GDNRC NEWS

Strong Organizations Solid Impact

Volume 1, Issue 11 December 2007

Donor Loyalty Key to Funding Success

Raising money to sustain quality programs is always a challenge for nonprofit managers and board members. In light of this, the GDNRC sponsored a fall funds development series at the Sheraton in Danbury.

Over 40 agency representatives are participating in the series. In the early fall, David Condon, of DNS Associates, presented workshops on creating resource development teams and developing effective marketing plans.

In November, Simone Joyaux, of Joyaux Associates, presented a workshop on the power of individual donors. Among the many topics Simone addressed, she placed particular importance on the donor retention crisis in the United States today and what nonprofits can do to cultivate their donors.

The final workshop of the series will address developing proposals for foundations and government.

The GDNRC was interested in bringing in the perspective of different professionals in the field. Agency representatives were extremely pleased with both the content and delivery of the presentations. Those attending also appreciated the opportunity to discuss challenges and best practices with their colleagues.

> ***"The mission of funds development is to secure donors, not donations. It's about loyalty and commitment."***
>
> ***Simone Joyaux***

Theresa Santoro, Eileen Walker, Mimi Delcuze, Simone Joyaux, Michael Ryer and Sarah Hauser at the Power of Individual Donors workshop.

We're on the web www.gdnrc.org

GDNRC's Online Resource Center has a new look thanks to the efforts of webmaster, Dana Rawding, and web designer, Stephen Roth of Roth Graphics.

The GDNRC wanted to better convey the mission of the GDNRC and maximize ease of use.

The website, created in 2005, is a central repository of local information relevant to nonprofits. The website has over 90 member agencies and includes a nonprofit database, funder's database, community calendar and bulletin board.

Currently, the site receives over 3,000 hits per day.

Inside this issue:

Danbury VNA Gets Creative 2

Delivering Tangible Results 2

Volunteer Impact 3

TraceyLocke Assists Literacy Organization 3

Upcoming Education and Training 4

Danbury VNA Gets Creative

The Danbury Visiting Nurse Association was looking for a creative way to promote their immunizations and travel vaccines program. A quick phone call to the Greater Danbury Nonprofit Resource Center and they found their solution.

The GDNRC was able to match Lon Schwear, of Ozz Marketing, with the marketing team of the Danbury VNA. Lon developed the copy and graphics for an informational poster about the program.

Marilyn Glen of the Danbury VNA marketing team was pleased with the result. "We were so excited to have Lon work with us. He came up with some very creative marketing ideas which will be so useful as we work on promoting our program. His time was invaluable and it was a pleasure to work with him", said Marilyn when the project was complete.

Angela Liptack and Phyllis Robertson, of the Keeler Tavern Museum, at a recent program.

Delivering
Tangible Results

The "think tank with muddy boots" comes to Danbury on January 10th.

As donors shift from funding to investing, they are asking nonprofits to show how they are making a difference.

The Rennsellaerville Institute works with nonprofits and funders to show organizations how to set targets, measure their progress, and change their behavior to achieve quantum leaps in performance.

The Institute focuses on practices that really work - that means they help organizations create high results and high return on investment.

"This workshop makes you think freshly, constructively, about what you are trying to accomplish," explained a past participant.

The hands on workshop will help create practical outcomes management strategies for your organization as well as follow-up support. This session is being offered at a greatly reduced cost to nonprofits with special funding from GDNRC. The workshop is being held on January 10th at the Sheraton in Danbury.

Without You, Our Work Would Not Be Possible

The Greater Danbury Funder's Group
Boehringer Ingleheim
City of Danbury - CDBG
Danbury Hospital
Fairfield County Bank Corp.
Fairfield County Community Foundation
GE Capital Solutions
Greater Danbury Fund
JP Morgan Chase Foundation
Meserve Memorial Fund
Newtown Savings Bank
Pepsi Bottling Group Foundation
Perrin Family Foundation
Pitney Bowes
Savings Bank of Danbury
The Network Support Company
Union Savings Bank
United Way of Western Connecticut

GDNRC Advisory Council
LouAnn Bloomer, TBICO
Sam Carpenter, Pitney Bowes
Karl Epple, Meserve Memorial Fund
Elizabeth Goehring, United Way of Western CT
Casey Levene, GDNRC
Betsy McDonough, Western CT State University
Elaine Mintz, GDNRC
Maureen Moore, Volunteer
June Renzulli, United Way of Western CT
Bruce Smith, Volunteer
Bill Starbuck, Jr., The Network Support Company
Mary Jane Wood, Chair of Council

Volunteer Impact

News from Casey our Volunteer Coordinator

Since February, the GDNRC's volunteer program has made eight matches within the non-profit community with professionally skilled volunteers, working on defined projects.

By the generous efforts of a few individuals, we have impacted the capacity in these eight agencies in the areas of IT support, communications planning, marketing advice sessions, QuickBooks training, advertising, and creation of a marketing campaign.

I want to thank the agencies who have participated in our program. The response from both agencies and volunteers who have been involved in this process has been a very positive one.

We continue to seek volunteers from our corporate and retired professional communities, local businesses, professional associations, local universities, as well as, the local religious community.

If you have not availed yourself of our service, consider defining a project that we might help you with. I would be happy to meet with you to discuss your needs or you may place a request directly on our website at www.gdnrc.org.

For more information, go to www.gdnrc.org

- To request a GDNRC volunteer - click on volunteer in the navigation bar and select agency application in the drop down menu.
- To view current volunteer opportunities - click on volunteer in the navigation bar and select view opportunities in the drop down menu.

Volunteers are not paid not because they are worthless, but because they are priceless.

unknown

TracyLocke Team Develops Marketing Campaign for Literacy Organization

Anne Maitland, Executive Director of Literacy Volunteers on the Green, knows first hand the challenges of starting a new organization. Among her many responsibilities, creating a marketing campaign for the organization seemed daunting. Anne turned to the GDNRC for help.

The Resource Center was fortunate to have a team of volunteers from TracyLocke assist Literacy Volunteers on the Green. A talented team of professionals is developing a total marketing campaign for the agency including a logo, brochure, and website copy.

"Little did we know that when we sought help to create a marketing campaign for our fledgling literacy volunteer program, we would be matched with such a stellar, nationally known organization as TracyLocke. When they presented us with their design of our logo it literally took our breath away. The image beautifully captures the essence of our organization, and is strikingly unique. We are so grateful to the Greater Danbury Non-profit Resource Center for making this connection for us", said Anne Maitland when the creation of the logo was complete.

TracyLocke is a nationally recognized advertising agency with headquarters in Wilton, CT. The organization embraces the culture of giving back to the community and is always looking for ways to use their expertise to benefit the community.

literacy volunteers on the green

TracyLocke created this logo for Literacy Volunteers on the Green

GDNRC NEWS

Upcoming Education and Training Workshops

Outcome Thinking & Management: Strategies That Get Results - January 10th
Nonprofits today are often asked to prove their impact on the communities they serve. Successful organizations have moved from developing programs that address problems to delivering tangible results. This course teaches the merits of outcome-based planning and management, and how this powerful shift in mindset can help you achieve outstanding results for those you serve. You'll learn to define success for your nonprofit and its programs; use milestones to ensure progress; verify success; and empower your staff rather than overwhelm them. For executive directors, emerging nonprofit leaders and program managers.
John La Rocca, Vice President, The Rensselaerville Institute

Roundtable Discussion: Best Practices for Website Development - February 7th
Thinking about creating a website for your organization or re-designing your current website? Find out what you need to know before you get started. Discussion will include planning for your website and ways to maintain your website once it's up and running.
Dana Rawding, TWC Internet Services

Show Me the Money: Accounting for Contributions - March 14th (morning)
One big accounting challenge faced by financial staff is making sure that revenue, contributions and grant support are booked and reported correctly. Between donor-imposed restrictions and auditors' requirements, the opportunities for mistakes are high. This workshop, designed for bookkeepers, accountants, business managers and emerging nonprofit leaders, will look at: reporting revenue and contribution basics; identifying the types of revenue nonprofits receive; and understanding basic terminology and key financial terms.
Stephanie Cleary, Senior Consultant, Accounting Management Solutions, Inc.

Successful Cash Management - March 14th (afternoon)
Tired of being the only person that understands finance and worries how much you need to pay the bills? Are you awake at night wondering if you can make payroll this week? This workshop, designed for executive directors, senior finance managers and emerging nonprofit leaders at small to medium sized nonprofits, will show you how to start managing cash from a pro-active angle and how to create accountability and management at various levels. *Topics include:* Cash flow projections; management tactics; and budgeting best practices and processes.
Stephanie Cleary, Senior Consultant, Accounting Management Solutions, Inc.

Making Your Case: Selling Your Vision to Donors - April 10th
An effective case statement answers three essential questions. In this one-of-a-kind workshop, you learn what those questions are, how to craft an inspiring answer to each ... and more than you ever expected. For executive directors, fundraising staff, board members and emerging nonprofit leaders.
Tom Ahern, Ahern Communications

Enhancing Your Board's Strength Through Strategic Board Recruitment - May 15th
This workshop, open to both board members and staff, will explore ideal board composition and recruitment techniques to best satisfy legal requirements, accomplish goals and strive for best business practices. The workshop will include specific focus on cultural competency, membership diversity and fiduciary responsibilities. For executive directors, board nominating committee and board members.
Mike Burns, Brody, Weiser, Burns

For more information contact:

Greater Danbury Nonprofit Resource Center
P.O. Box 2353
Danbury, CT 06813

Elaine Mintz
Phone: (203) 240-1971
www.gdnrc.org