Series presents

Developing Your Social Media Strategy  
Presented by Janet F. Ott

[NONPROFIT LEADERSHIP INSTITUTE](#)

Reserve your place, now. Room capacity is limited.

This very affordable, comprehensive program is 12 full days of instruction over an eight month period starting in September 2009.

The May 28 Social Media Overview session was well attended and many attendees left asking for more!

Click on the link above or call Margaret Hoyer at 360-596-5743 for more information.

So ~ at this session we'll start thinking and talking about strategic uses of social media. Jan will lead the group in an interactive session which will address very specific issues in nonprofit organizations - publicizing an event, recruiting volunteers, and doing a fund-raising campaign, just to name a few.

We'll have plenty of time for Q&A, and can extend to 1:30 p.m. for those who can stay longer.

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WHEN:

Wednesday, July 22, 2009 11:30 a.m. - 1:00 p.m.

CharityAdvantage Discount Computers

WHERE:

Greene Realty Conference Room

Eligibility Requirements for Purchase: All employees, board

1722 Harrison Ave. NW

Olympia, WA 98502

members, and volunteers of a nonprofit, church, or ministry organization are eligible to purchase for business, home, and family. Your organization does not have to be a 501(c)(3).

[Learn More](#)

COST: \$25 per person, includes lunch  
Payment and registration is required before end of day July 17, 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

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Faith in Action Westsound  
Capital Campaign Manager

Faith in Action Westsound who's mission is to "help

## Quick Links

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### Contact Information

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support independent living for our senior and disabled neighbors", just bought 2.5 acres of undeveloped land in Belfair.

Their intention is to build a bigger thrift store (their major funding source), a senior center with office space for other non-profits, a community garden and wheelchair friendly pocket park.

They are looking for a part-time Capital Campaign Manager to help us fulfill this mission. They hope to be hiring in July.

If you are an experienced fundraiser, with capital campaign experience, please email or call Patti Kleist at: [faithinaction@wavecable.com](mailto:faithinaction@wavecable.com) or (360)275-0535.

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Send your open position announcements to [admin@nonprofitsolutionsnw.com](mailto:admin@nonprofitsolutionsnw.com) to be included in upcoming publications.

Here are a few of our favorite websites for nonprofit job searching:

[Philanthropy Northwest](#)

[Chronicle of Philanthropy](#)

[Go2WorkSource.com](#)

[The Olympian's CareerBuilder](#)

[The NonProfit Times](#)

[Association of Fundraising Professionals-Jobs](#)

[Northwest Development Officers Association](#)

Let us know if you have others!

### Quote of the Day

The "silly question" is the first intimation of some totally new development.  
Whitehead, Alfred North

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