



Center for Nonprofit Excellence Monthly Newsletter

Issue 3: Fundraising

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Battling donor erosion? Getting beyond the sandbags is easier than you think!

Nonprofits face a challenge that is often overlooked. According to a recent report by The Fundraising Effectiveness Project (FEP), "every \$6 that organizations raised in new gifts, approximately \$5 was lost through donor attrition".

These numbers are a wake up call. They show how easy it is to let what we have slip away. Existing donors have already shown an interest in our work and have a connection to our organizations. With a little TLC, that \$5 could not only be retained, but could actually grow. Most organizations would benefit by focusing attention on their existing donors and ensuring that they feel valued, respected and a part of the mission. Invite them to get to know you better and let them know what their gifts make possible. Donors have a choice not only about to whom they give but whether they give at all. The growing popularity of websites like GuideStar and Charity Navigator prove that donors carefully evaluate their options to make intelligent choices. You want donors to continue to choose you.

We hear repeatedly of the rising concern about the effect that the economy will have on nonprofits and giving this year. Additionally, as the need for services continues to grow and more funds are required to meet that need, many donors have eliminated their gifts to all but a select few nonprofits. You can make sure that you are on that short list by building relationships with donors throughout the year and letting them know that their gifts are not only received, but are appreciated and making a difference.

Schuyler Heuser is a consultant with the Center for Nonprofit Excellence (CNPE) focusing on Strategic and Annual Fund Development. Contact her at sheuser@cnpe.org or attend a *FREE Member Briefing: Increasing Donor Satisfaction* on Wednesday, October 8, 2008 from 8:30 a.m. to 10 a.m.

[Click here to register!](#)

National Philanthropy Day Luncheon 2008

Friday, November 21, 2008 from Noon - 1:45 p.m.
Marriott Downtown Louisville

During philanthropy's big day in the metro-community there is an

In this Issue:

[Battling Donor Erosion?](#)

[National Philanthropy Day Luncheon](#)

[Social Marketing for Nonprofits!](#)

[Young Professionals Association Event](#)

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opportunity for your organization to shine in front of your board members, your key supporters, and even your prospective contributors. How? You invite them to be your organization's guest at the 2008 National Philanthropy Day Luncheon!

enrollment with the KY
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National Philanthropy Day is presented by the Greater Louisville Chapter of the Association of Fundraising Professionals. Click [here](#) for more information, to become a sponsor, or to reserve your seat.

Social Marketing for Nonprofits!

According to [Alan Andreasen](#) of the Social Marketing Institute, "social marketing is the application of concepts and tools from the commercial world to influence the voluntary behavior of target audiences to improve their lives and/or the society of which they are a part."



When tasked with reducing the instances of particularly problematic behaviors, or increasing the frequency of positive behaviors, social marketing can help your organization meet its outcomes. It is distinctly different from the set of electronic and Internet like tools blogs, wikis, Twitter, and Facebook that can help broadcast social marketing campaigns.

The Center for Nonprofit Excellence is offering you the opportunity to learn about social marketing in a one-day training on September 25, 2008. To learn more about the training or to register visit our [website](#)!

The Young Professionals Association of Louisville (YPAL) is hosting its Fifth Community Connections Event

October 22, 2008 at 21C/Proof on Main

Community Connections is a networking event designed to bring together nonprofit organizations that need volunteers with young professionals who are looking to get more involved.

YPAL is recruiting organizations who are interested in connecting with Louisville's young professionals. Ten nonprofits will be selected to attend the event on October 22, 2008 at 21C/Proof on Main. We do ask that the organization's executive director attending the event. Please consider schedules before applying. The deadline for submitting applications is September 26, 2008. More information and a link to an online application are available by [clicking here](#).

Please note that this is an application process and not all nonprofits interested will be invited to participate. Spaces are limited to ensure that YPAL members and guest have enough time to truly experience each nonprofit at the event. All applicants will be notified by September 30th, whether or not their application was approved.

For more information contact Natalie Turner at natnic9@aol.com.



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We are a nonprofit support management organization dedicated to being a resource for the success of the nonprofit sector in the Greater Louisville and Southern Indiana metro area.

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