

## NOVEMBER 2008

### Managing Stress



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A service of the Corporation for National and Community Service - Special Projects & Sustainability Initiative

## Dear “Managing Stress” Colleague,

Social profit organizations have been hit economically by a triple whammy! Donors giving less, rainy day funds' generating little income and clients relying on services more! High demand and decreasing resources are creating increased stress everywhere and especially in the social profit sector.

This issue is devoted to helping you find ways to preserve both the health of your organization and yourself, personally. Click the titles at the right to learn more about...

**Conserving Resources**

**What Savvy Donors Want**

**12 Stress Relievers**

Do you have questions about managing stress and keeping your project and organization's resources intact? Contact us through

[LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com)

for more information. You can still access previous issues of On-the-Go eTA by clicking on the title at the right.

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## Conserving Resources

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Social profit executives are always looking for ways to reduce spending and especially now. Read below for tips on conserving precious resources to serve others more.

Ways to Conserve	Cost cutting measures
Involve your leadership volunteers in planning	<ul style="list-style-type: none"> <li>In addition to staff, ask organization volunteer leaders for their ideas in developing strategies to conserve resources. The same buy-in tactic can also be used at home with your family.</li> </ul>
Manage fundraising costs  <i>Good fiscal management conserves resources and tells potential donors that you'll use their donations wisely</i>	<ul style="list-style-type: none"> <li>Develop your 2009 annual giving plan with your leadership volunteers. Incorporate varied fundraising methodologies – i.e., personal visits, personalized mail solicitations, online, annual giving appeals, fundraising events, etc.</li> <li>Express appreciation at every opportunity for your donors, leadership volunteers, favorite media contacts, partners – all stakeholders. Remember that everyone is under stress and your personal "thank yous" go a long way to providing a smile and building your good will even further</li> <li>Weed your donor appeal list to remove undeliverable addresses. Archive donors who haven't responded in three years to conserve costs.</li> <li>Pay personal attention and target your current donors first</li> </ul>

## Share Square

**Facts for your fundraising volunteers to know**

Your fundraising leadership are well aware that these are difficult times. Don't be afraid to share your concerns with them and solicit their advice and support.

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	<ul style="list-style-type: none"> <li>– give special attention to \$100 and over donors.</li> <li>• Seek in-kind donations of people, goods and services.</li> </ul>
Use the web	<ul style="list-style-type: none"> <li>• Send your service updates and newsletters online. Use a brand heading like the one used for OTG-eTa, to help your communication stand out.</li> <li>• Search the web for the best prices on supplies and commodities.</li> <li>• Pay bills on line.</li> </ul>
Save on supplies and services	<ul style="list-style-type: none"> <li>• Buying local has the benefit of saving shipping costs and supporting local providers.</li> <li>• Buy in bulk to get lower costs.</li> <li>• Join with another organization to get bulk discounts.</li> <li>• Plan your purchases for the year and then make purchases no more than once a month. Stick to your purchasing schedule.</li> <li>• Negotiate with your key vendors for lower prices. They want your business and should be more amenable during these difficult times.</li> </ul>
Cut overhead	<ul style="list-style-type: none"> <li>• Consider moving or negotiating a better lease agreement.</li> <li>• Collaborate with another organization. Share space, staff and equipment.</li> <li>• Use free desktop applications like Google Apps and Open Source to save on expensive licensing fees.</li> <li>• Consider changing to a four-day work week or adjusting to daylight hours to save utilities.</li> </ul>

*“In times of great stress or adversity, it’s always best to keep busy, to plow your anger and your energy into something positive.”*

– Lee Iacocca

Go green

*Save the planet  
and save your  
wallet by cutting  
energy costs.*

- Trade your standard incandescent bulbs for compact fluorescent bulbs. They are more energy-efficient, last for years instead of months, consume little power, etc.
- Turn down the heat 2 degrees in winter and up 2 degrees in summer.
- Turn off lights not in use.
- Shut down computers at night and use the energy-saving "sleep" mode when not in use.
- Join an energy cooperative.
- Combine activities to save travel costs.

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## What Savvy Donors Want

In the competition for fewer dollars, understand that your current donors are facing similar economic stresses as they decide how to make their charitable dollars go further with high impact.

Tailor your "asks" to satisfy savvy donors' goals to ..

- **Affect desired change.**

They have targeted outcome goals for their giving and take time to identify those causes that are most important to them, their businesses and their families

- **Concentrate their giving to a few select organizations.**

If they've given to your initiative annually for at least two years in a row, they are likely to choose to give again and grow in their partnership support of your organization. Cultivate them well!

- **Investigate a charity's impact and effectiveness before making a donation.**

They pay attention to financial statements. Be prepared to talk with donors about cost to dollars raised, administrative vs. program costs, etc. They want accountability with fiscal prowess.

[Click here](#) to read more about the practices of savvy donors from Charity Navigator.

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## 12 Stress Relievers

Avoid stress fatigue and serious health issues by applying such stress reliever tips as shown below.

1. *Listen to music*  
Research has shown that music has a profound effect on brain chemistry. Music can be soothing or inspiring. Choose classical music or rock music, jazz or country. Whatever suits your fancy.
2. *Exercise*  
Exercise increases deep breathing which increases oxygen to your brain. It also loosens tight muscles.
3. *Play a game*  
Play a board game or a team sport with a friend. Complete a crossword puzzle or Sudoku. Play a computer game. Games provide time to refocus attention from problem-solving to pleasure.

For the rest of the twelve tips, [click here](#).

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### Outside Ourselves – Linda in China

**Linda Brown Rivelis**, President of Campaign Consultation, Inc., has been invited by the Association of Fundraising Professionals (AFP) to join President Dwight Eisenhower's People to People Foundation's Fundraising Delegation to China.

She'll be blogging and twittering her impressions regarding volunteering and philanthropy from Taipei, Hong Kong and Beijing on December 11 – 22. You won't want to miss these exciting updates. We will include details on how to follow Linda in China in the next On-the-Go! eTA issue. Stay tuned!

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### Let us know

Contact [LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com) and share other stress relievers that work for you. (LEADline is sponsored by the Corporation for National

and Community Service through its Resource & Fund Development Initiative.) We would be happy to answer questions or to give you more support.

Thank you for your interest in On-The-Go eTA. We encourage you to send this and other issues of **OTG eTA** to friends and colleagues who would benefit from the information. Also, if you're on information-overload, you may request **email removal**. Otherwise OTG e-TA will be back soon with another edition.

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## 12 Stress Relievers (cont.)

4. *Get "artsy"*  
Get in touch with your artistic side and use drawing, painting, singing or playing a musical instrument to transport yourself artistically, process emotions, distract yourself, and relieve stress.
5. *Get outdoors*  
Running, walking or hiking in the great outdoors can help provide relief from the stressors of daily life. Sunlight also provides vitamin D, and the fresh air that goes with it is good for your health.
6. *Indulge in a soak*  
Taking a soak or steam with some aromatherapy is soothing to the senses, relaxes tight muscles and fends off winter colds.
7. *Cook*  
Cooking is both creative and practical. In addition to helping to feed people, baking bread or simmering soup provides a pleasant olfactory escape.
8. *Spend time with an animal*  
Studies of people from youth to the elderly (especially those who had pets) continue to show that animals help improve interpersonal connections while calming anxiety. If you don't have a pet, adopt one online at <http://www.adoptme.com/>.
9. *Write in a journal*  
Write down frustrations and then throw them away. Write your way to creative solutions.
10. *Meditate*  
Practicing meditation helps you slow your heart rate, use oxygen more efficiently with deeper breaths, normalize blood pressure and even sweat less. Also, your adrenal glands produce less cortisol, your mind ages at a slower rate, and your immune function improves. All this and a clear mind and more creativity by practicing meditation for 15 minutes a day.
11. *Organize*  
Clean off your desk. Store away completed project files. Complete an organizing project at home in the garage, closet, etc. You will have accomplished something and in the process you'll dilute some of those worrisome thoughts.
12. *Delegate*  
Realize that you can't do it all and grow future leadership by delegating projects. Find a competent

staff or volunteer to handle the task and then give that person space to accomplish the project. Also look for people who may be recently laid off. They may be willing to provide your organization with their skills and knowledge and you can help their self-worth and build their resume.

Still need more ways to reduce stress symptoms? [Click here](#) to go to 52 Proven Stress Relievers from Texas Women's University

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## Resources

*The National ASK (Awareness, Skills, Knowledge) to Sustain Institute*, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 1998, 2002

*The CNCS Resources Now! National Institute*, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 2005-07.

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## Learning Products and Services

### **LEADline:**

*(Learning Experiences At a Distance)* LEADline is designed to give information fast. Have a resource & fund development question? Use LEADline and within 24 hours you will receive response and advice from a fundraising professional.

Contact us [LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com)

### **GIZMOs:**

*(Giving Information for Zooming Mission Objectives)* GIZMOS are resource and fund development tools for you and your volunteers. They are tangible products in packets, pocket brochures, CD-ROMs, games, etc. They feature a myriad of fundraising topics such as The Case for Support, an interactive online resource. View and use our newest GIZMOs at

[www.CampaignConsultation.com/gizmos/](http://www.CampaignConsultation.com/gizmos/)

### **The Chronicle of Philanthropy:**

Everyone who comes to a Resources Now! National Institute gets a free subscription to the Chronicle for a year. Participants in CNCS Campaign Consultation workshops receive the latest issue free of charge plus a \$20 discount on one year's subscription.

### **Workshops/Clinics:**

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers a three-hour workshops and clinics for those interested.

### **Online Courses/Webinars:**

Web course delivery of topics pertinent to resource development such as — **Build Fundraising Volunteer Champions** and **Cause Related Marketing and Corporate Partnerships**.

Available through the Resource Center at <http://nationalserviceresources.org>

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## Read Back Issues of OTG e-TA

- [Mid-October 2008 Preserving Your Assets](#)
- [October 2008 Hiring Fundraising Staff](#)

- [Mid-September 2008 Getting Ready for the Boomer Resource Explosion](#)
- [September 2008 Stepping into the Limelight](#)
- [August 2008 Stories from the Field](#)
- [Mid-July 2008 Staying Tenacious in Tough Times](#)
- [July 2008 Using the World Wide Web](#)
- [Mid-June 2008 Planning for Resources](#)
- [June 2008 The Five "C"s of Community Development](#)
- [May 2008 Attracting Media Attention](#)
- [Mid-April 2008 Corporate sponsors and Business Sponsors](#)
- [April 2008 How to Ask](#)
- [March 2008 Planned Giving](#)
- [Mid-February 2008 Raising Funds from Neighbors and Friends](#)
- [February 2008 Raising Funds from Neighbors and Friends](#)
- [January 2008 Fundraising in Diverse Communities](#)

[2007 Archives](#)

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