

FALL 2005



New Ideas for Nonprofits

Kansas City, Kansas Public Library

Find your element for success

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Bill deliberately mows his lawn in a zigzag pattern. He does it just to drive his next door neighbor crazy.

“I change the mowing pattern every week, and he can hardly contain himself. He must be an earth.”

Earth, water, wind, fire. The ancient Greeks saw them as the basic elements of nature. Laurie Beth Jones, author of the best-selling book *Jesus CEO*, sees them as four distinct personality types.

In her new book, *The Four Elements of Success*, Jones explains how discovering your type, and the types of those around you, can take you to new heights.

Jones offers a very quick test to tell you which basic element may best describe you. Look at the following four words and pick one: deliberate, fast, people, results.

If you picked deliberate, you’re an earth. You are stable, orderly, sure of yourself, and oriented to the long term.

You’re also stubborn, unyielding, and locked into old ways of doing things.

If you picked fast, you’re a wind. You’re spontaneous and energetic. You’re also restless, unpredictable and impulsive.

If you picked people, you’re a water. You’re balanced, easy-going, and a team player. You also have difficulty saying no.



If you picked results, you’re a fire. You’re exciting, passionate and intense. You can be illuminating, but you also burn out quick.

Which combination of types work together to get the best results? Check out *The Four Elements of Success* and find out.

Free Grant Writing Workshops

Join us at the Main Library, 625 Minnesota Ave, for two free grant writing programs from 6 to 8 pm on Monday, Oct. 17, and Thursday, Oct. 27. See back page for more info.

Oh, no! You’re in charge.

Talk about taking charge.

When Franklin D. Roosevelt took office in 1933, the Great Depression had the country in a shambles. Almost every bank was closed, one person in every four was unemployed, and the very future of democratic capitalism was in doubt.

By the end of his first 100 days as president, FDR had turned things around and assured the country that there was nothing to fear but fear itself. To this day, presidents are still judged by their “first hundred days.”

Thomas Neff and James Citrin see FDR’s performance as a



blueprint for success. If you suddenly find yourself in the hot seat, check out their book, *You’re in Charge—Now What?*

\$1,000 gifts by mail



One direct mailing of just 889 letters raised \$59,450 for a regional activist organization.

The envelope please. And, the winner is...

Friendly wolves.

The Direct Marketing Fund-raisers Association just awarded their 2005 Package of the Year Award to the Defenders of Wildlife Wolf Sponsorship Kit.

The Defenders of Wildlife fundraising campaign raised \$157,000, with an average gift of \$21. And, they did it with “friendly wolves.”

“They look like wolves, but also had the feel of family dogs,” the chair of the campaign is quoted as saying in the *NonProfit Times*.

So, what else worked?

A runner-up, the Police Athletic League, used children, or, more specifically, children’s artwork. Their response rate doubled.

One entry didn’t use cuddly wolves or children, and yet still managed to draw a phenome-

nal 52% response rate with their mailing. How did they do it?

They focused on the donor as part of the community. And that, according to Mal Warwick, is right on target.

In his book, *The Mercifully Brief Real World Guide to Raising \$1000 Gifts by Mail*, Warwick stresses the concept of donor-centered fundraising programs.

To find out more, check out *Raising \$1000 Gifts by Mail*.

How are we doing?

It all started with a simple case of mistaken identity.

Ten days after the attack on Pearl Harbor, a train pulled into the Union Pacific railroad depot in North Platte, Nebraska. More than 500 local residents showed up with food and gifts for the Nebraska servicemen and women they thought would be onboard.

There was only one problem. The train was actually carrying a unit from Kansas. After their initial disappointment, the residents of North Platte decided to give the Kansas unit the food and gifts anyway.

That was the beginning of the North Platte Canteen, an amazing effort that kept going 24/7 for nearly five years. An army of 55,000 volunteers

greeted and served refreshments to 3,000 to 5,000 men and women on 23 trains a day. The effort took \$30,000 and one other thing. Passion.

According to Gayle Gifford, passion is #1 on a 34-point checklist that can help you evaluate your nonprofit board’s performance in just one hour.

For the other 33, check out her book, *How Are We Doing?*

Bookkeeping basics

Joe (not his real name) is a poet and an educator. He is relatively famous in literary circles.

Joe is also the head of a small nonprofit organization with an annual income of less than \$100,000. He is both the executive director and the bookkeeper.

Joe’s knowledge of literature far and away exceeds his understanding of bookkeeping. Yet, Joe must still prepare accurate financial statements and tax filings.

Joe’s funding sources and Uncle Sam insist on it.

If you know a Joe, or if Joe sounds a bit like you, you

might want to check out one of the following books:

Bookkeeping for Nonprofits: a step-by-step guide by Murray Dropkin and James Halpin.

Introduction to Governmental and Not-for-Profit Accounting by Joseph Razek

"Nothing great in the world has been accomplished without passion."

-Georg Wilhelm Friedrich Hegel



Bookkeeping is the basis for constructing an agency's entire financial picture.

Internet strategies for nonprofits

It's an impressive resume:

- Helped raise \$150 million in charitable contributions within six months of 9/11
- Raised millions for a virtually unknown former Vermont governor's presidential campaign
- Played a key role in a campaign to ban landmines that won international endorsement and the Nobel Peace Prize

The Internet is amazing. But, there is still one thing it can't do for you. It can't automatically bring people to your web site. You must give them a reason to visit.

As the authors of the new book, *Nonprofit Internet Strategies*, put it, "Your supporters *read* newspapers, they *watch* television, but they *use* the Internet."

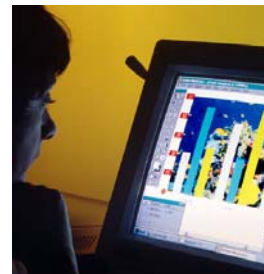
In other words, your web site must be more than a static, quickly outdated online bro-

chure. It must be interactive.

"The Internet enables charities to initiate dialogues, invite two-way communication, and enhance relationships.

The value of ePhilanthropy is not solely determined by the design of a Web page, but by providing supporters with convenient access to what they want when they want it..."

Find out how to make your web page more interactive. Check out *Nonprofit Internet Strategies*.



Is your web site working for you?

You have arrived

Maybe you are old enough to remember.

Not so long ago, nonprofits like yours were considered to be fringe organizations at the margins of health care, education and other fields. Mostly you were small, understaffed, and operated on a shoestring.

You've come a long way.

Today, you are a "third sector," operating shoulder to shoulder with the profit and public sectors. You are vital to community, social, cultural and economic development.

And, you're still growing. This time next year, there will be 5% more of you, twice the growth rate of business organizations.

You're on the leading edge, facing new challenges every day. According to author Mike Hudson, you need new management skills to move ahead.

Hudson advocates something called "capacity building." To learn more, check out his new book, *Managing at the Leading Edge: New Challenges in Managing Nonprofit Organizations*.

"Today the nonprofit sector in the United States consists of 1.6 million formally constituted institutions."

Win funding every time

What are three secrets to writing a proposal that will actually get funded?

Joseph Barbato, author of *How to Write Knockout Proposals: What You Must Know (and Say) to Win Funding Every Time*, maintains that, "time and again, funders emphasize three things: guidelines, guidelines, guidelines."

Following the guidelines is essential, but Barbato offers other tips as well, such as:

- **Never seek funding to satisfy your organization's needs.** Your proposal should meet the needs of the prospective donor.

- **Whet the funder's appetite.** Offer a "menu" of selected funding opportunities.

- **Avoid funders' biggest pet peeve:** long-winded, vague, poorly conceived submissions.

For more tips, check out *How to Write Knockout Proposals*.



In 2004, American foundations wrote checks for \$32.4 billion in grants.

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Public Library

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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

www.kckpl.lib.ks.us



Grant writing: from tips to application

*Join us at the Main Library
for these two free programs!*

*Session 1
Grant Writing Tips
6 to 8 pm, Monday
October 17*

*Session 2
Grant Writing Application
6 to 8 pm, Thursday
October 27*

*Both sessions are free and
open to the public, and will
be held in the 2nd floor audi-
torium at the Main Library,
625 Minnesota Ave. Call
(913) 279-2064 for more in-
formation.*



Dr. Brenda Kelly (standing)

Have you been asked to write a grant for your organization, church, nonprofit or business? Where do you begin?

Dr. Brenda Kelly of the educational consulting and grant writing firm Kelly & Kelly Associates, will talk about tips for

effective grant writing from 6 to 8 pm on Monday, October 17, at the KCK Main Library, 625 Minnesota Avenue. Attend this free program and gain the skills and confidence you need to go after a grant.

Once you have the tips for effective grant writing, gain hands-on experience from 6 to 8 pm on Thursday, October 27, also at the Main Library, 625 Minnesota. To maximize the learning experience, participants are encouraged to have a funding project in mind, and bring pencil and paper or a laptop computer.

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

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