

## MID-OCTOBER 2008

Protect Your Assets

on-the-go!  
e-TA

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

## Dear “Protector” Colleague,

An organization’s goodwill is its most valuable asset and the leading factor in its ability to achieve sustainability. You must do everything in your power to protect yourself from risk to your reputation. Fortunately, there are steps you can take to protect all your assets, including goodwill. Click on the titles at the right to learn more about...

### **Goodwill: Your Most Valuable Asset**

### **Protecting Your Assets**

### **Managing Rumors**

Share what you’ve done to promote goodwill and preserve your reputation. 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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## Goodwill: Your most valuable asset

Your social profit organization’s assets come in four forms:

- People -- board members, volunteers, employees, clients, donors, the public, etc.
- Property -- buildings, facilities, equipment, materials, copyrights, trademarks, etc.
- Income -- sales, grants, endowments, contributions, etc.
- Goodwill -- reputation, stature in the community, the ability to raise funds and appeal to prospective volunteers.

Even when people let you down, disaster destroys property and income drops – you can call on community goodwill to continue to fulfill project mission. A social profit’s exemplary reputation promotes community goodwill

### **IN THIS ISSUE:**

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when it ...

- Maintains an emphasis on quality of services
- Uses integrity and fairness as criteria for all business decisions
- Manages funds responsibly
- Treats all community members with respect
- Publicly shares information
- Seeks input from stakeholders and the community and respond to concerns
- Other

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## Protecting Your Assets

People can be protected through liability insurance for you, your organization and your board members against lawsuits, etc. Destroyed or damaged buildings, facilities and equipment can be replaced with property insurance. Finances can be protected by insuring your fundraising special event.

The most important asset of all – community goodwill – is preserved through careful recruiting of staff and volunteers. To avoid an unfortunate choice in personnel, develop and use a current job description that details responsibilities. Ask for references and follow up with reference checks. Provide solid orientation and training. Put the effort up-front to save money, time, reputation and goodwill by hiring people who promote mission fulfillment responsibly and effectively.

Another way to protect your assets is to develop a risk management program. A team approach, a risk management program promotes safety, protects clients, volunteers and staff and conserves assets and resources. To learn more about developing a risk management program from the Alliance for Nonprofit Management, [click here](#).

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## Managing Rumors

Rumors often get started in times of uncertainty and often reflect a need for more communication. Be proactive and protect your goodwill asset with this advice ...

## Share Square

### Facts for your fundraising volunteers to know

Volunteer leaders should receive a thorough orientation to your organization. Impress upon them, that you need their positive comments outside the organization to bolster your reputation.

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### *Anticipate anxiety*

If you know of a probable source of anxiety or worry, get out in front of it. Don't wait for rumors to form. Take mitigating actions early, and make those actions known.

### *Leave no information voids*

When people worry, they make up what they don't know. When we say nothing about a topic people are worrying about, we leave a void to be filled by rumors.

### *Credibility is your most powerful tool*

Credibility can quell rumors, even if they are true. It can even limit their formation. Be clear about the truth; be quick to tell the story; and be accurate in reporting of the facts.

### *Be judicious about openness*

Many believe that openness prevents rumors. While secrecy does stimulate rumors, openness limits them if it reduces anxiety. Make certain that the information being shared is accurate.

### *Repair your reputation before it's in tatters*

A quick response to a rumor will do a lot to repair reputation damage and preserve community goodwill. All staff and volunteers should be reminded that spreading rumors does damage to the entire organization and is not tolerated. In an extreme case, repairing organizational reputation may require replacing staff or reorganizing responsibilities.

### *Print and online publication rumors need expert response*

When an untrue, malicious, or potentially damaging rumor occurs whether on or off line, someone in a credible position needs to respond – i.e., letters to the editor, blog comments section, etc. The best approach is to replace a rumor with another narrative. Use the opportunity to tell your own story. Continue to monitor the discussion.

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### **Let us know**

How have you treated a threat to your good reputation? Share your story with us at [LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com). (LEADline is sponsored by the Corporation for National and Community Service through its Resource & Fund Development Initiative).

*“Build your reputation by helping other people build theirs.”*

- Anthony J. D'Angelo, Founder and Chief Visionary Officer of Collegiate EmPowerment

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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 Money 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. To order, contact us through [LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com) or call 410.243.7979 or toll free at 1.877.243.2253

View and use our newest GIZMO, Building Your Case for Support, at [www.CampaignConsultation.com/gizmos/case](http://www.CampaignConsultation.com/gizmos/case)

### **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:**

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