

Nonprofit Business Advisor

Business Strategies and Best Practices for Nonprofits

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LaSalle University, US Airways draw experts, professionals together to talk fundraising

At the recent meeting, “Fundraising Today: New Models for a New Economy,” hosted by The Nonprofit Center at LaSalle University and US Airways, experts gathered to facilitate fundraising discussions and provide practical tips for nonprofit organizations and funders for use in today’s harsh economic climate.

“Fundraising seemed a logical topic,” said Laura Otten, Ph.D., director, at The Nonprofit Center at LaSalle University. “We wanted to make the presentation relevant and new at the same time, because people are always talking about fundraising. [Due to] the struggle

folks are having in this particular economy, we wanted to know if there were new tools nonprofits should be using right now—and to prepare them to be better and stronger once things turn around.”

Otten said US Airways, which has a hub in the Philadelphia area, approached The Nonprofit Center about ways it could reach out to local nonprofits. The Nonprofit Center had previously hosted a presentation with Subaru and suggested a similar event to the airline.

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Report finds biggest volunteer jump since ‘03

Times may be tough, but according to a recent report from the Corporation for National and Community Service, the number of Americans volunteering in their communities jumped by 1.6 million last year—the largest increase in six years.

The CNCS’s annual *Volunteering in America* report found that 63.4 million Americans volunteered through a formal organization last year, giving more than 8.1 billion hours of volunteer service worth an estimated \$169 billion.

“Americans have responded to tough economic times by volunteering in big numbers,” said Patrick Corvington, the Corporation’s CEO, in a statement. “What we’re seeing is the depth of the American spirit and generosity at its best. People are turning toward problems, working with their neighbors to find solutions to real problems, from homelessness to the dropout crisis.”

Researchers said this spike contradicts previous research suggesting that volunteering should drop during an economic downturn, because volunteer rates are higher among job holders and homeowners. Instead, volunteering not only increased at the fastest rate in six years, but the volunteer rate also went up among all race and ethnic groups.

For more information, visit www.volunteeringinamerica.gov/. ■



FUNDRAISING (continued from page 1)

“They wanted nonprofits to know about them beyond tickets,” Otten said. “They have an active volunteer program and some grant dollars, and they wanted their dollars and employees to be more involved in the community in order to be a good civic partner within their hub.”

According to The Nonprofit Center, a number of helpful tips and best practices came out of the meeting:

- Federated giving programs consist of members with different relationships. Some member organizations may be most effective with programs and activities that appeal to donors, while some may be more valuable by participating in fundraising. Find the best fit for your organization.

- Corporate philanthropy, like individual giving, is about relationships. Know your donors and their approach and show that you’ve heard what they’ve told you. Don’t simply chase money, but stay true to your mission.

- Social media is not a silver bullet, but it is an essential part of an integrated marketing strategy.

- Before proceeding with a social entrepreneurship activity that will involve operating a for-profit entity whose proceeds will benefit your nonprofit, be sure you have the resources needed to support it, including fiscal soundness, management depth and a diverse board that can provide the networking and business skills needed.

- With all the fundraising tools out there, never forget the single most effective method is still one-to-one contact. People are starving for relationships in the electronic age, and the number-one reason people give is because they were asked!

Learning from each other

After the panelist discussions, attendees had the chance to participate in several breakout sessions concerning topics such as social entrepreneurship, traditional fundraising methods, alliances, corporate sponsorship and social media tools.

“The breakout sessions allowed folks the opportunity to really sit and hear other people’s questions and comments, and talk more deeply with the presenters about the topics,” Otten said.

She said she hoped the sessions provided time for reflection and processing so participants could leave, go back to their offices and put the practical steps they learned right to work.

“You need to consider all the areas that were discussed,” Otten said, “keeping in mind that fund-

Experts, funders share fundraising wisdom

At a meeting hosted by The Nonprofit Center at LaSalle University and US Airways, experts gathered to facilitate fundraising discussions to encourage innovative thought and provide practical steps that nonprofits and funders can use under the current economic conditions.

Presenters and topics included:

- **Jordan Viator**, interactive communications manager, Convio, speaking about social media, jviator@convio.com;

- **Paula Aldarelli**, executive director, Earthshare, speaking about the potential benefits of fundraising alliances, paldarelli@earthsharenj.org;

- **Richard Keaveney**, CEO, MANNA, speaking about social entrepreneurship, rkeaveney@mannapa.org;

- **Kate Laepple Hertzog**, speaking about the philanthropic habits of Generations X and Y, khertzog@uwsepal.org;

- **Richard Przywara**, executive director, West Chester University Foundation, speaking about the tried and true basics of successful fundraising, rprzywara@wcupa.edu; and

- **David Fair**, general manager, Generocity, speaking about grassroots fundraising, dfair@generocity.org.

For more information about the event, go to www.lasallenonprofitcenter.org/p-100-New%20Fundraising. ■

raising has always been—and will always be—about relationships.”

For more information

For almost thirty years, The Nonprofit Center at La Salle University has acted as a management service organization, providing services to nonprofits that are grounded in best practices in nonprofit management, governance and operation. Areas of Center expertise include leadership development, education and training programs, expert consulting, a membership program and job search opportunities. For more about The Nonprofit Center, go to www.lasallenonprofitcenter.org/Home. For more about the lessons learned from “Fundraising Today: New Models for a New Economy,” contact Joan Mintz Ulmer, director, marketing and communications, at ulmer@lasalle.edu. To learn more about US Airways’ philanthropic programs, visit www.usairways.com/en-US/aboutus/corporategiving/default.html. ■



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