



Nonprofit News, Opinions, Tips and Success Stories

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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** [theprecnonprofit.com](http://theprecnonprofit.com)



Diversified Nonprofit Services

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*The Perfect Nonprofit* Launched in Atlanta

Book Signing Launches New Book!

*The Perfect Nonprofit*, a new book by David Condon and Kevin Bingham, was launched at the Boys & Girls Clubs of America's National Conference in Atlanta, GA on May 13. Both David and Kevin participated in a book signing which saw the anticipated arrival of the book greeted with enthusiasm and great interest. The book can be purchased online by following the link below.



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. It's Free!

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

### Simple Solutions for Complicated Times!

**Kevin Bingham, President  
Diversified Nonprofit Services**



As this world in which we are living becomes more and more complicated, the nonprofit sector that I know and love so much is being pushed in a direction of diversification and sophistication. The days of a mom and pop nonprofit possessing a single focus seems to be waning. Many of you may say good riddance! Others may hearken for the day when everything was just a little slower and simpler.

Whatever side of that spectrum you sit on, it cannot be disputed that we are living in some very complicated times. While what happens all over the world is within the grasp of our iPhone, it seems that we may just have too much data to digest and process.

I have noticed in my travels across the country, some traits that identify us and many of our colleagues as we navigate our way through the maze that has become nonprofit management and leadership:

- Most nonprofits do not know or understand their legal responsibilities, nor do they tend to operate legally within their constitution and bylaws.
- Nonprofit boards are not sure of their role and often are undermanned and afraid to raise adequate resources to fund and grow the organization.

[Read the full article](#)

## Positioning Yourself for Success!

Do you stay a spectator or do you become a player?

David F. Condon, Chief Executive Officer  
Diversified Nonprofit Services



With all of the trials and tribulations that come with trying to stay viable in the present down economy many times the one area that is put on the back burner is resource development. Organizations, assuming no one will support them by making a contribution, create their own self-fulfilling prophecy of failure by not staying focused on cultivating, soliciting, and acknowledging their current donors and future prospects. This is both dangerous and fool hardy as other organizations in your community may not be taking the same cavalier approach and are out working trying to cultivate and close your donors.

The simple fact of the matter is that in a down economy people still tend to contribute to their favorite charities, perhaps not as much as in the past, but they still contribute. Philanthropists understand the increased needs of nonprofits in this type of economy and in many cases focus their giving more closely but nonetheless support them at significant level. The Center for Wealth and Philanthropy reported the amount of charitable giving in the US in 2007 was \$229 billion. One study conducted by Schervish and Havens predicted that by the end of 2009, charitable giving will be down to approximately \$208 billion. While this is a predicted 10% drop in philanthropic giving over a two year period, take a moment to look beyond the numbers.

The numbers referenced in the previous paragraph are for the broad spectrum of charities. One thing that we do know is that, when difficult times come, the reduction in philanthropy is not shared across the board. Nonprofit organizations focusing on the arts, music, and culture absorb an inordinately high percentage of the drop in philanthropic giving while organizations focusing on the needy, homeless, disadvantaged youth, and social services may actually see increases in a down economy. There is little doubt that a change in the overall human condition spurs people to not only give their money but also their time.

[Read the full article](#)

## Communications: The Key To Success

### How and When You Communicate Reflects on Your Role as a Professional



**Connie Condon, Senior Vice President  
Diversified Nonprofit Services**

Regardless of the job title or description, each individual should be considered a Professional. Their words, actions and appearance reflect daily on other's perceptions of them.

Communication is essential in any workplace and it comes in many forms that include: Face-to-Face; Written; Email; Voice mail; Text Messaging and Instant Messaging. Each requires engagement by the sender and receiver to be effective and the method dictates some common sense applications that project professionalism.

Face-to-Face communication requires that both the sender and receiver be present in the communication so that information can be shared. Sometimes, it is essential that this type of communications is followed by a written piece so that decisions that were discussed are outlined and both sender and receiver understand the discussion.

When the communication is in written form, every professional should have the basic skills of formatting a memo or letter in a manner that conforms to basic business etiquette. Additionally, when a response is required, the professional should attend to it within a reasonable period of time. To wait weeks to compose a written response sends two messages: 1) the recipient did not feel the response was worth their time or 2) the recipient had a different perception of its importance.

When it comes to Email, Voicemail and other forms of electronic messaging, it is essential that each be responded to relatively quickly. Some Professionals determine that they will respond within 24 hours, which allows the sender to know that it has been received and their communication attended to. Even a short response that the message was received and the content will be addressed will send the message that the sender has not been ignored.

Take some time to determine your professional etiquette involving communications as it is one of the easiest ways to improve and enhance the perception others have of you.

## Webinar: Annual Campaign Success (FREE)

Misty Cato, Vice President  
Diversified Nonprofit Services



Date: Monday, June 8, 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 Technologies in Your Organization

### No "Silver Bullet", But Social Networking is Valuable

Ewart Newton, Executive Vice President  
Diversified Nonprofit Services



This is the third 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 About Cultivation, Not Fund Raising, Today!

Social networking grabbed the attention of nonprofits during the political campaigns of now-President Obama. Extraordinary amounts of money were raised and tens of millions of people participated in one of the most effective movements of modern times. Boards and executives are asking, "How can we do what Senator Barack Obama did to mobilize many new volunteers and raise money from new sources?"

Fund raising online is a small but growing source of income for many nonprofits. Using social networking for fundraising (the "Barack Obama campaign model," if you like) is in its infancy for nonprofit organizations. For most, it is not likely to generate more than a few hundred dollars!

[Read the full article](#)

## *The Perfect Nonprofit Seminars*

### Seminar Series Debuts at National Conference

***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.



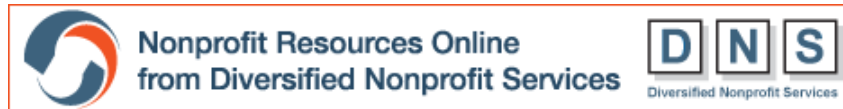
***The Perfect Nonprofit Seminar*** is an exciting and interactive exploration of how you can transform your organization. Based on the book, *The Perfect Nonprofit*, this seminar enables you

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

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