



Nonprofit News, Opinions, Tips and Success Stories

In This Issue

[The Perfect Nonprofit Available Online](#)

[Picking the Apples](#)

[Board Recruitment](#)

[Prediction Sees Recession Ending in 2009](#)

[Using Social Networking: Getting Your Feet Wet](#)

[Perfect Nonprofit Seminars](#)

Quick Links

[Nonprofit Toolkit](#)

[Training Webinars](#)

[Grant Proposals](#)

[Annual Campaign](#)

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Dear reader,

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 theprecnonprofit.com



Diversified Nonprofit Services

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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.

Assess your organization's "[PO: 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. It's Free!

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

Picking the Apples: Making the Ask!

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



Imagine planting an apple tree. One would first decide the location of the tree, prepare the land, plant the seeds, and would then care for the small plant as it grew into a large fruit bearing tree.

As this process occurred the caretaker would take time to ensure the fruit grew ripe and was then harvested. The caretaker would not be afraid to pick the apples from the tree as he would realize the apples would soon fall to ground and become rotten if not picked.

What is described above is logical, reasonable and largely universally agreed upon. This same logic could be applied to fundraising. In that an organization would conduct prospect research, cultivate prospects and then solicit gifts. Yet, in too many instances organizations, board volunteers and staff members fail to actually solicit the gifts or harvest the apples.

While fundraising is a bit of art and science there is one definitive truth: If you are afraid to ask for gifts, you will not receive gifts! There is no question that if your organization and board does not solicit gifts; then your annual campaign, your capital campaign or your black tie gala will fail.

[Read the full article](#)

Board Recruitment: Whose Job Is It Anyway?

**Ed Massey, Senior Associate
Diversified Nonprofit Services**



Okay, the fact of the matter is, it is both the volunteer and staff job to identify, recruit, and develop the volunteer leaders for your organization. But, there are steps that need to be taken by both groups to move this process along to a successful conclusion.

I contend that it is the staff job to develop what I call the 'wish list' of those individuals that should be involved as Board volunteers with your organization. This is accomplished by examining and identifying the needs of your Board for certain areas of expertise and those individuals with influence in your community.

After this wish list has been developed, staff should then review this list with your Board development committee to make certain those identified are indeed the right people to be involvement with your organization. No one should be placed on this list without the agreement of this committee and under no circumstance should anyone be approached for Board involvement without first going through this process of identification and agreement that they are indeed the best person to fill a Board position.

[Read the full article](#)

Economists: Recession to End in 2009

A recovery in the second half of this year will be 'moderate,' according to a report from the National Association for Business Economics.



Reprint of an Article on www.CNNMoney.com

NEW YORK (CNNMoney.com) -- The end of the recession is in sight, according to a new survey of leading economists.

While the economy is showing signs of stabilizing, the recovery will be more moderate than is typical following a severe downturn, said the National Association for Business Economics Outlook in a report released Wednesday.

The panel of 45 economists said it expect economic growth will rebound in the second half of 2009. However, the group still

expects to see a decline in second-quarter economic activity.

"The good news is that the NABE panel expects economic growth to turn positive in the second half of this year, with the pace of job losses narrowing sharply over the remainder of this year and employment turning up in early 2010," said NABE president Chris Varvares in a written statement.

Almost three out of four survey respondents expect the recession will end by the third quarter of 2009, the report said.

[Read the full article](#)

Webinar: Annual Campaign Success (FREE)

Misty Cato, Vice President
Diversified Nonprofit Services



Date: Thursday July 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!**](#)

[**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](#)

Using Social Networking

Get Your Feet Wet

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



This is the fourth 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.

It's Time To Get Your Feet Wet!

Now it's time to get started. The good news is that many of your colleagues and constituents are already using these technologies in their personal lives. So people are familiar with using them to communicate and share. The challenge is that you need to get business value from your social networks... not just facilitate hundreds or thousands of personal conversations.

In an earlier article, I suggested that you try social networking technologies incrementally. Following this general advice are some ideas for possible use in your nonprofit organization.

Track what is happening in your networks. Learn what works. Identify where you are having success. Switch resources (people, time, focus) to these areas. You can get started now:

- Learn about social networking, what it is, how it works, who uses it.

- Try it! Open an account for yourself on Facebook, Twitter, MySpace or one of the other sites. I suggest you ask a few of your friends if they have accounts and open your account on the same site. This way you will become part of their conversations quickly. Look at how it works, what happens, what results from it.
- Talk to other people. Ask about their experiences... personal and business. Find out what they think works and what does not work. If they use it for business, ask how they measure the impact and cost/benefit of using social networking.
- Keep an open mind. Things are moving quickly. Facebook started in 2004 and is close to 200 million users worldwide!! Ideas For Using Social Networking In Your Nonprofit.
- Engage your constituents with informative discussion about your organization and what it is doing. Example technologies: Facebook, MySpace.

[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.



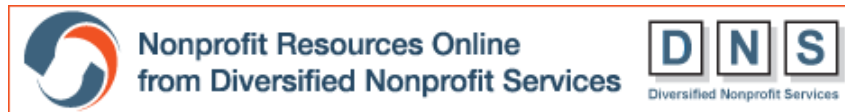
The Perfect Nonprofit Seminar is an exciting and interactive exploration of how you can transform your organization. Based on the book, *The Perfect Nonprofit*, this seminar enables you to:

- 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](#)

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

Sincerely,

Kevin Bingham
President

David Condon
Chairman & CEO

Diversified Nonprofit Services, LLC

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