



Nonprofit News, Opinions, Tips and Success Stories

In This Issue

[The Devil Is In The Details](#)

[New Grant Opportunities for Your Organization](#)

[Find Your Organization's PO](#)

[Do's and Don'ts of Social Networking](#)

[Perfect Nonprofit Seminars](#)

Quick Links

[Nonprofit Toolkit](#)

[Training Webinars](#)

[Grant Proposals](#)

[Annual Campaign](#)

Join Our List


[Join Our Mailing List!](#)

Issue: 2009-5


August 2009

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



Diversified Nonprofit Services

[Get your FREE Nonprofit Toolkit](#)

Abracadabra, Kalamazoo, Bing-bang, Wow!

Planning a Special Event? Here is how...

Part One: The Devil Is In The Details!

Misty Cato, Vice President
Diversified Nonprofit Services



Special Events, you either love them or you hate them...either way as a non-profit organization it is likely that you conduct various events throughout the year. The events may be for fund raising, public relations, or simply an event for your program participants. Regardless of the reason for the event there are some basic tools and principles that can make conducting an event a less painful and more enjoyable experience.

This is the first in a series of articles on event planning. This article focuses on creating an effective plan.

A central theme through this series will be keeping your events lively and upbeat. The most important item to remember is that ALL special events should be fun, exciting and motivating. Whether you are having a formal gala, a fund raising breakfast,

or a carnival in the park, the participants must have an enjoyable experience for the event to be truly successful.

In event planning, a helpful tool is an Animation Plan. The Animation Plan is the programmer's/planner's vision of the event in terms of how participants will experience and move through the program/event.

The Animation Plan should include the following 15 components:

[Read the full article](#)

The Grants Corner

Check If Your Organization Qualifies for Any of These New Grant Opportunities!

Connie Condon, Vice President
Diversified Nonprofit Services



Each month The Grants Corner will list several Foundations which your organization may be able to make application to for funding. Researching and writing grants is much like fishing: you have to know where the fish are; you have to have the right bait; and you have to get your line in the water. In the case of foundations, you have to know which funds you qualify for, you have to have the right needs and information, and you have to get your application in according to the time frame dictated by the sponsoring Foundation.

Visit The Grants Corner each month and find out what Foundations will accept your application and what you need to know to apply. Providing the right mix of need and information is up to you. You can't catch a fish if you don't have any lines in the water.

Verizon Foundation

Application Deadline: The Verizon Foundation reviews unsolicited proposals on a continuous calendar-year basis from January 1 through October 31.

Description: Verizon Foundation awards grants to charitable and nonprofit agencies that focus on improving basic and computer literacy, enriching communities through technology, and creating a skilled work force. To be eligible for funding consideration, organizations must focus on one or more of the following priority areas:

- Verizon Reads (Literacy)
- Verizon Connects (Technology)
- Verizon Wireless HopeLine (Domestic Violence Prevention).

Who May Apply: Proposals will be considered from elementary and secondary schools (public and private) that are registered with the National Center for Education Statistics (NCES), as well as eligible tax-exempt organizations in certain 501(c)(3) subsections as defined by the Internal Revenue Service (IRS).

Contact Information:

See Web site for local/regional Community Affairs manager.
Web: <http://foundation.verizon.com/>

BJ's Charitable Foundation -- Grants for Community Programs

Application Deadline: November 6, 2009

Description: The goal of this funding program is to enhance and enrich community programs that primarily benefit children and families. The majority of grants support organizations that:

1. promote the safety, security, and well-being of children and families
2. deliver education and health programs
3. provide community service opportunities
4. aid in hunger and disaster relief.

Funding Amount: Amount is unspecified

Who May Apply: 501(c)(3) organizations with programs that positively impact communities where BJ's Clubs are located. Please see the following link for a list of BJ's locations:

<http://www.bjs.com/locations/>

Contact Information:

BJ's Charitable Foundation
P.O. Box 9614
One Mercer Road
Natick, MA 01760

Web: <http://www.bjs.com/about/community/charity.shtml>

[Click Here to See More Grant Opportunities](#)

Do You Want To Know Your Organization's PQ?

Taking a Simple Diagnostic Can Help You Start to Change the Culture of Your Organization



David F. Condon
Chief Executive Officer
Diversified Nonprofit Services



Diversified Nonprofit Services has developed a true diagnostic to test your organizations Perfection Quotient (PQ). Following the model demonstrated in their new book, "*The Perfect Nonprofit*", Kevin Bingham, Dave Condon, and the DNS staff have developed a diagnostic evaluation that



your organization can take free of charge.

All you need to do is go to my-PQ.com and it will tell you how to register. There is no obligation on your part and you will receive the results of your test within minutes of completing it.

Even more importantly every member of your board of directors can take the test and by comparing scores you can determine if everyone associated with your organization has the same perceptions.

Diversified Nonprofit Services has begun using the diagnostic with some of its clients and the results have been nothing short of remarkable. It is amazing how differently the same organization can be viewed by people who are directly involved with it. More importantly, this disparity can be an early symptom of dysfunction within the organization. Take a few minutes of your day and find out what your organizations PQ is.

Assess your organization's Perfection Quotient (PQ) 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. It's Free!

The Perfect Nonprofit

Book Now Available For Sale Online!

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.

[Click here to order your copy of *The Perfect Nonprofit*](#)

Webinar: Annual Campaign Success (FREE)

Misty Cato, Vice President
Diversified Nonprofit Services



Date: Monday August 10, 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!](#)

[Read about other Training Webinars](#)

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](#)

Do's and Don'ts of Social Networking

**Ewart Newton, Executive Vice President
Diversified Nonprofit Services**



This is the fifth 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 website.

Top Ten List

Social networking is an opportunity for nonprofits. Still in its infancy, it offers the potential to connect with your constituents... clients, donors, staff and others. Social networking is also the subject of much hype. It is not a silver bullet. But if your organization participates effectively, it can be an important way to converse with the people you need to engage and talk with!

Here are ten do's and don'ts of social networking:

1. Be active. No longer is an occasional message, press release or web posting sufficient. You need to post information, news, and opinions regularly.
2. Contribute. Don't sell. Social networks are more conversational than traditional websites and so you must be willing to "talk" with the people in the network. This is not a press release. This is not a newsletter. It is not a website. Social networking is a participation sport!! Comment on the posts (and "walls" and "tweets") of the people who are part of your social networks.
3. Listen! You don't "own" the conversation. One of the most valuable aspects of social networking is the transformational effect it can have on an organization. Social networking can inform you what is on the minds of your constituents.
4. Know that everything you say reflects on you and your organization. It is a personal and social network, but what you say will define how other people view you and your organization
5. Understand what social networking can do. It is ideal for building awareness and engaging people in your mission. Don't expect it to be a major fundraising tool.

[Read the full article](#)

The Perfect Nonprofit Seminars

Seminar Series Coming To Your Location Soon!

The Perfect Nonprofit Seminar introduces a holistic approach to nonprofit management and leadership that transforms organizations from "fighting fires" to being proactive and successful in meeting the needs and expectations of their constituents.

The Perfect Nonprofit Seminar is an exciting and interactive exploration of how you can transform your organization. Based on the book, *The Perfect Nonprofit*, this seminar enables you to:

- Understand ***The Perfect Nonprofit*** Model that is based

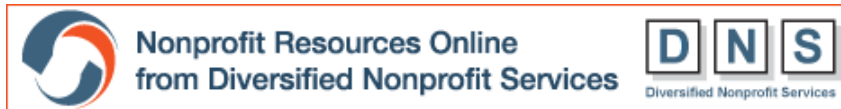


on working with hundreds of nonprofit organizations for over 20 years.

- Use our unique [Perfection Quotient](#) diagnostic tool that assesses your organization's key areas of performance and its overall "health".
- Learn why the key areas of performance are important and what you need to do to be effective in them.
- Learn how to move your organization to deliver your mission and thrive in all economic conditions.

The Perfect Nonprofit Seminar is a unique learning experience that combines practical advice, real-life examples, and the Perfection Quotient diagnostic tool to enable you to improve your organization's performance.

[Sign up to receive information about The Perfect Nonprofit Seminars](#)



[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

thepfectnonprofit.com