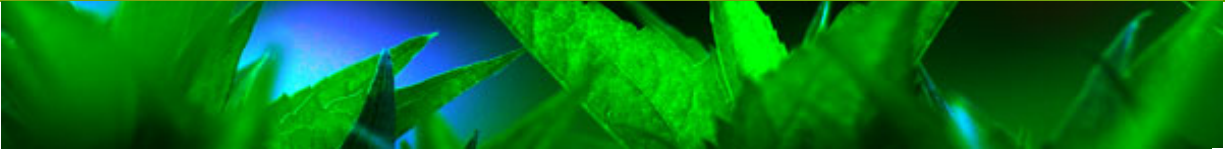


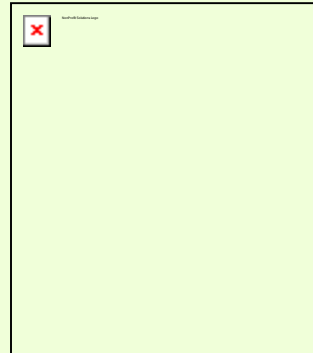
Tip\$ & Treasure\$ Weekly

October 31, 2008



In this week's edition...

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- Workshops, Events, Seminars and More!
- Job Announcements
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STRATEGIES FOR OVERCOMING THE GLOBAL FINANCIAL CRISIS

(AFP Oct. 27, 2008) Nearly 100 leading fundraisers from around the world have provided new strategies and tactics for charities to survive and prosper in the current global financial crisis.

In a new survey developed by The Resource Alliance and The Management Centre, an international consulting firm, leading fundraising practitioners, researchers and thinkers were asked how serious the financial crisis is, who will be affected the most and what strategies fundraisers should adopt. Some of the key results were:

- Almost 40 percent of respondents believe that the best response is to fight for market share now-expansion is the only option.
- European and North American fundraisers are more optimistic than their African or Asian counterparts.
- Globally, respondents believe that the three areas most likely to be impacted on are arts and culture, international development and animal welfare.
- Respondents were also in agreement that children's causes, emergency relief, medical and faith-based causes would be least affected.

The global survey was undertaken by The Management Centre as part of the International Fundraising Conference that was held earlier in October of this year. The perspectives were analyzed by the Centre as a whole and by regional

groupings, but the most important information for fundraisers can be found in the unedited responses submitted by the respondents.

Just some of the ideas and strategies offered by these experts to deal with the global financial crisis include:

- The strategic and tactical decisions made by charities will have more influence on their fortunes than the recession itself. Charities have more control than they think they do so long as they focus on the fundamentals of their programs, do not panic and focus on the long-term.
- Board members and senior management need to understand the current financial data and stop making unrealistic expectations. Work like a for-profit organization and accept reduced short-term growth in service expenditures to gain increased long-term growth.
- Develop messages, themes and scripts around why we need our donors now more than ever and offering downgrading or payment holidays for donors who might otherwise not give or cancel their gifts.
- Strengthen current partnerships to weather the storm rather than looking for new ones. Look at what you do best and focus on that before trying a new tactic.
- Examine where your money comes from and concentrate on high-yield activities. Focus on the big three areas-regular giving, major gifts and bequest/legacy programs.
- Drop all other marginal or unprofitable activities that won't provide significant long-term benefits either.
- Organizations should continue to market and conduct bequest and legacy programs. It may not make any difference this year but you'll be in a lot better position next year than will other organizations.
- Invest time, intelligence and money in massively improving the donor experience with the charity. Remind donors that they are wanted, needed and appreciated.

About the Survey

The survey was conducted online in early April, and 94 out of 100 fundraisers responded. Respondents were from North America, Asia, Europe, Africa, Australia and the Middle East, and the survey made an effort to avoid any American/European bias.

The Management Centre is a global management consulting firm working exclusively with nonprofits with offices in the UK, USA, Australia, Singapore, Brazil and Mexico.

The Resource Alliance is a UK-registered charity whose mission is to build the fundraising capabilities of the nonprofit sector worldwide. The Alliance holds the International Fundraising Conference every year.



WORKSHOPS, EVENTS, SEMINARS AND MORE!

9th Annual Washington State Nonprofit Governance Conference

WHEN: Friday, November 7, 2008, 7:30 a.m. - 5:00 p.m.

WHERE: Greater Tacoma Convention & Trade Center

Featured Key Note Speaker: Peter Brinckerhoff

COST: Nonprofit Center members, \$135, non-members, \$165

Register NOW at [the Nonprofit Center website](#) or call 253.272.5844

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**The next Table Topics workshop**

**Effective Board Meetings.....Effective Board Members  
Facilitated by Sherry Jennings, Sound Governance**

Do you struggle with a Board that focuses on activities and not strategic thinking? Is your Board meeting agenda built to best utilize the skills and talents of your Board members? Sherry will lead a discussion that will help you answer these and other important questions around planning effective meetings and strategic decision-making.

**WHEN:** Thursday November 20, 2008, 11:30 AM - 1:00 PM

**WHERE:** iTalia Restaurant, Promenade at Westfield Mall, 2505 4th Ave. NW, Olympia, WA, 754-3393

**COST:** \$25 per person; includes lunch and beverages.

***NEW RESERVATION PROCESS:***

Paid reservations are required ***before Monday, November 17th.***

Checks can be sent to:

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

OR to charge to your MasterCard, VISA, Discover or American Express card call 360.866.3638.

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NonProfit Solutions NW is hosting this Fieldstone Alliance webinar at no cost to the participants. We are limited to 25 so respond quickly to sstahl@nonprofitsolutionsnw.com.

Moving to a More Sustainable Revenue Model

Assess your current revenue sources and learn about non-traditional and emerging revenue options.

Growing competition for donor dollars is motivating many nonprofits to look beyond long-standing practices toward new revenue models. Financial strategy expert Tom Triplett will show you how to better understand your current revenue model and evaluate new revenue sources.

You'll learn how to use the "Revenue Matrix" tool to take a critical look at your revenue options. You'll use the Tool to rank the options using evaluative factors that you select as being most appropriate for your organization.

You'll also learn about non-traditional and emerging revenue sources for nonprofits. The goal is that you'll come away with a fuller understanding of revenue options, a process for evaluating those options, and a start toward a revenue system that is diverse, productive, and ultimately sustainable.

Presenter: Tom Triplett, Principal Consultant, Fieldstone Alliance

Date: December 2, 2008

Time: 11:00 am -12:15 pm. (followed by a 45-minute post-webinar group discussion)

Cost: FREE

Location: EXIT Realty Boardwalk has donated the use of the conference room adjacent to their offices and above Budd Bay Cafe at 525 Columbia Street NW, Olympia, WA.



JOB ANNOUNCEMENTS

Financial Services Manager The Nonprofit Center

This position is half-time to start, slated to become full-time after January 2009. Provide accounting and financial management services to a variety of nonprofit organizations in the South Sound region. Requirements: accounting degree or experience; knowledge of nonprofit or government accounting; proficiency in QuickBooks and Excel. Please apply via [Craigslist](#), or by e-mail to Tahoma@npcenter.org.

Salary is dependent on qualifications. No phone calls please.

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TOGETHER! is hiring a full-time **Community Organizer/ Program Manager**

position in their Community Mobilization Program. You can find a complete job description on the website (see below). For more information or to apply please follow the instructions in the job description located there.

Jim Cooper  
Program Director - Community Mobilization  
TOGETHER!  
P.O. Box 5329, Lacey, WA 98509-5329  
360.493.2230 ext. 23  
[JCooper@ThurstonTOGETHER.org](mailto:JCooper@ThurstonTOGETHER.org)

Please visit them on the web at [TOGETHER](#).

Please feel free to share this email with others you believe may be qualified/interested.



### **QUOTE OF THE DAY**

Autumn is a second spring with every leaf a flower.

Albert Camus (1913 - 1960)

