

# Southeast Region Nonprofit News

from University of Missouri Extension

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Welcome to another issue of Southeast Region Nonprofit News, a quarterly newsletter for non-profits and organizations in southeast Missouri. My apologies for the brief hiatus of the publication while I was on leave. Please send your input to [celeste@missouri.edu](mailto:celeste@missouri.edu).

*Celeste Vanderbrugen*

## In this issue

- Weathering tough economic times
- Disaster Assistance to Nonprofits
- Web 2.0
- Opportunity of Paid Summer Workers
- SE region nonprofit conference
- Postage rate increase
- Give us feedback

## Weathering Tough Economic Times

Difficult economic times can translate into decreased donations and decreased core funding. The outlook for the coming year is challenging. The number of nonprofit organizations in our area is growing. The competition for funding and resources is increasing. Now is the time to

- Revisit your donor database and update your donor list
- Broaden your donor base, but make sure any corporate donations are from companies that are not in conflict with your organization's mission/vision
- Abandon assumptions. Just because your organization has always 'done it this way' does not mean the strategy will be effective today. Think broadly.
- Is your organization the best in the nonprofit field? No matter how good your organization is, chances are there is something that you can do better. The power of networking should not be underestimated. Work with credible similar organizations to increase problem solving and strengthen your cause.
- Have your elevator speech ready. If you believe your organization's activities are too broad for one speech, have one speech for each topic and use them consistently.
- Communicate your activities and successes with the media. It is difficult to donate to an organization that is rarely heard about. Community calendars and general news articles are a cost effective way to increase your organization's visibility.
- Outcomes-be able to articulate your organizations outcomes. Your organization's outcomes are more than just the number of people served or project completion. What has the impact been on the broader community?
- Measuring impact: is your organization regularly measuring the impact of your work 2, 5 and 10 years after the service/project? Long term results can be critical to funders new and old. Long term results can help your organization see its overall impact and plan for the future.
- Networking is crucial in challenging times. Network with donors, potential donors and other nonprofits. Give your organization as many resources as possible.
- A strong board can help your organization through the most difficult of times. Board members should be empowered and able to communicate your organization's message. If each board member talks to 10 different people a month that is 120 newly informed and potential supporters each year.
- Revisit your marketing plan, if you don't have one now would be the time to put an effective and comprehensive marketing plan in place.
- E-mail versus snail mail. For regular mailings your organization has probably already discovered the cost saving benefits of e-mail. As good as e-mail can be for regular business practices, thank you cards should be hand written and sent via regular mail.

## Disaster Assistance for Nonprofits

If your organization was affected by the winter storm in January, the Small Business Administration (SBA) is offering working capital loans up to \$2 million at an interest rate of 4% with terms up to 30 years (actual length determined by the SBA at time of application). The loans may be used to pay fixed debts, payroll, accounts payable and other bills that can't be paid because of the disaster's impact. Eligible counties in southeast Missouri are Butler, Dunklin, Mississippi, Pemiscot, Stoddard, Bollinger, Cape Girardeau, Carter, New Madrid, Reynolds, Ripley, Scott and Wayne. For more information contact Richard Proffer at 573-243-3581 [profferrd@missouri.edu](mailto:profferrd@missouri.edu)

## Web 2.0

Please note that these are *not* recommended or endorsed by the University of Missouri Extension, and we are not responsible for their content. Before downloading software from any source, you should follow your organization's guidelines.

As most of you are aware the web and the internet have become more complex and more accessible. Web 2.0 refers to the communication and how people use the web and internet. Social networking is a big part of the Web 2.0 phenomena. Social networking services include Facebook, Twitter, Technorati, Flickr, Youtube and Myspace just to name a very few. Before you dismiss Web 2.0 as something for other organizations, consider the following: 96,189,484 users access just Youtube, Flickr and Tecnorati each month. According to Facebook, 100 million users log on each day.

Your organization's message has the potential to reach a very large audience using Web 2.0. Before you begin the adventure I recommend designing a marketing and web strategy. Who will be responsible for updating the information? To be effective you will need to check no less than daily. Are you prepared for success? Review each social networking opportunity closely and make sure it fits into your organization's Mission/Vision.

## Opportunity for Summer Workers

From <http://transform.mo.gov/summerjobs/> "The Missouri Next-Generation Jobs Team will connect youth and young adults, ages 16 to 24, to an exciting work experience or internship at your business this summer, using resources from the federal recovery act. The best part is, **we** pay the wages and **you** make sure you get the right candidate." To get more information on the program visit the website or call 1-800-592-6020

## SE Region Nonprofit Conference

We are in the process of planning our first nonprofit conference designed for the Southeast region of Missouri. The conference is tentatively scheduled for late August or early September. I encourage you to be a part of the planning process. Send your input about location, day(s) of the week, desired speakers and topics to [celeste@missouri.edu](mailto:celeste@missouri.edu)

## Postage Rate Increase

For organizations that use stamps and not a meter the forever stamp may be a good choice. As of May 11<sup>th</sup> postage rates will increase.

## Give us feedback

Your feedback is welcome. Tell us what you want and need to be a successful nonprofit organization. Please e-mail Celeste Vanderbrugen at [celeste@missouri.edu](mailto:celeste@missouri.edu) or if you skype cvanderbr

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