

# INF LETTER

May 2008

## The CREP Team Needs Your Input as We Develop Our 2009 TCC Application

Like all of you, the CREP Team spends a lot of time analyzing our services and outputs to better understand how to best serve our partner projects. We have been paying attention to what you need and want and what makes your life easier and your funding awards better.

We have learned what seems to be working for you and what does not. In other words, we have learned how to best use our time and TCC's money to help you be sustainable.

What we have realized is that the overwhelming majority of requests for service was for assistance FINDING money, much more so than for help GETTING it. As it turns out there are a lot of good grant writers out there. There are great budget and program designers, many wonderful program evaluators, and

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## Fundraising of the Future, Technology and You

As a nonprofit or community-based organization in today's world, you face a complex and evolving business and social environment. New organizations are added each



day make competition fiercer than ever. Your donors are different, too.

Today's donor wants more than just a thank you. He or she wants to better understand and engage in your mission. And because of this increased interest and involvement, there is an increased focus on accountability as well. To keep your organization alive and in the forefront of your donors' minds despite these challenges, you may find yourself needing to reinvent

your approach to fundraising. That's where technology comes into play.

Technology has the potential to improve every aspect of your operations. But where do you start? What is most important? As a development professional, time is precious to you. How do you know where should you invest the majority of your resources — time and money alike? Where should you rely on technology the most?

### A Closer Look: Some Ways Technology Can Help Your Organization

At a minimum, your technology solution should help you in these areas:

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gifted mission marketers – all good at getting money.



But many busy organizations do not have enough time and in some cases possibly the expertise to sort through the dizzying array of funding opportunities to get to what they need.

To that end, Ginger, David and I invested considerable time and thought in the development of training modules that address FINDING funds for your programs, with the focus on local funding. The training is brief, practical and concrete. And fun. We have presented it several times with good results.

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#### Holistic view of supporters

In your database are board members, volunteers, and employees. Then there are prospects, patrons, members, advocates, alumni, and attendees. Your constituents probably fall into more than one category. Seeing the “Big Picture” of all the ways an individual interacts with your organization is important.

If you are using different systems to manage these categories, and your systems don't integrate, you could be treating the same person as if they were two separate people. This is a major faux pas in relationship etiquette.

Proper technology will allow you to carefully manage all the day-to-day details and interactions with your supporters and help you build and maintain institutional knowledge within your organization — something that's pretty important in an industry known for high turnover among development staff.

#### Relationship management

Successful fundraising efforts depend on your ability to cultivate and manage donor relations. Communication is important both when you are initiating contact and when you are building the case for a donor's long-term support.

Technology can help you with everything from tracking valuable biographical information to ensuring each touch you have with your donors is helping the



cultivation process by monitoring staff and donor interaction.

#### Analysis reporting

What makes your organization successful? Which areas can be improved? Capturing and

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We feel it is the future of the CREP Services, and we believe that training is our new service direction.

The Funding Alerts will continue to be sent, and the database will continue to be updated and available. The technical services will also still be available.

We have had some feedback to date expressing confusion and even some concern about the continuation of the same kinds of services the CREP Team has always provided, including grantwriting assistance, "fishing letters, and others.

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accessing the information you need to demonstrate your effectiveness is critical. Once you have the information, you want to be able to share it with board members, donors, and the community at large. The right reports can help you take a flood of data and turn it into insight and action.

#### Accountability/ stewardship

There's no hotter topic in the fundraising world than the topic of accountability. As organizations are increasingly scrutinized and regulated, your ability to ensure that designated funds are

managed correctly is critically important.

Your technology solution should allow you to share timely, accurate information with key stakeholders, ensure that donated funds are accounted for, verify to your donors that the gifts were used for their intended purposes, and satisfy both internal and external reporting requirements.

#### Online donor service

In 2003, online donors contributed \$2 billion, and recent studies have shown that online gifts average two to three times the amount of those coming from alternate fundraising methods. With the average American spending 11 hours each week of personal time on the Web, your nonprofit cannot afford to function with out an online giving program.

Your Web site is often the first impression your organization will make on a constituent. It's a great tool for catching the

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Not to worry! We will still be available to help with anything you need - budgeting, fishing letters, etc.



But the training will be the cornerstone of our services. Implementing the new concept will substantially alter our 2009 Proposal to the Texas Cancer Council, so we need your input as soon as possible.

If you want training , let us know. Ideas, questions and suggestions - all are welcomed! Your input is the best tool we could ever have in our mission to help you help others.

### Thanks to those of you who already responded.

If we've said it once, we've said it six other times... "You have to share something seven times to make it stick!" For those of

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attention of new potential donors and providing them the opportunity to give online. Is it compelling and up to date? Can you personalize your messaging and coordinate your online and offline marketing? Can you recognize and treat visitors as individuals?

Actively using your Web site as a tool to learn about your supporters will result in an expanded loyal network of supporters with a lifelong connectivity with your organization.



### Direct mail

For many an organization direct mail makes up a significant portion of their communication with their constituents as well as time and resources Appeals, renewals, receipts, thank you letters amount to a whole lot of mail, time, and postage. But what about the mail that doesn't even make it?

Imagine having back the money for every piece of mail your organization has ever sent that was a duplicate or incorrect address! That' a lot of cash!



The good news is that managing your mailings doesn't have to be as challenging, costly, and time-consuming if your technology solution allows you to automate the process

### Pledge management

Giving donors the ability to pledge gifts is a boon to organizations. By allowing your donors to pay over time, you are setting yourself up to receive more major gifts. However, with the benefits also come challenges. A good technology solution can help you successfully set up payment schedules, keep track of when payments come in and report on who has missed a payment.

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you who have noticed this same message in our other contacts and who have responded already, we certainly appreciate it! Lou and Ginger (and David too!) are collecting information already to start coordinating on-site training visits for FY2009.



## More Technology Ideas Coming Soon to a Newsletter Near you!

Ginger has found a monstrous list of technolinks that can be invaluable resources for your project. Remember - it's not always about dollars. Resources add value too! Look for this mega-hit in next month's InfoLetter!

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### Recurring giving

Recurring giving provides amazing opportunities to attract and retain a new generation of donors. It is one of the most cost-effective, long-term, fundraising methods available, providing you with a predictable revenue stream, with little ongoing staff involvement.

Donors commit to a donation to be paid regularly over a period of time with no specified end. Organizations of all sizes across the world have turned to recurring giving programs to combat falling revenue and high donor attrition rates.

A solution that can handle recurring gifts from end-to-end should be able to report missed payments, protect against lapses by reporting soon-to-expire credit cards, reduce donor attrition by tracking trends in donor activity, process multiple gifts quickly, and serve your donors better by providing modern, convenient giving methods.

Technology can help you target your constituents more effectively in order to cultivate larger gifts. Corporate profiles, lists, and directories will help you know which employers will match gifts and how much they contribute, as well as provide educational vehicles, such as a Web page, where your donors can search for their employers.

Technology is an investment that can help ensure your organization is operating efficiently. Clearly, success in fundraising requires more than technology, but if your technology doesn't allow for process automation and easy management of data, you can expect more work in the long run.

In the end, the most important thing technology can do for you is to help your staff, your processes and the people you serve all work together seamlessly, providing the best experience for everyone involved.

[http://www.blackbaud.com/files/resources/whitepapers/WP\\_TopTenWays\\_Technology\\_HelpsFundraising.pdf](http://www.blackbaud.com/files/resources/whitepapers/WP_TopTenWays_Technology_HelpsFundraising.pdf)

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## HOT LINKS

### Craig's List

The Craigslist Foundation hosts annually a day of knowledge, resources and networking, focused on how to start and run vibrant nonprofits. The foundation publishes presentations, handouts, podcasts, and session notes from its Nonprofit Boot Camp. Free downloads of course materials available online. [http://craigslistfoundation.org/index.php?page=Boot\\_Camp](http://craigslistfoundation.org/index.php?page=Boot_Camp)

### Network for Good

Network for Good is the Internet's leading provider of fundraising services to nonprofit organizations. More than 7,000 nonprofit organizations rely on Network for Good for easy-to-use, affordable online fundraising and donor communication services. Network for Good has processed over \$135 million in donations for 25,000 nonprofits since its inception in 2001. <http://www.networkforgood.org/>

### NOZA Free Foundation Grant Searching

NOZA is an online database that indexes charitable donation records from foundations, companies and individuals. Its database of over 925,000 grant records is now available to search absolutely free. The benefits of searching awarded grants include (1) locating funders who give to organizations similar to yours; (2) locating funders giving in the amounts you need and in your location. Multiple search parameters. <https://www.nozasearch.com/>

### Google Page Creator

Google Labs, experimental arm of the search giant that develops new projects, offers a free website for the asking via their Google Page Creator. It doesn't offer a lot of bells and whistles, but hey - it's free. You get 100 Megabytes of file storage, 41 web templates, which can be applied to individual pages, 4 page layouts, Limited HTML, CSS and JavaScript editing,

autosave, and a unique sub-domain for each user's site. Edit your pages right in your browser, seeing exactly how your finished product will look every step along the way. You must have a Gmail account (which is free). <http://pages.google.com/-/about.html>

### Ford Foundation Grant Craft Free Series PR Log – Free Press Release

GrantCraft is a source of practical wisdom on the tools and techniques of effective grant making. GrantCraft offers guides, videos and case studies from the practitioner's view, on subjects like practice and methods that make grants more effective, insights into relations between grantees and grantors, and lessons about how to organize grant-making work for best results. Newer materials add the perspective of grantees, too – reflecting a view of grant making from the people who actually put grants to use. <http://www.grantcraft.org/>