

# Tip\$ and Treasure\$ Weekly

Published by NonProfit Solutions NW

07/17/09

## In This Issue

[Announcements](#)

[Workshops, Events Seminars  
and More!](#)

[Help Wanted](#)



## 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

Check out the [comment](#)  
that suggests a new  
idea about creating  
passive income. (scroll  
to the bottom of the

## Research pays off when pitching stories

By: [Michelle Dally](#), co-founder and partner of Progressive Promotions, LLC  
Jun 22nd, 2009

Getting your organization, your service or your product into the paper or on radio or television isn't a matter of magic. It's a matter of study.

I recently had coffee with a Denver Post reporter who was bemoaning the inane emails she often receives pitching stories that are nowhere near her beat. "If they read the paper, they'd know I don't cover that sort of thing," she told me. And that's the point. You can't pitch a story if you don't know who or what your target is. That holds true for both print and broadcast.

Although this sounds like common sense, and is therefore avoidable, PR people ignore this advice every day. One PR person I know was emailing product pitches to a business reporter at a local paper. The business section of that paper had never once printed product recommendations. (Another section did that.) The business reporter just deleted the emails (someone who doesn't take the time to read the paper really doesn't deserve even a modicum of consideration).

Another PR firm tried to pitch a political story to the journalist who had been assigned to obituaries. Another was sending news pitches to an editorial board member - someone who hadn't written a news story in five years. This sort of behavior happens over and over again every day in the news industry. So-called PR experts try to get a hard news story into the features section or a "puff" piece onto the front page. Then they wonder why the media is not responsive.

Click [HERE](#) to read the entire article's text.

## Workshops, Events, Seminars and More!

Free webinar: Introduction to SharePoint 2007  
Wednesday, July 22, 11 a.m. Pacific time

page)

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

NONPROFIT  
LEADERSHIP  
INSTITUTE

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

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

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CharityAdvantage  
Discount Computers

Eligibility Requirements  
for Purchase: All  
employees, board  
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](#)

Nonprofits and libraries can simplify collaborative efforts,  
organize documents, and manage electronic content.

Microsoft makes SharePoint available for donation to  
eligible organizations through TechSoup.org

This webinar will help you determine if this tool is the  
right fit for your organization.

Register and more info [here](#)...



Together!

Youth Violence, Alcohol, Tobacco, Drug Prevention

Office Administrator

Under the direction of the Executive Director, provide  
administrative support to Together! staff and oversee  
general office functions as assigned. Direct your resume  
and letter of interest that documents your qualifications  
specific to the responsibilities of this position to the  
Search Committee and send electronically to:  
[info@thurstonTOGETHER.org](mailto:info@thurstonTOGETHER.org).

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Faith in Action Westsound  
Capital Campaign Manager

Faith in Action Westsound whose mission is to "help  
support independent living for our senior and disabled  
neighbors", just bought 2.5 acres of undeveloped land in

## 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.

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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### Bikeworks Development Manager

Seeking an innovative and dedicated individual to build the development strength of the organization.

Bike Works' Development Manager assumes primary responsibility for managing the organization's fund development activities, and leads the strategy and implementation of Bike Works' marketing and communications efforts.

Send your resume, cover letter, and contact information for three references to [development@bikeworks.org](mailto:development@bikeworks.org). NO PHONE CALLS PLEASE. Position open until filled; however, applications received by July 31st will receive priority consideration.

Please visit our website at [www.bikeworks.org](http://www.bikeworks.org) for more information about Bike Works.

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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:

## Quick Links

[NPS Website](#)

[Services](#)

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[Client List and](#)

[Audio Testimonials](#)

[SolutionsNOW!  
Consulting](#)

[Nonprofit  
Leadership  
Institute News](#)

[Community  
Fundraising Event  
Calendar](#)

[Job Board](#)

- [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

Good habits result from resisting temptations.  
Ancient Proverb

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