



New Ideas for Nonprofits

Kansas City, Kansas Public Library

Charity is good for business

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Everyone knows that charity is good for the soul, but can it be good for business as well

Good enough to double sales?

Yes, if the experience of one eBay seller is any indication.

California artist Laura Iverson was already making a good living selling her artwork on eBay, the world's largest online Internet auction site.

But, she wanted to do more than make a living. She also wanted to help make the world a little bit better place.

So, Iverson looked around for a way to give back to her community. What she found was the "Giving Works" program.

Launched by eBay in 2003, the Giving Works program allows sellers to list items on eBay and donate part or all of the final sale price to their favorite non-profit organizations.

So, how do you make more money while giving away part of your profits? That's easy. More sales.

Iverson found out about the Giving Works program in January of 2004. She decided to list some of her paintings with the program, and immediately noticed that the paintings listed through Giving Works received three times as many hits as similar paintings not listed through Giving Works.



Siamese Cat by Laura Iverson

By February, 2004, all of the charity pieces had sold, while none of the non-charity paintings did. In March, Iverson switched the majority of her listings over to Giving Works. That same month, she earned PowerSeller status, meaning she was selling an average of \$1,000 per month.

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Plug into the matrix

Have you visited the matrix?

If you work for a nonprofit, you probably should.

A blurb in the March/April 2006 issue of *Foundation News & Commentary* (available at the Main Library) directs you to check out the web site at www.nonprofitmatrix.com.

"The Nonprofit Matrix is an online directory and guide to selecting and integrating dot-coms (commercial service providers of components such as donation processing, giving portals, affinity shopping and more) into a nonprofit organization's Web and Internet strategies."

The blurb also recommends the web site www.idealware.org.

"Idealware provides product comparisons, recommendations and articles about software of interest to nonprofits...from strategic planning to case management to fundraising."

Charity is good for business -continued



eBay listings have raised \$54 million for charity since 2000.

Since listing most of her art through Giving Works, Iverson's sales have doubled.

Why did Iverson's art sell better through Giving Works than through regular eBay? For one thing, items listed through Giving Works receive additional visibility through special search functions and a distinctive charity ribbon icon in the title bar of the listing.

According to eBay, Giving Works listings tend to sell at

higher final prices, because buyers are more willing to purchase and often pay more for items that benefit a nonprofit. Plus, giving a portion of the proceeds to charity can enhance buyer trust and loyalty.

The Giving Works program is eBay's largest philanthropic effort since the "Auction for America" that raised \$100 million in 100 days for families directly affected by the events of September 11, 2001.

Since 2000, more than \$54 million has been raised for charity from listings sold on eBay worldwide.

To receive donations through eBay, nonprofits must register with Mission Fish, the exclusive charity solution provider for eBay Giving Works, and a service of the Points of Light Foundation.

For more information, check out the book *Fundraising on eBay* at the library.

Give your look a makeover (part 1)

The key to a good makeover is letting go.

Could your newsletter use a facelift? Are your brochures kind of boring? Maybe it's time for a makeover.

Check out the following books for advice on revamping your promotional materials:

Creating Brochures & Booklets: a hands-on guide to planning, designing and producing pieces

that inform, notify, sell, advise and entertain

Creative Newsletters & Annual Reports

Desktop Publisher's Idea Book: over 100 step-by-step designs

Looking Good in Color: the desktop publisher's design guide

Makeover Book: 101 design solutions for desktop publishing

Making a Good Layout: a hands-on guide

Newsletter Design: a step-by-step guide to creative publications

Non-designer's Design Book: design and typographic principles for the visual novice

Working with Words & Pictures: communicate clearly in brochures, ads, newsletters, logos, posters & letterheads

Get Betsy by mail



Betsy Nelson

Betsy Nelson has some advice for you. Lots of it, actually.

Nelson is the executive director of the Association of Baltimore Area Grantmakers. Her advice column, Charitable Giving, appears every other Friday in *The Daily Record*, a Baltimore publication covering business and legal news.

But, her advice can benefit nonprofits everywhere. Some topics she has covered include fundraising, bequests, accountability, nonprofit governance and reform.

Fortunately, you don't have to live in Baltimore or subscribe to *The Daily Record* to read Nelson's column. You can receive it by email.

Just pull up the library's web site at www.kckpl.lib.ks.us, click on electronic resources, and select the business databases.

Click on Proquest Business and log on using your library card number. Then search for Betsy Nelson and click on email alert to receive her new columns automatically.

Find your next great idea

Will you know your next great idea when you see it?

Lyman Frank Baum did.

Baum had his share of ideas throughout his life. He started his own newspaper when he was only fifteen. Two years later he was publishing his own magazine. By thirty, he had written his first book.

Baum also formed his own acting troupe, owned and managed a theater, wrote plays, and even performed on stage.

Later in life, Baum survived bankruptcy, became a traveling salesman, worked as a reporter, and learned the fine art of furniture making.

However, Baum did not find the success that would make him world famous until he wrote a fairy tale that had everything but a title.

Then one day, Baum was filing some papers when he noticed the gold letters on the drawers of the file cabinet.

The first drawer was labeled A - G. The second drawer was H - N. And, the third drawer was O - Z.

And, that's how the world came to know the adventures of Dorothy in the *Wonderful Wizard of Oz*.

Sam Harrison, author of *Idea-spotting: How to Find Your Next Great Idea*, tells Baum's story and others, and gives you quick exercises to help you discover your own next great idea.



To have a great idea, have a lot of them. - Thomas Alva Edison

Give your look a makeover (part 2)

When thinking about an image makeover, don't neglect your online persona. It can age even faster than your print materials.

Check out these books for some fresh ideas in digital design:

Accidental Webmaster: tips on how to design, & monitor a website

Creating Web Pages: all the tools you need to create great web pages are free

Creating Web Sites: the missing manual

Design it yourself web sites: a step by step guide

Digital Layout for the Internet and Other Media

Don't Make Me Think: a common sense approach to web usability

Professional Web Design: techniques and templates

Small Web Sites, Great Results: blueprint for creating websites that really work

Web Bloopers: 60 common web design mistakes and how to avoid them

A year on the Internet is like a dog year - equal to 7 in the real world.

The challenge of change

Think you've got problems with change?

You've got nothing compared to Sweden.

On a single day in 1967, during morning rush hour traffic, the entire country switched lanes, from driving on the left to driving on the right.

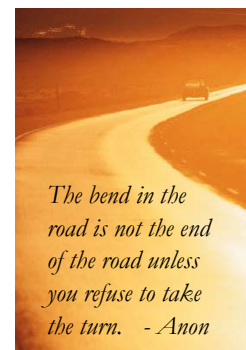
Surprisingly, there were few resulting accidents. The change had been well planned and implemented. Those who couldn't adapt just stopped driving.

If change is in your future, check out these books for some creative ideas on how to handle it:

Leading Change: an action plan from the world's foremost expert on business leadership

Managing Transitions: making the most of change

Ten faces of Innovation: strategies for beating the devil's advocate & driving creativity throughout your organization



The bend in the road is not the end of the road unless you refuse to take the turn. - Anon

Grant Resources at the Library

Kansas City, Kansas
Public Library

Argentine Library
2800 Metropolitan
(913) 722-7400

Main Library &
Bookmobile
625 Minnesota
(913) 551-3280

West Wyandotte
Library
1737 N 82nd St
(913) 596-5800

F.L. Schlagle Library
4051 West Drive
(913) 299-2384



New Ideas is produced by Terri Cline, Community Services Librarian at the Main Library. Call (913) 279-2064 for more information.

Annual Register of Grant Support: a directory of funding sources, 39th edition, 2006.

Corporate Giving Directory: comprehensive profiles of America's major corporate foundations & corporate charitable giving programs, 26th edition, 2005.

Foundation Directory, 28th edition, 2006.

Funding Sources for Children & Youth Programs, 4th edition, 2005.

Funding Sources for Community & Economic Development 2005/2006: a guide to current sources for local programs & projects.

National Directory of Corporate Giving: a guide to corporate giving programs and corporate foundations, 11th edition, 2005.

Operating Grants for Nonprofit Organizations 2005: over 1300 grants for organizations

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