

**Grassroots**

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**Journal**

**In This Issue:**

**Don't Just  
Stand There,  
Say Something**

**The Corporate  
Volunteer  
Connection**

**Feeding the  
Homeless**

**Consolidation  
Fever Sweeps  
Journal!**

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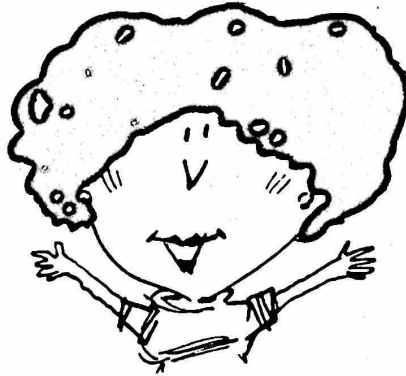
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# Don't Just Stand There, *Say Something*

*by Kim Klein*

**A**ll over America, grassroots organizations are planning open houses, receptions, cocktail parties, and the like. Meticulously they work through the details: cleaning their offices, deciding whether or not to have the event catered, how much to spend, whether to serve wine and how dressed up should everyone get.

I recently went to such an event. It was an open house. Everything about it was politically correct: childcare was provided, no animals were sacrificed for the hors d'ouvres, the coffee was donated by a store that buys from an organic, worker-owned coffee plantation, and all the cups and napkins were made from recycled unbleached paper. Dozens of people came, milled around and left.

The main flaw in this otherwise flawless party was the lack of circulation: the board members and staff members stood in clumps, talking mostly to each other or to other people they already knew. Once in a while a board member would tear her or himself away and stand with a frozen smile at the food table trying to look welcoming to strangers, but actually looking like he or she had just been struck with a tranquilizer dart and would fall over at any minute.

When, afterwards, the staff of this organization asked me what I thought, I told them they had missed a great opportunity to meet people. "But," they wailed, "how do you do that?"

Since then I have talked with people in several other organizations who have raised the same question.

So, here is a step-by-step approach for meeting prospects at events that you organize, with things to think about at each stage: ahead of the event, at the event and after the event.

## *Ahead of the Event*

Before the event, form a committee of people who will be "greeters" from board members, staff and volunteers. Ideally, there should be one greeter for every 10 to 20 new people expected to attend. The greeters go over the invitation list or the RSVP list (if there is one), identifying for each other who may be coming and who is important to meet.

Generally, there are three kinds of people who come to open houses and reception-type events: 1) people who are friends of staff and board members, 2) people who work for other non-profits and want to be supportive or just want to see what your group is up to, and 3) people who are donors or donor prospects. Certainly many people fall into all three categories, but the greeter's job is to focus on those people who are donors or prospective donors whom no one knows. Reviewing their names and whatever information is available about them will help in finding them at the event.

Next, the greeters assign themselves to "stations." Two people will be at the door or the sign-in station. They greet everyone as they come in, ask them to sign the guestbook, give them a name tag and tell them where to put their coats. Depending on the size of the event, one or two people should stand near the food and drink tables, and one or two should be at a table with literature about the group and anything that might be for sale, such as t-shirts, buttons, books or posters. Another greeter "patrols" any quadrant of the room that is not covered already.

Three or four other people are "rovers." One rover regularly checks in at the greeting table to note who has signed in, then goes to clue the others as to who has shown up who might be important to meet. People can take turns with this role, as it is a much easier job to be at the greeting table than to be a rover.

All the greeters should get small notebooks and pens that easily fit in a pocket. They should also have a supply of business cards with the name of the organization and a space for them to write their own name, as illustrated.



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Board Member

The greeters should plan to wear jackets or pants with pockets big enough to carry their notebook and business cards unobtrusively.

Each greeter should have a special name tag or a flower or something that identifies them as "officials" of the organization giving the event.

## *During the Party*

From time to time, greeters should slip off to the bathroom or a back room and write a few notes in their notebook after meeting a person and talking with them for a while. The notes should include the name of the person and any other useful information about them. That way, the greeter is not pressured to remember everything about everyone they meet.

Here is a sample from a greeter's notebook:

*Keenan Reilly*—Owns Reilly Lumber. Has given off and on because his sister used to be on the board. Said if we ever needed lumber to let him know.

*Mako Yashimura*—Is a stockbroker down the street. Said someone at her gym wears our t-shirt all the time. Gave her a membership brochure.

*Karen*—Long last name beginning with T. I was embarrassed to ask her to repeat it more than once. Teaches high school civics or social studies. Talked about using our newsletter in her classes. Asked if we use volunteers for anything besides fundraising. I said we'd contact her.

*Mary Oldmoney*—Didn't say much, seemed glad I came up to her. Said the food looked expensive, asked if it had been donated. I told her we got a good deal on it, but had the feeling she didn't approve. Left pretty soon after she got there. Her final words were, "I don't hear as much from you now that Sarah's not here." Who is Sarah?

Trading business cards is also useful. If a guest wants more information about your group, offer to send it to them and ask for their card. Or tell them to call you if they have more questions about whatever topic you have been discussing and give them your card.

Probably the hardest thing to figure out is what to say first. People expect the identified greeters to talk to them, so they probably won't be surprised at being approached. Allow your opening line to be pedestrian and unthreatening: "Great weather for this time of year," or "The stuffed mushrooms are really good," or "I'm Betty Boardmember and I'm really glad you could come." You can admire something the person is wearing: "That's a lovely brooch, pin, necklace, dress." Only do this if you really do admire it. It is important to remember that a person may be glad that you are talking to them without knowing how to respond. Shy people often don't know how to make small talk, so don't be discouraged if your conversational lines meet minimal responses at first.

After your opening, move to more direct questions. "Are you a member of Friends of the Cactus?" Or, "Do you work near here?" Or "How did you hear about this event?" Have a couple of sentences in reserve so that not everything you say is a question. "I have only been on the board a few months, so this is a great way to me to get to know people in the organization." Or, "I used to know everybody at these events because we were such a small group, but now we have a lot of new people, which is great." Or, "I work right down the street, so I came over early. It was nice to have an excuse to leave my office a little early." Or, "I am so glad there's so much food. I didn't have lunch."

After a few sentences back and forth use your common sense as to whether to move on or pursue more conversation. If the person is chatty, talk to them. If they have questions, answer them. If they answer all your platitudes with a one-sentence platitude of their own, move on. If you are talking to two people who have come together, you can move on without guilt because they have each other. If the person is alone, you may want to introduce them to someone or talk a little longer.

The point of all this is three fold:

a. To make people who came alone or who don't know anyone in your group feel welcome. You want them to feel that they would come to another of your events.



b. To make donors feel good about giving and thus plant the idea of giving more, and to make prospects interested in giving. This is done indirectly by answering questions, being friendly and steering people to the information table.

c. To meet some of your donors so that they are not strangers. Later if you decide to call them to ask for a bigger gift, you will have more of a sense of who they are.

There are two kinds of people who are difficult at these events: those who don't talk and those who talk so much that you can't get away from them. For the latter, the rovers are important. Rovers keep an eye on all the greeters and if they see a greeter spending an inordinate amount of time with someone, they go over and join the conversation. By a prearranged signal, if the greeter wants to be rescued, the rover says to the greeter, "Excuse me, I need to show you something" and pulls the greeter away with much apology.

### *After the Party*

A day or two after the party the greeters meet and compare notes. They look at the sign-up sheet and note who they were able to meet. If they promised anyone anything, they send it. If they had a particularly good conversation with someone, they send that person a nice note. "Dear Mary, It

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*Remember — the purpose  
of fundraising is not  
raising money, but instead  
is building relationships.*

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was good to meet you at our Open House. I hope you will be able to come to our spring event. Vickie Volunteer."

Remember — the purpose of fundraising is not raising money, which is the end result of doing fundraising properly, but instead is building relationships. Every time you have a chance to meet people who are interested in your organization, take it. Maybe their interest was just free food, or maybe they just came to meet a friend and go out to dinner afterwards, but maybe they came to see if you look as good up close as you do in your newsletter, or to see if they might want to volunteer.

Friendliness will get you everywhere, and organized, planned friendliness will ensure that you don't blow this opportunity because you didn't think clearly enough about what to wear, where to stand and what to say. ■

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## The Corporate Volunteer Connection

*What's In It for Them? What's In It for You?*

*by Elisabeth Ptak*

As Director of Community Outreach at the Agency for Positive Parenting and Life Enrichment (A.P.P.L.E.) in San Rafael, California, Christine Kraemer is always looking for opportunities to make her nonprofit agency's services and facilities better known in the community. Recently her organization got both publicity and an attractive outdoor seating area when a group of highly motivated volunteers from Fireman's Fund Insurance worked with other volunteers on a special project at the family services facility. And Fireman's Fund Foundation received favorable coverage in a local newspaper, where foundation director Barbara Friede said the project was an opportunity to "show our commitment to the well-being of the entire community." Christine puts it even more succinctly: "Corporate volunteerism is a win/win situation."

Shortly before the project, A.P.P.L.E. had moved to a new location in a serviceable building with lots of bright space for individual and family counseling, parenting education, and production of its monthly newspaper. But the exterior was drab and uninviting, so the agency's founder, Mary Jane DeWolf-Smith, envisioned an outdoor garden/seating area in front of the building.

Christine Kraemer presented the idea to the Volunteer

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*Thousands of companies nationwide are estimated to have corporate community service programs.*

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Center of Marin, an ombudsman organization that recruits and refers individual volunteers to community organizations. Once a year, the Center also solicits group projects from nonprofits, then publicizes those opportunities to corporations. An A.P.P.L.E. supporter who also worked at the Fireman's Fund encouraged a group of his co-workers to participate in the project, and with the Volunteer's Center's help, the match was made.

In East Palo Alto, California, Alexandra Porrata's fourth-grade students at Brentwood Oaks Elementary School each week perform science projects with the help of Jan Kozlow from Sun Microsystems. Sun posts volunteer opportunities in several counties on its e-mail bulletin board and honors vol-



unteers at an annual party. Jan Kozlow says he doesn't do it for the honors, though; he volunteers because he feels the need to give something back. "And this is my way of doing it." He claims learning to communicate clearly with children has helped him in other business and personal communications, too. "He's generous and involved," Alex says of her volunteer, "and he's never not shown up. He really takes this seriously."

McKesson Corporation regularly hosts promising students at its headquarters in the San Francisco financial district. During regular work hours, employee volunteers tutor the high schoolers in basic skills and encourage them to pursue academic careers and vocational goals. Sometimes conflicts arise, admits McKesson Foundation Program Officer Dena Goldberg Gardi. An important meeting or conference may get

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*Employees who volunteer  
often improve their  
decision-making and  
team-building skills.*

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called unexpectedly, and tutoring has to be rescheduled, but the company's commitment to young people is real. A Summer Youth Development Program offers work experience to additional high school and college participants. And at specialized seminars led by McKesson employees, students are coached in professional, academic, and personal development. In a monthly publication of the Community Relations Department, the company profiles outstanding McKesson volunteers and provides listings of other volunteer opportunities in the community.

### ***It Makes Business Sense***

So let's just think about it. Why do these companies and others like them, including Levi Strauss, General Motors, Birkenstock, and Hanna Anderson not only encourage volunteerism, but also pay their employees to volunteer during work hours through work-release programs? According to the Points of Light Foundation, a Washington, D.C. nonprofit, nonpartisan consortium of volunteer action groups, the number of corporate volunteer councils has more than doubled since 1985. Thousands of companies nationwide are estimated to have corporate community service programs of some sort. Companies may offer shared time (every hour the employee contributes outside company hours is matched), flextime (workday schedules are rearranged to allow for volunteer activities), or paid release time (time off the job with pay to do community service) in their benefits packages, providing from 8 to 48 paid volunteer hours per year. Why?

For many companies, an altruistic spirit may pervade the company philosophy. Debbie Aguirre, president of Tierra Pacifica Corporation, a design, engineering and construction

## **What's In It For Them?**

### **Improved image**

- Establish a more visible presence in the community
- Increase public awareness of the company's product or service
- Build an identity for its community relations effort
- Get public attention for deserving projects

### **Employee support**

- Provide opportunities for employees to develop work-related skills
- Improve employee morale, thereby boosting productivity
- Add to its benefit package
- Encourage a culture of caring in the workplace
- Provide employees with opportunities for professional development, team-building, and decision-making
- Network with people from other companies
- Healthier employees

### **Maximizing contributions**

- Replace and/or leverage cash gifts
- Target resources to specific community needs
- Back up in-kind contributions
- Enhance existing employee volunteerism

### **Acknowledgement of social responsibility**

- Promote community self-help
- Get special knowledge of community to identify needs
- Develop a relationship with a nonprofit agency
- Find low-cost solutions to societal problems

## **What's In It For You?**

### **Volunteers**

- Willing and project-oriented
- Available during daytime hours if on release time
- Matched by individual interests to your agency's needs
- Source of professional expertise
- Source of specific skills that can directly improve your organization
- Fresh perspectives on problem-solving
- Potential cash donors
- Enhancement of current volunteer pool

### **Development of Corporate Relationship**

- Corporations provide volunteers recruited from their workforce
- Nonprofit provides projects
- Partners in training and education programs
- New resources for in-kind donations
- Favored status for corporate cash gifts

*Start by finding out where  
your current volunteers work.*

firm in Irvine, California says an investment in the community is "an investment in the future." Ben Cohen and Jerry Greenfield, founders of Ben and Jerry's Ice Cream have said, "Business has a responsibility to give back to the community from which it draws its support." Elliott Hoffman, founder of Just Desserts, describes himself as "one of those people who would like to make a difference." The McKesson Foundation, which contributes almost \$2 million annually to civic, social and cultural projects throughout the United States, describes its support of volunteerism as "a binding spirit of commitment."

But what businesses of all sizes and political persuasions have learned is that maximizing corporate volunteerism simply makes good business sense. As a company establishes a more visible presence in its community by supporting nonprofit agencies and activities, it improves its image and develops an identity as a socially responsible enterprise. Any publicity the company receives for its community relations efforts translates to a more positive public awareness of its products or services, or in other words, more sales and an

impact on profits. In addition, many companies report that corporate volunteer programs directly address strategic and business goals.

Corporate volunteerism also provides a number of benefits to individual employees which, in the long run, benefit the whole company. A well-chosen volunteer activity provides opportunities for employees to network with people from other companies while developing work-related skills. A human resources professional might serve on a nonprofit's personnel committee. A financial officer might help an agency develop a budget. A designer in an advertising company could create a membership brochure for an organization. These connections and products broaden the employee's experience and enhance his or her value to the company.

Employees who volunteer often improve their decision-making and team-building skills, too, and feel a heightened sense of self-esteem. Reduced absenteeism and an increase in productivity at work often accompany this improved morale. In fact, a recent study conducted by the director of Big Brothers/Big Sisters in New York City concluded that regular volunteers were ten times more likely to claim good health than those who didn't volunteer at all or only volunteered once a year. Improved sleeping and eating habits, fewer colds, less chronic pain, and the emotional charge called "helper's high" were all reported by regular volunteers.

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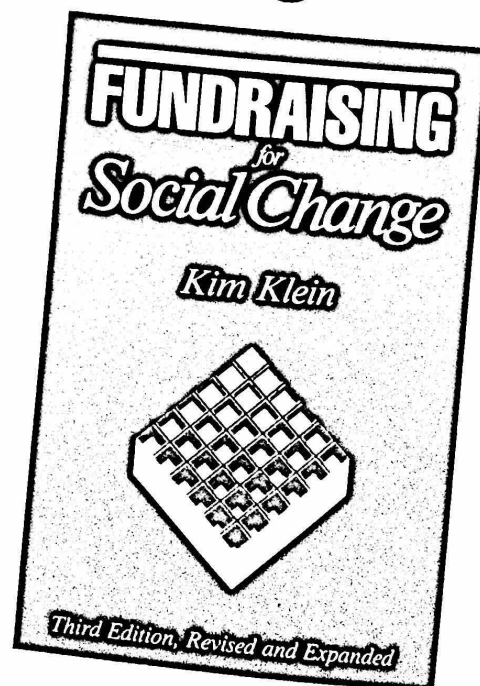
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In developing a relationship with one or more nonprofit agencies, a corporation can get special knowledge of a community. The business can target its resources to specific needs so as traditional philanthropic cash gifts diminish and government cuts in social services increase, a socially responsible corporation can replace or leverage cash grants with volunteers or in-kind contributions, thereby maximizing both types of contributions.

## Finding Corporate Volunteers

The most successful corporate volunteer programs link the needs of the nonprofit with a company's interested employees. Start by finding out where your current volunteers work, since many companies will make corporate contributions only to organizations where their workers already volunteer. Another way to target companies is to study their corporate mission statement and philanthropic foundation's social vision. How do these relate to your volunteer program?

Zelda Kelly, a northern California marketing consultant to nonprofits, says the next step in paving the way for future grant money is contacting the corporate head of community affairs or public relations and asking: "What is the best way to let you know what our needs are?" And while a relationship is being developed with the corporation or its foundation arm, workers and nonprofit staff are connecting on an individual level. Statistics show that individual corporate volunteers are an excellent potential source of cash donations. Volunteers

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*"Corporate volunteerism  
is a win/win situation."*

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give three to four times as much money to their favored organizations as those who don't volunteer.

Corporate volunteer programs are frequently staffed through the departments of human resources, public relations, marketing, or community relations. Work with these representatives to develop short- and long-range projects that would help your organization while meeting the schedules of the volunteers. Be able to describe your project goals clearly, including the length of time it will take, whether it is a one-time or ongoing undertaking, and the scope of responsibility. As in any activity, the more ownership the participants have in the idea and the more their interests are matched with your needs, the more successful the project will be. Finally, show your appreciation to the individuals and the corporation by formally recognizing their efforts.

Corporations are learning that the more in touch they are with the community at large, the stronger both the business and the community will be. A successful company does not exist in a vacuum. Integral to its success are customers, employees, suppliers, shareholders and the public—in short, a whole body of forces presenting threats and offering opportunities. When any of the elements is endangered, the others are also impacted. When social problems undermine a community's cohesiveness, business is also affected. Ultimately, when companies connect with nonprofit social change organizations that work to find solutions to societal problems, both the company and the community benefit.

For further information on corporate volunteerism, contact your local Volunteer Center or the United Way. ■

*Elisabeth Ptak last wrote about the "Cookbook Fundraiser" for the Journal.*

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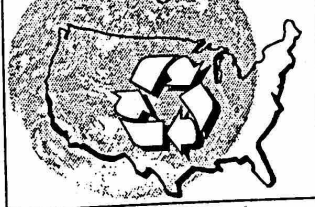
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The Workplace Project, a workers center for Latino immigrants on Long Island in New York, is looking for a part-time **fundraising consultant** to help us develop a strong grassroots funding base. Experience in event-based fundraising, building a donor list, direct mail solicitation required. Call (516)565-5377 for more information or send resume with cover letter by June 30, 1995 to:

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## A Report from the Streets

# Feeding the Homeless and Other Nonprofit Fundraising in the '90s

by Terrell L. Garrett

**I**t's no news that fundraising in the '90s is difficult, especially for small nonprofit organizations, what with little money for advertising, lower giving from people during hard economic times, and government cutbacks that are only increasing as the decade goes on—money that probably will not be replaced by the private sector. (Another reason that I must mention is what has become known as “borderline charities.” These are bogus operations that take money that could go to help legitimate charities and put it in their pockets.)

While the larger organizations have money to put ads in the large newspapers, on radio and TV, small nonprofits must be constantly on the look-out for ways to publicize their work without spending their limited funds on paid advertising campaigns. When I worked with a small church for the poor in San Diego we learned how to do this rather well.

We had opened our doors to collect funds for a food bank for the poor and homeless. The church director had come up with a novel way of fundraising for our mission: he had taken some pictures of his food giveaway, mounted them on pieces of cardboard, and attached them to small plastic paint buckets. He then hired former homeless people who, armed with these buckets, approached people in front of markets, at the border, the zoo and the airport and asked for their change. Though creative, this was a slow way to raise funds. We needed something that would get all of San Diego's attention, and the opportunity fell right into our laps.

There was one homeless mission in San Diego that provided three meals a day for the homeless. One day, after the noon meal, the mission announced it was going to have to close for a while. Some of the homeless who ate there let us

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*If you do not have the  
advertising dollars, you  
must be ready to take  
advantage of events as  
they present themselves.*

---

know of the closing. We quickly gathered together what money we had and went to Price Club to get sandwich fixings and to several bakeries to gather loaves of day-old bread.

We started fixing sandwiches that afternoon to be ready for the evening meal at 5 o'clock. We sent out several of the homeless to spread the word to their friends. But we only had enough money to provide food for about three days. If we were going to be able to continue, we needed more attention.

I got on the phone to all three TV stations, the newspaper, and several radio stations, telling them what we were doing and that we needed their help. That night, as we were feeding nearly 500 homeless, camera crews arrived from all three stations, and a newspaper reporter and several reporters from radio stations also showed up. We were on the 11 o'clock news and in the next day's paper.

After seeing us on the news, two couples brought us 1,000 McDonald's hamburgers the next day to hand out to the homeless and a \$1,000 check to help run the food line!

Over the next three months we enjoyed the limelight of the newspapers and television news, thus bringing in much-



needed funds.

By the end of the holiday season, we had enough money to run the food program and a shelter for the solicitors but we had to give up our cold-weather shelter. Most people are more charitable during the holiday season than at any other time of year. It seems they think that we can make do off those holiday donations for the rest of the year.

## ***Pato Loco to the Rescue***

With the reduction in funds coming in we had to seek another way to get publicity for our program. Having lived in Los Angeles for nearly 12 years before my time in San Diego, I knew that I could raise funds there much more easily than I could in San Diego. So I went to Los Angeles with four other people and a duck suit that I had acquired in San Diego.

The suit was an alter ego that I called Pato Loco, which means Dummy Duck. In San Diego I had ridden the trolley through downtown in the suit, passing out flyers about the mission and receiving much-needed donations. I knew I had to do something to get attention in L.A.

I saw an article in the *L.A. Times* about homeless people hanging around the library in Santa Monica and I had an idea. My crew and I went to a Santa Monica Jack in the Box and bought \$200 worth of hamburgers and French fries and started handing them out in front of the library. We got the attention of a curious passerby who called the local newspaper and a reporter came down to see what we were doing.

## ***I drove down Hollywood Boulevard in our station wagon wearing the duck suit.***

After a lengthy interview with us, he wrote an article about our work with the homeless. With this and my duck suit I went to the Mann's Chinese Theater and spoke to the tourists who had come to see the stars' footprints. People were taking pictures of their families with the duck and giving donations as large as \$20!

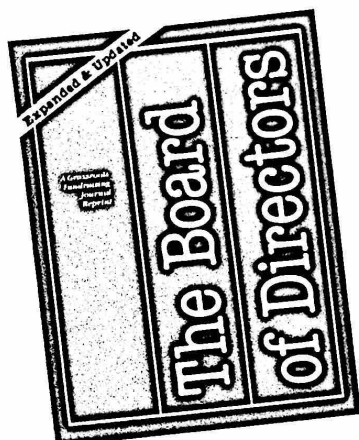
I also drove down Hollywood Boulevard in our station wagon wearing the duck suit and stood in front of several markets and drug stores in the Hollywood and Glendale area. Again I got the attention of a curious passerby who happened to be a reporter for the Glendale paper. She ended up doing a two-part article on our work with the homeless and we were off to earning money again to help the homeless.

We didn't stop there. We attended public events whenever we could, talking to people about our work. In fact, one of the biggest media events in L.A., the marathon, helped us out. We were serving food to the homeless along the route of the marathon and I donned the duck suit and ran along the side lines, acting as though I was running in the event. We received a lot of donations from that bit of publicity.

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## Take Advantage of Every Event

Here is the point: if you do not have the advertising dollars, you must be ready to take advantage of events as they present themselves. You cannot always plan your publicity; you must be aware of what is going on around you in the community that may be helpful to your cause.

One way is to read the daily newspaper for upcoming events. Another is to join local organizations' advisory boards. Become involved in fundraising events that may not be for your organization but whose resulting publicity might help you.

I did something like this when I helped organize a media event for the homeless that was put on by the Hollywood Reporter magazine. Not only did we gather together nearly 900 homeless people to be fed, but we used many of them to clean up afterwards and to provide security for the event. Many celebrities came to hand out the food and one of them was impressed by what we had done and gave us a check for \$1,000. Other celebrities gave us signed pictures and letters of appreciation that were just as good as money.

One other event that helped in our cause was when my wife and I got married. We planned our wedding in conjunction with a Fourth of July picnic for the homeless. Nearly 700 homeless attended and the resulting publicity netted us many donations.

Not only must you be ready to grab the moment, but you must be creative in your approach to potential contributors and in asking them for their help. Many people do not have the resources to donate large checks, but nickel and dime donations are the backbone of many small fundraising organizations.

Those who are feeling an economic pinch often cut back their gifts to charity early on. I have always thought that you need to show people that their charitable donations not only benefit the immediate homeless or whatever

charity, but will benefit them if they ever had need of such services in the future.

Also, the proposed government cutbacks on social programs will have a big impact on many organizations, particularly large ones. This will put the small charity in a bind as the search for potential donations becomes intensified. The large charities will use their advertising budgets to attract contributors. So what is a small organization to do in the "downsizing '90s?" They must give the people more than a warm feeling for their donations. What can they give?

Imagination and taking advantage of the situation may not be enough in some cases, so if people can receive something for their donation, no matter how small or cheap, it helps them "justify" their donations in financially hard times. Many charities open discount stores that sell clothing, books and other donated goods to make money for their charity. Some have bake sales and even a few make handmade items to sell to the public.

Again, I have come up with an idea that may help people. I have created a cookbook called "Dumpster Dining" that contains many recipes and nutritional facts and also relates information about the homeless. I sell it to interested parties and use the money to help educate the public about the homeless. My efforts attracted the interest of a newspaper reporter who wrote an article about the cookbook for a local paper.

You may have similar ideas that will not only generate income but publicity as well. Just remember not to give up on your endeavors and always be positive in your approach. Be inventive in your approach to this problem of raising funds and remember that an opportunist takes the lemons that life hands them and opens up a lemonade stand! ■

*Terrell Garrett and a partner have formed Profunders, a fundraising consulting organization, "renting out" their combined 20 years' experience to small charitable organizations.*

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# Consolidation Fever Sweeps Journal!

Long-time readers of the Journal who are also owners of one or more editions of my book, *Fundraising for Social Change*, published by Chardon Press, may have wondered why Chardon Press and the *Grassroots Fundraising Journal* were separate entities, since they seemed to be owned and run by the same people. Of course most people have been too busy raising money and running their own lives to have even noticed, but we flatter ourselves that a few of you may have cared.

The story is as follows: I started the *Journal* in 1981 with Lisa Honig and we owned it together until 1990. In 1985, I was asked by a press in Washington, D.C. to write a book about fundraising. (These two stories will come together shortly.) After writing the book, I began to notice that the publisher was becoming increasingly hard to reach. Then, one day the printer called and said, "I assume you know by now that your publisher has declared bankruptcy. I have your book here and it is ready to go, but they can't pay me. I will have to shred it unless you want to buy it." After my initial shock, since I had known nothing of this, I asked how many days I had to round up the money. He said he would hold the 3,000 books for three days.

I finally reached one of the publishers at home and told him I would buy the books from the printer, but he informed me that I would also have to buy the copyright and pay all the costs they had incurred in addition to the printing. This amounted to about \$12,000.

I managed to borrow the money from a variety of friends and rescued the book. As I sold it at trainings and through my own mail-order efforts that already existed through the *Journal*, I realized that I made much more money and had much more control over the book by distributing it myself. After the original print run sold quickly, I decided to revise the book slightly and bring it out in a second edition. My editor and friend, Nancy Adess, and I decided to create our own publishing entity in order to publish my book and any others we chose. We named our new publishing house "Chardon Press" after a kitten we had rescued from a winery and named Chardonnay. (You may recognize her from our logo, drawn by another friend, Anne Vitale, in 1985.)

Chardon Press has since published other books in addition to the second—and now third—editions of my book. These are *Homophobia: A Weapon of Sexism* by Suzanne Pharr, *Home on the Range*, a cookbook compiled by two nonprofit groups in rural western Marin County, California, and our most recent book, *Naming our Truth: Stories of Loretto Women*, edited by Ann Pat Ware.

In each case, Chardon Press supplies editing, design and production coordination and the organization producing the book supplies the up-front funding for its publication. The profits from the books return entirely to their organizations. Suzanne Pharr's book now provides about one-third of the income for the Women's Project in Little Rock, Arkansas. The cookbook is a benefit for the Coastal Health Alliance and Dance Palace Community Center in Point Reyes, California, and the proceeds from *Naming our Truth* will go to the Loretto Community headquartered in Nerinx, Kentucky.

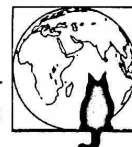
Our next book is tentatively titled *A Grassroots Activists Guide to Proposal Writing*, by Andy Robinson, and will be available in late fall. This book will be a joint venture between Chardon Press and Mr. Robinson.

And now to the point of the story.

After all these years, it seems increasingly silly to have two separate entities that have overlapping owners and workers. So, we have decided to merge all the enterprises related to me, including the *Journal*, Chardon Press, and my training and consulting work into one business subsumed under the Chardon Press name (and logo).

Nancy Adess will continue as Editor-in-Chief of Chardon Press and the *Grassroots Fundraising Journal*. Stephanie Roth, who has been working for the *Journal* off and on for the past five years as Manager and occasional contributor, has become the Associate Publisher. And I remain the owner and publisher.

I am excited about the future of this new, merged company and look forward to keeping you posted on our progress.—Kim Klein



## Journal Joins the '90s

With much resistance on the part of its founder, the *Journal* has signed on to America On Line and can now be reached via the Internet. Our address is: Chardon @ AOL.com.

While you are welcome to contact us through this method, Kim herself will not be caught "surfing the net" or even tuning into her e-mail very often, so to contact her in a timely fashion will still require the use of the old-fashioned telephone (510/704-8714) or the slightly less dated fax machine (510/649-7913). Regular mail is always welcome as well (P.O. Box 11706, Berkeley, CA 94712).

Stephanie Roth, now co-publisher of the *Journal*, will check e-mail messages frequently.

## Grantees Get Boost from Creative Funder

The Unitarian Universalist Veatch Program at Shelter Rock in Long Island, New York, has made an investment in the financial future of their grantees. So have the North Star Foundation and the Astraea Foundation, also of New York. All three have given subscriptions to the *Grassroots Fundraising Journal* to all their grantees. Grantees that were already subscribers received one-year extensions on their subscriptions.

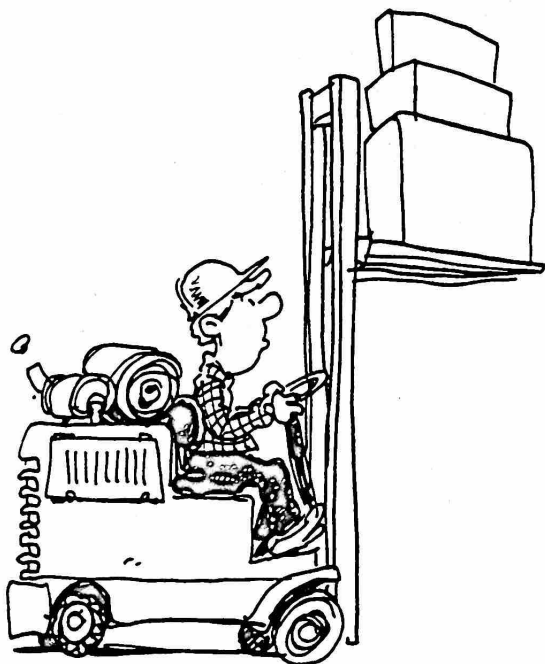
Margie Fine, Executive Director of the Veatch Program, is a veteran fundraiser, having worked in both the reproductive rights movement, and more recently as Executive Director of the North Star Fund. "We see these subscriptions as a great boost for our grantees," she said recently. "They get a lot of practical information from the *Journal* that's just not available elsewhere."

Response from the grantees has been validating. "Great idea," said one. "Finally a funder that helps us become self-sufficient instead of just telling us to do it," said another.

Foundations, national or regional associations with local members, or any organization that could use multiple subscriptions to the *Journal* can take advantage of an arrangement like the one the *Journal* made with these foundations: Ten or more subscriptions, paid for at one time with one check, qualify for a 20% discount. That makes a \$25 annual subscription only \$20 when ten or more are purchased.

To order multiple subscriptions, simply send the names and addresses of the recipients and a check. We will send a postcard to notify each new subscriber. If you want more information, feel free to call Stephanie Roth at the *Journal*: (510) 704-8714. ■

## Announcements



### Free Booklet on Donated Supplies

Brand new, donated supplies are available to nonprofit organizations and a free booklet tells how to obtain them. Available items include office supplies, computer software and accessories, clothing, arts and crafts, tools and hardware, janitorial supplies, toys and games, paper products and personal care items.

American corporations donate their new, overstock inventory to a nonprofit called NAEIR, the National Association for the Exchange of Industrial Resources, based in Galesburg, Illinois. Recipient groups pay NAEIR \$645 annual dues, plus shipping and handling costs, to cover its expenses in col-

lecting and processing the goods. The merchandise itself is free, however, and NAEIR says recipient groups average \$7,000 worth of new supplies a year, picking what they need from 300-page catalogs issued every ten weeks. A money-back guarantee covers all first-year members.

Since this program began in 1977, it has collected and redistributed more than \$500 million in new supplies.

Nonprofit officials can receive a free booklet explaining the program by phoning NAEIR toll-free: 800/562-0955 or by faxing a request on their organization's letterhead to: 309/343-0862.

### Looking for Management Assistance?

The Nonprofit Management Association has released its 1995 survey and analysis of management support organizations (MSOs). The report contains a listing of local technical assistance providers across the United States, as well as an analysis of the different types of services they provide to a variety of nonprofits, along with fee structures. Most MSOs provide subsidized assistance in strategic planning, fundraising, board development, financial management, personnel and volunteer development areas, through workshops and customized trainings and retreats.

The report is especially useful for any group interested in starting a local technical assistance organization. Nonprofit staff and board members seeking management assistance will find the listing of local providers a helpful resource.

Copies of the report can be ordered for \$15 from: NMA MSO Survey, LaSalle NMDC, 1900 W. Olney Ave., Philadelphia, PA 19141-1199. For more information, call 215/951-1701.

# Back Issues

## VOLUME TEN

**Number 5 (October, 1991):** Getting Started in Planned Giving, Part Two; How to Make Budget Cuts; Book Reviews.

**Number 6 (December, 1991):** Introducing Your Planned Giving Program; 10 Action Steps for Board Members; From Rags to Riches in Only Three Years; Pancakes for Profit.

## VOLUME ELEVEN

**Number 1 (February, 1992):** Essential Ingredients in Planning Fundraising; 10 Keys to Selecting a Mailing List; Book Reviews; State of the Journal.

**Number 2 (April, 1992):** Building a Donor Base; How to Run a Multi-List Mailing Party; A Small Town Tackles a Big Project; Book Reviews.

**Number 3 (June, 1992):** The Thank-You Note; Building Multi-Racial Organizations; Underwriting; Profile of a Mentor: Hank Rosso.

**Number 4 (August, 1992):** Voluntary Fees for Service; Keeping Track of Information (Part 1); Child-Powered Fundraising; Why Good Fundraisers are Never Paid on Commission; Profile of a Major Donor.

**Number 5 (October, 1992):** 28 More (and Easier) Ways for Board Members to Raise \$500; Some Straight Talk on Corporate Funding and Community Organizations; Everyone Wins at Our Fundraiser; Profile of a Major Donor; Report from the Road.

**Number 6 (December, 1992):** Budgeting for Fundraising; Corporate Philanthropy; Keeping Track of Information, Part 2; Gifts with Strings Attached; Book Review.

## VOLUME TWELVE

**Number 1 (February, 1993):** But Will They Open the Envelope; Seeking Corporate Support; The Bowl-a-Thon; Profile of a Major Donor Couple; Report from the Road.

**Number 2 (April, 1993):** The Fundraising Letter; Getting Your Share of Workplace Giving; Report from the Road.

**Number 3 (June, 1993):** Do You Have an Effective Board of Directors?; The Reply Device; What Good Givers Do; Report from the Road.

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## VOLUME THIRTEEN

**Number 1 (February, 1994):** Losing Your Funding: How to Cope; Two Magic Words; How to Create an Ad Journal, Part 1; State of the Journal.

**Number 2 (April, 1994):** Special Events, Part 1; How to Create an Ad Journal, Part 2; The Phantom Event; The Letter-Writing Party.

**Number 3 (June, 1994):** Special Events, Part 2; Why People Give: Mission-Driven Fundraising; Building the Upgrade Ladder; Multi-Event Fundraising

**Number 4 (August, 1994):** Creating An Annual Report; How to Raise the First (or Next) \$50,000; The Cookbook Fundraiser; Book Reviews

**Number 5 (October, 1994):** Ten Mistakes You Can Avoid; How Hard Should You be Working?; All It Took Was Chutzpah; Book Review; Acknowledging Contributions

**Number 6 (December, 1994):** The Pitfalls and the Promise of Telephone Fundraising; Fundraising and Organizing; Sisters in the Struggle; 1993 Trends in Philanthropy.

## VOLUME FOURTEEN

**Number 1 (February, 1995):** Recruiting Better Board Members; Choosing a Telephone Fundraising Vendor; State of the Journal; Book Review.

**Number 2 (April, 1995):** Effective Return Envelopes; When Nonprofit Staff Mess Up; When in Doubt, Think; The Annual Planning Calendar; Book Review.

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