

News & Views:

Non-Profits

An Informational Resource

Fundraising Tips

An important but often overlooked aspect of online fundraising is the donor form because it affects the contribution rate.

Here are some practices that improve responses:

Test your forms before using them to make sure they encourage donations

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NPO Trends



While many businesses have either gotten smaller or closed over the past few years, non-profits (NPOs) have grown.

Johns Hopkins University Center for Civil Society Studies found that "... non-profit employment grew by an average of 2.5 percent per year between July 2007 and July 2009, the worst part of the recent recession. By contrast, for-profit employment in these states fell during this same period by an average of 3.3 percent per year."

Along with the growth comes more accountability: NPOs are now expected to clearly measure their impacts in the communities they serve. And, since many of today's donors view themselves more as investors rather than mere check writers, they expect NPOs to

deliver solid returns for the time and money that they spend supporting them.

In 2010, non-profits received about \$290 billion in donations; and, social venture funds were among the fastest growing. Acting as venture capitalists for nonprofit, these donors demand explanations about why someone should allocate their funds to a particular NPO. The social venture funds also use this information to determine the best way for them to donate: grants, equity, or interest-free loans.

To be more effective in their communities, some NPOs are diversifying their revenue streams with income-producing ventures that support their organization's goals while creating needed jobs. So, it's not surprising that we're seeing

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Peer-to-Peer Fundraising Grows

According to Concio's Annual Peer-to-Peer Event Fundraising Benchmark Study released this month, traditional peer-to-peer fundraising events (run, walk, and ride events) continued to grow last year thanks to online participation and online fundraising.



Repeating participants were more likely to fundraise, and they fundraised more than those who did not participate the prior year. And, team participants continued to out-perform individual participants: team captains performed the best.

However, in marathon events, first-time fundraisers out-performed those who returned year after year; and, marathon participants raised more on average than participants in any other event type, including traditional endurance events.

Business Embraces Cause Marketing

According to the latest JWT Social Consciousness Trend Report, corporations are shifting their business models to integrate social issues into their core strategies. Their goals are to generate profits while facilitating some social good. For example:

As the global population becomes more urbanized and cities boom, business brands are partnering with community groups to develop and implement creative strategies that facilitate urban renewal: improving local environments, adding beauty or helping to bring communities together.

In connection with this, we're seeing NPOs become more business-like and businesses fusing social consciousness with business acumen to

achieve visible change.

"By putting social issues at the center of their strategy, brands can benefit their business, their customers and society in general," says Tony Pigott, global director of EthosJWT and president and CEO of JWT Canada.

"By reconsidering products and target demographics, forging partnerships with local groups and improving productivity in the value chain, companies can become a force for positive change while enhancing their long-term competitiveness."

The following findings support Pigott's assertions:

- Consumers believe corporations should do more good: 9 in 10 respondents felt that "Companies need to do

more good, not just less bad."

- Brands have a responsibility toward local communities: 84 percent of adults across all three markets agreed with the statement, "Brands and large corporations have a responsibility to improve the local communities in which they do business."

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Provide both digital and printable forms online

Make sure that the forms address various donation practices

Provide suggested donation amounts because this improves the response rate

Keep the process quick/easy by eliminating registration requirements and keeping forms short and easy to read

Use a mobile-friendly donation form to increase giving among these prospective donors



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more NPO leaders with business backgrounds now: legal, sales, financial management and more.

The ability to secure government money, earmarked for social innovation, is another fundraising vehicle. Government grants are helping NPOs to expand their programs into new markets. To receive these grants, NPOs must maintain healthy working relationships in all the communities they serve and among all their partners, funders, and friends.

Nurturing the talents of their staffs and volunteers is another important factor when trying to secure government funds. Passion for one's work is needed more than ever to cope in these challenging economic times, and this passion is often manifested by the degree in which NPO staff members involve themselves in their communities.

Compiling a track record that documents a commitment to one's mission is a key benchmark for success these days.



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