



Nonprofit News, Opinions, Tips and Success Stories

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Issue: 2009-1

March 2009

Dear Ewart,

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



Nonprofit Toolkit

theperfectnonprofit.com



Diversified Nonprofit Services

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These Times, They Are A-Changing!

Kevin Bingham
President, Diversified Nonprofit Services



Well, in most places across this great nation, people are sitting at the edge of their seats, waiting on the latest word from Washington and Wall Street. All of us can agree that these are most definitely challenging times. This raises the question, "How do we survive all of this?" I firmly believe that for-profit businesses and nonprofit organizations that focus on their core existence and provide needed products and services to their clients and prospective clients will come out more viable than ever when the smoke clears.

In our line of work, consulting with nonprofits, we have identified a need in the nonprofit sector for what I call "prescriptive consulting." What I mean by this is that, in these challenging times, nonprofits that focus on what is important often need consultation in a specific area of their overall operations.

As I learned in Marketing 101, organizations are either product or market driven. At Diversified Nonprofit Services, we are working diligently to be market driven. In other words, we are working to meet the needs of the marketplace and we are developing tools and services that meet the needs of the nonprofit market. If we were product driven, we'd be developing products that fit our strengths and pushing those products to prospective clients. Now, do not get me wrong, we

do have products and services that are available, off the shelf, but we are not trying to sell them to clients for whom they might not be a good fit.

We have determined by looking at the nonprofit landscape, as it exists today, that many organizations and their leadership may just need a few hours of consultation on a specific issue. Or they may be in need of a process or strategy to help them meet the needs they face daily. In an effort to be market driven, we have developed a website that will meet these needs.

I encourage you to visit our new site: theprecfectnonprofit.com. It is chock full of ideas, best practices, sample tools and other information developed by the professionals of Diversified Nonprofit Services who have been involved in the nonprofit sector for the majority of their careers.

Inside the site is a plethora of information that is based on what we call The Perfect Nonprofit Model. Hopefully, this will grab your attention. The Perfect Nonprofit Model is at the core of our philosophy about nonprofit management. David Condon and I are putting the finishing touches on our book which is titled The Perfect Nonprofit. This book and its philosophy provide a holistic and balanced approach to nonprofit management. We believe that it has the potential to move nonprofits to excellence in their services to their clients and in the governance of their organizations. Keep your eye out for this book; it will be published in early summer 2009.

While the times are most definitely changing, it is our belief that nonprofits are needed now more than ever, and it is our charge to provide nonprofits that chose to be proactive, the tools and prescribed consultation that will carry them beyond this time and into good times. Let's hope those good times come sooner than later. Hang in there and stay focused!

[Go to The Perfect Nonprofit Website](#)

Organizational Transformation

Nan Moore, President
United Way of Tyler/Smith County,
Texas



Even well-established organizations experience turbulence from time to time and for various reasons. Our organization is no exception. [United Way of Tyler/Smith County](#) was founded in 1940 and has experienced many periods of growth and stagnation over the years. A few months ago, during a very difficult period, the board of directors took the steps

necessary to replace the organization's professional and volunteer leadership. These significant changes provided us an opportunity to take a good long look at who we are and where we are headed. We decided to do this serious soul-searching with the help of nonprofit industry experts, Diversified Nonprofit Services (DNS).

The two initial steps in our journey were an assessment of the community's perception of us and our services and a board retreat focused on strategy development. Diversified Nonprofit Services President, Kevin Bingham led us through these important steps. It was essential to the process that a third-party conducted the community assessment to remove any perception of bias on the part of those being interviewed and to provide a safe environment for honest responses to the questions that DNS developed and asked the participants. We specifically requested input from community leaders and donors who did not support our organization. We wanted to find out why people chose not to give. Kevin Bingham conducted individual interviews and facilitated focus groups to gather useful information about our organization. The assessment report was thorough and many participant responses were consistent with issues we knew we needed to address, but Kevin also unearthed some "ah ha" information that we have been compelled to examine.

With community comments and DNS recommendations in hand, the next step was the board's strategic response to issues that had been identified. Although the board is made up of corporate and community leaders with recognized influence, Kevin's expertise in facilitating the strategic exercises proved to be unique and invaluable to everyone involved. The process helped the board determine the core purpose, core competencies, core values, a new mission statement, and a vivid goal that will take our organization to new heights of service and recognition. The results are also evident in the improved commitment of our campaign cabinet and the board of directors.

Many of the changes considered necessary will take time and as with most organizations, staying on track is a challenge we face in completing our organizational transformation. However, we are not concerned that we will succeed because Kevin and the experienced consultants at DNS are just a phone call or visit away.

The mission of United Way of Tyler/Smith County is: "Caring for our community by partnering with You". The United Way of Tyler/Smith County raised \$2,055,000 in its 2008 campaign.

[More about Community Assessment](#)

[More about Strategy Development](#)

Henny-penny and the Economy

David Condon, Chairman & CEO Diversified Nonprofit Services



There are those in today's world who would have us believe that the sky is falling. The economy is in disarray, and it is easy for the media and others to create a picture of doom and gloom. And, like Henny-penny and her friends, if we allow this barrage of negativity to become the driving force in our lives it will create a self-fulfilling prophecy of failure.

The need to focus on those who need you, and the impact that your organization provides, not only avoids this self-fulfilling prophecy of failure but it plants seeds of hope in the hearts of those you serve and gives them a reason to feel positive.

All of you will remember the childhood story of Henny-penny and her ability to convince her friends that the sky was falling. Henny-penny was so adamant in delivering this message that all her friends did in fact think that the sky was falling and life as they knew it would be destroyed. And they were right, life as they knew it soon was destroyed. Not by the fact that the sky fell but because, in their zeal to spread the word, they trusted Foxy-woxy who used the circumstances of their fear to victimize them and provide himself with a nice meal.

By focusing on the people you serve you will avoid the self-fulfilling prophecy of failure. The hope that you give to your supporters, volunteers, staff and clients will help them combat the negative feelings that arise from the constant stream of bad news.

This is the antithesis of Henny-penny's message.

As a nonprofit organization, your work load, the need for your programs and services, and the positive impact you can have in the communities you serve do not cease to exist or be diminished because the economy is bad. In fact, the reality is that the need for what you do only increases in a down economy when more people are forced to find help and services from the nonprofit sector.

You can make a conscious choice to embrace today's challenges and meet them head-on or you can let fear of what might be paralyze you, your volunteers, and those who might have supported you. You can focus on the increased need for your programs and services or you can prepare yourself to be Foxy-woxy's next meal. It's your choice! Join the herd of those who fear tomorrow or grasp the opportunity that exists today to distinguish your organization from the rest and attack the problems of today knowing that tomorrow is another day.

[More advice and opinions from Diversified Nonprofit Services professionals](#)

Training Webinars

Annual Campaign Success

Date: Mar 12, 2009 - Time: 02:00 PM to 03:00 PM
Registration fee: FREE



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.

[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](#)

Social Networking for Nonprofits

Panacea or Hype?

This is the first 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 using the bibliography and links below this article.

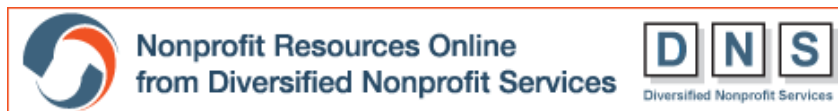


Social networking, such as Facebook, MySpace, YouTube, LinkedIn, Twitter and many others has created a buzz reminiscent of when Hotmail transformed email from being a business tool to a central part of everyone's life. People are talking about social networking. More importantly, huge numbers of us are using these technologies to connect with friends, colleagues and the world at-large. Quantcast estimates that 65.6 million Americans used Facebook, 67.9 million used MySpace, 77.9 million used YouTube and 4.1 million used Twitter in January 2009.

Executives in organizations of all sizes really took notice when Senator Barack Obama used social blogs, MySpace, Facebook and YouTube to build a massive network of supporters, volunteers and workers. His use of social networking transformed political campaigning and helped Senator Obama raise unprecedented funds.

Boards and managers of many nonprofits are asking, "How can we do what Senator Barack Obama did to mobilize many new volunteers...to raise money from new sources...etc?"

[\[Read the complete article\]](#)



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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

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Diversified Nonprofit Services, LLC | 6702 Dalrock Road | Suite 126 | Rowlett | TX | 75089

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