



# view from the **EDGE**

**MAY 2009**



Jim Shapiro



Shannon Barnes

## **Raise More Money Now**

### **Five Steps for today to raise more money tomorrow**

There are five things you can do today to raise more money to support the mission of your nonprofit organization tomorrow.

> First, acknowledge donor gifts by sending a receipt within a few days after receiving gifts. Don't wait weeks or even months to receipt gifts. The gift receipt is the first communication back to your donors that their gift was received and it was applied to the specific project or initiative they had intended to support.

> Second, find simple ways to appreciate your donors for their financial faithfulness. Write thank you notes. Call donors on the phone. Invite them to lunch. Share with them a mission based success story. Let them know how much you appreciate their financial partnership. There is no better time than right now to say thank you to your donors.

> Third, give your active donors a new opportunity to financially support your mission. New projects, programs, or special needs are great ways to secure that next gift from your supporters.

> Fourth, create and implement a direct communication program that connects with your donors every 3-6 weeks. This includes direct appeals, emails, newsletters, websites, and other methods for communicating with donors outside. These communication methods should leverage your visible, unique, and clear fundraising message that is built on the success stories of your organization.

> Fifth, you don't receive if you don't ask. Ask for specific dollar amounts for a specific time. Donors won't give or give as much as they can if they don't know what they are giving to and how much is needed.

Now is the time to create a visible fundraising plan that raises more money to support your mission. Donor retention, appreciation, and gift acquisition go hand in helping you find a better way to do more good. js



## EDGE TRAINING EVENTS

### TeleClass

**May 13, 11:30 a.m.**

#### **The Social Media EDGE**

Empowering Your Donors and Your Cause with Social Media.

### Seminar (Bellingham, WA)

**May 15, 12:00 p.m.**

#### **Survive and Thrive in 2009:**

Financial and strategic responses to challenging times.

### TeleClass

**May 20, 1:30 p.m.**

#### **Raise More Money Now:**

Five things you can do today to raise more money tomorrow.

### Seminar (Tacoma, WA)

**June 3, 9:45 a.m.**

#### **Fundraising Mastery**

Seven-steps to creating a visible fundraising/stewardship plan.

### Register for these events at

[www.theEDGEgroup.org/thrive.htm](http://www.theEDGEgroup.org/thrive.htm)

### Book Recommendation

*The Nordstrom Way – The inside Story of America's #1 Customer Service Company* by Robert Spector and Patrick McCarthy.

### Contact Information

888.650.EDGE

[info@theEDGEgroup.org](mailto:info@theEDGEgroup.org)

[www.theEDGEgroup.org](http://www.theEDGEgroup.org)

## Organizing and Preparing Your Team

### The EDGE Development Process - Part 2

In last month's issue we discussed part one of the EDGE development process – the importance of completing an organizational assessment. This month, let's look at organizing and preparing your team for growth.

Within your organization you have a wide variety of working teams including your board members, executives, managers, departments, and various working groups. It's important you identify and inventory all the teams within your organization and clearly define their strategic roles and responsibilities. Problems occur when working groups operate outside of their roles and responsibilities, so as their leader you must constantly remind team leaders to stay on task.

Once you've identified your teams, it's important for these teams to understand what they are trying to accomplish or build. If you expect your teams to give their best then you must clearly establish your organizations mission and vision. Your mission answers the question "why does your organization exist?" You can develop your mission by identifying who will you serve and what will you do for them. Your vision answers the question "what are you building?" Develop your vision by identifying who you will serve, how many you will serve, where will you serve, what will you provide, and how much will it costs.

Your organization will be prepared for growth when all key stakeholders understand your mission and vision and your teams understand their specific roles and responsibilities. Next month we will talk about the third part of our development process – strategic implementation. js

Let The EDGE Group help you professionally assess your organization and help create a roadmap for future success. For information on our assessment services, contact us at 888.650.3343 or [info@theedgegroup.org](mailto:info@theedgegroup.org).

## The Social Media EDGE

It's probably happening whether you know about it or not...people are having online conversations about your organization. Donors, volunteers and even your employees are using social media to help exchange information and make decisions about your organization and its cause.

Are you taking part in the conversation? Are you using the power of social networks to develop a strong connection with your support base and beyond? Even better, are you empowering your supporters to use their online networks to help your organization?

We are thrilled to welcome social media advisor Kevin Urie to the EDGE team. We are ready to help you harvest the benefits of social media, and to show you how to use these tools to strengthen and increase your donor base and your mission impact. Join us for our upcoming teleclass (Wednesday, May 13, 11:30 a.m.), or contact us for service details. sdb



# Leadership vs. Management

Management is doing things right; leadership is doing the right things.

Peter Drucker