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Dear Ewart,

*DNS Developments* is a monthly newsletter for nonprofit professional staff and volunteers. *DNS Developments* contains ideas, opinions, best practices, sample tools as well as other information developed by the professionals of Diversified Nonprofit Services and nonprofit experts, executives and volunteers.



Nonprofit Toolkit  
[theperfectnonprofit.com](http://theperfectnonprofit.com)



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### Are You Like Nero?

Asterisks Need Not Apply!  
Kevin Bingham, President  
Diversified Nonprofit Services



Nonprofits and the programs and services they offer are more important today than ever before. When the economy takes a downturn and the misery index rises, those services and programs become more needed than ever. This is an irrefutable fact that cannot be ignored.

So how do boards and nonprofit professionals continue to make things happen for their organization? To me, it is really simple. Hone the message and muscle-up to raise those needed funds.

I know I am going to lose a number of those reading this who will say, "Our community is different. You can put an asterisk by our name because things are just different here". If you are one of those who want to hide behind this excuse, please do go ahead. The fact of the matter is that if you continue to do things as you've always done them, you will continue to get what you've always gotten.

Now that I have taken that part of the nonprofit sector to the proverbial woodshed, let me continue my thoughts. I believe

these tough times provide an opportunity for those who want to really work for the betterment of society. We continue to see that our clients are successfully raising dollars despite the economy being in recession. In my mind, they are raising these dollars because the board has "social glue" that is keeping them together through these challenging times.

[Read the full article](#)

Extra! Extra! Read All About It!

**Only You Can Prevent Fires!!!  
The Perfect Nonprofit Book To Debut At  
Boys & Girls Clubs of America's  
National Conference in Atlanta on May 13**

As a professional or volunteer leader, do you spend more time trying to put out fires than moving your service delivery forward to meet client needs? Most nonprofit organizations are reactive and are unable to plan their futures with confidence or deal in a controlled way with issues when they arise.



Managing nonprofit organizations is at best a difficult and cumbersome task. **The Perfect Nonprofit** introduces a holistic approach to nonprofit management and leadership that focuses on balance. **The Perfect Nonprofit** Model is a guide for the professional and volunteer leadership of nonprofits that helps them make their organizations successful in meeting the needs and expectations of their constituents.

Thousands of books have been published about every aspect of nonprofit management and governance. But most of them focus only on specific areas such as fund raising, marketing, board development and so on, thereby continuing the fragmented and unbalanced approach to nonprofit management that we see today in most organizations. **The Perfect Nonprofit** integrates all aspects of nonprofit management into a cohesive and balanced guide. **The Perfect Nonprofit** describes the characteristics of a proactive organization that is managed for long-term success. Each major topic is illustrated with real- life examples.

Assess your organization's "**PQ: Perfection Quotient**" using our free and unique diagnostic tool. Get immediate feedback for moving to a balanced, proactive state that will put out the "fires" and enable you to control the destiny of your organization.

[Click Here to Pre-order your copy of \*\*The Perfect Nonprofit\*\*](#)

## Grasping At Straws!

### Your Mission, Not Dollars, Should Drive Your Programs Connie Condon, Senior Vice President Diversified Nonprofit Services



Every day across this country and, for that matter, the world, executives of nonprofits struggle to find dollars to support their programs and general operations.

Many times, they seek out funds that are available and change their programming to meet the criteria for securing them. In a short period of time, the dollars begin to drive the programs rather than the mission.

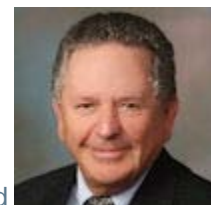
While taking dollars for non-mission driven programs seems like a feasible alternative to cutting hours, layoffs or closing the doors, it is one of the quickest ways to alienate an organization from those who would support it for the effective programs and services that are dictated by its mission.

Budgeting should be based in the core beliefs of the organization and driven by those services that the governing board has deemed critical. It is not looking at what you think you will receive and then determining how to spend it.

Providing well-run, quality programs and services that are mission driven and address the needs of a community will result in the organization having the capacity to secure the funding they require without diluting the very principles upon which it was founded.

## Cultivation and Stewardship Are a Must!

### Ed Massey, Senior Associate Diversified Nonprofit Services



Nonprofits that are successful in creating a donor base and having a high percentage of renewals from year-to-year certainly understand cultivation and how it relates to building and keeping a strong donor base. There are many steps involved in cultivation but two steps that seem so logical are often overlooked or neglected. These steps are:

- Taking the time to thank existing donors
- Keeping them informed about the work of the organization

During my 36-plus years of working with volunteers and donors of nonprofits, the simple step of thanking them is often neglected. Comments from donors such as, "The only time I hear from them is when they call for a donation," are really inexcusable. Most donors will simply ignore the next request for support unless the organization takes steps to make certain this doesn't happen.

**So, how do you keep donors informed about the work of your organization?**

[Read the full article](#)

### Webinar: Annual Campaign Success (FREE)

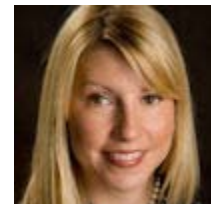
**Misty Cato, Vice President  
Diversified Nonprofit Services**

**Date: April 13, 2009:**

**Time: 04:00 PM to 05:00 PM EST**

**Registration Fee: FREE**

For board members, nonprofit executives, and resource development professionals



Misty Cato will describe the most important part of any Annual Campaign: the planning process. The old adage remains true, "Fail to plan, plan to fail". Misty will describe the roles of volunteers and staff, the internal gifts (board) campaign, prospecting, marketing and recruiting community leadership and volunteers from outside of the board who will assist in the solicitation of gifts.

Registration fee: FREE

[Register Now!](#)

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### Two Minute Drill

**Practical advice in two minutes!**

Topics include leadership, governance, board development, resource development, nonprofit management, marketing and technology.



[Watch the two minute drill](#)

## Free Software Isn't Free

### There Ain't No Such Thing As A Free Lunch Ewart Newton, Executive Vice President Diversified Nonprofit Services



This is the second in a series of articles that discusses the benefits, costs, uses and myths about social networking for nonprofit organizations. Source material and other related information can be found in the bibliography and links published on [theperfectnonprofit.com](http://theperfectnonprofit.com) website.

The subtitle of this article alludes to the fact that we cannot get "something for nothing". Even if something appears to be free, there is always a cost, although that cost may be hidden. (Wikipedia: TANSTAAFL) So it is with "free" software. The direct costs for using the software may be zero. There is no fee (at time of writing) to set up and use an account on Twitter, MySpace, YouTube, Facebook and others. But there are indirect costs to you and your organization:

- Time to decide which technologies to use.
- Time to learn how to use these technologies effectively.
- Time that must be invested to create content and communicate with people on your network. The cost of switching from one technology to another or adding a new technology. Three years ago, if you were making this decision, you may not have known about Facebook. Today it is "the place to be". Next year?
- The alternative uses of that time and expertise that may be more productive elsewhere (sometimes called the "opportunity cost").

Think of it the way you should think about a special event. Many organizations talk excitedly about the money they make from (say) a golf tournament. Many organizations do not look at the total cost of the event... the costs of staff time, volunteer time and so on. This is not to say that all special events are bad ideas. But it is important to understand all the costs of planning and hosting the event and what the organization gets net of these costs.

If you take the same approach with social networking you will make informed decisions and your organization will establish, and may attain, realistic goals. Even if the software you use is free, the other costs can be substantial.

[Read the full article](#)



**Nonprofit Resources Online  
from Diversified Nonprofit Services**



[Go to The Perfect Nonprofit Website](#)

Please share this newsletter with your colleagues and friends so they can subscribe! Simply click the "Forward email" link below.

We look forward to your feedback and ideas for future issues.

**Sincerely,**

***Kevin Bingham***

President

***David Condon***

Chairman & CEO

Diversified Nonprofit Services, LLC

[theperfectnonprofit.com](http://theperfectnonprofit.com)