

OUR NEWSLETTER – the name we originally chose is used by another firm. Until we settle on a new one, we'll just call this our newsletter.

Montgomery
Consulting

Fundraising Consulting
for Non-Profit Organizations

Community and Economic
Development Consulting

A periodic update from Montgomery Consulting

Number One -- January 2017

For your consideration...

“Tribute giving” is an increasingly popular way to celebrate holidays and observe major life events such as birthdays, anniversaries, retirements, and weddings. If your organization is a noncontroversial “Mom and Apple Pie” kind of charity, you might do very well financially with a more vigorous effort to encourage IHO (In Honor of) gifts.

Putting a little marketing muscle behind IHO giving is likely to also increase IMO (In Memory of) giving which can be difficult to sensitively promote on its own. Because most organizations are already dealing reactively with IHO/IHO giving, we won't go deeply into the mechanics of recording and processing them. Instead, we'll focus on the single best way to promote tribute giving.

After you have made sure that you are truly ready to process and properly recognize tribute gifts, use your website and newsletter to publicize a few well-chosen examples of tribute givers to whom your constituency can relate. For example, if your cause appeals largely to older Americans, highlight a wedding when – instead of registering somewhere – an older couple directed gifts to your cause. Then, in a little well-crafted text, remind readers of the other life events – graduations, retirements, anniversaries, etc. – that they could also recognize through tribute giving.

At some point, you might want to also add tribute giving into the mix of giving options that you are promoting at year-end. Personally, I like to start such promotions with the question “What do you get for the person who has everything?”

Current Clients and Projects:

Evergreen Community Development Initiative/Flint Development Center -- We're very pleased to be working with this Flint, Michigan organization helping them to achieve their vision for repurposing the former Bunche Elementary School as a community center for the north Flint community.

The War Memorial – We're working again with The War Memorial (formerly the Grosse Pointe War Memorial) helping them refine and communicate some of their future ambitions.

United Way for Washtenaw County – We're currently collaborating with the Bidlack Creative Group on a communications strategy project for one of Michigan's largest United Way affiliates.

Network for Good – Mike Montgomery has joined Network for Good's DonorPath fundraising experts program and he is working remotely with some clients of this national fundraising support program.

Major Services and Products:

Fundraising Consulting -- Traditional fundraising consulting is our core business. We work with a wide range of nonprofit organizations to help them increase the effectiveness and efficiency of their fundraising efforts for projects, operations and multi-year fundraising campaigns.

Direct Mail and Digital Fundraising Services – We are collaborating with Ann Arbor’s Bidlack Creative Group on a new service: providing direct mail and digital fundraising strategy, content, design and production assistance to nonprofit organizations.

The School of Practical Fundraising

Drawing on his years of teaching fundraising at Lawrence Technological University and for professional associations, Mike Montgomery has developed a simpler system for teaching staff, board members and volunteers how to fundraise using our *Fundraising Playbook*.

We are currently looking for organizations interested in partnering with us to hold public sessions of the School of Practical Fundraising in their communities or using SPF lessons to train their own staff. For more on SPF, email or call Mike Montgomery: michael@montgomeryconsultinginc.com (248) 224-7330



Strategic and Program Planning – We work with a wide variety of organizations helping them to plan for their futures at both the strategic and program levels. This work ranges from facilitating single-day board and staff retreats through longer term efforts aimed at effecting profound change in organizations.

Services to Community and Economic Development Organizations – In addition to the fundraising and nonprofit management services offered more broadly, we continue to offer research and strategy development services to state, regional and local economic development organizations with special emphasis on economic impact studies using the RIMS II model.

In the news....

Corporate Social Responsibility -- Mike was featured in Jennifer Spencer’s January piece for Versaic on Corporate Social Responsibility Trends in 2017. <https://www.versaic.com/blog/csr-predictions-2017>

Crowdfunding --Crowdfunding can be a great option for school and parent organizations. Without appropriate policies and controls, however, crowdfunding can create real difficulties. Jennifer Fink interviewed Michael on this subject for *District Administration* magazine, find her article at: <https://www.districtadministration.com/article/crowdfunding-classroom>

Fundraising HR -- Most nonprofit staffers eventually find themselves in a salary negotiation. The *Chronicle of Philanthropy’s* Eden Stiffman asked Mike for his perspective. Subscribers can access her story at: <https://www.philanthropy.com/article/How-to-Negotiate-a-Higher/237910>

Economic Development & Analysis-- In January, we helped Time Inc’s *Money* magazine to estimate the total number of jobs that could be supported by building the proposed wall along the US-Mexico border.

<http://time.com/money/4651290/the-wall-will-create-thousands-of-new-jobs-but-there-could-be-a-catch/>

Marketing -- "SWAG," small gifts emblazoned with organization logos, have a long history in marketing. Katherine Kotaw recently asked Mike about some of the best, and worst, SWAG he has seen over the years: <https://www.allbusiness.com/swag-promotional-giveaways-107651-1.html>

Politics and Governance -- The 2016 election got Mike back in touch with some earlier parts of his career. In November, he helped NPR's "Backstory with the History Guys" get a handle on the Electoral College: <http://backstoryradio.org/2016/11/18/think-faithless-electors-will-change-the-outcome-of-the-2016-presidential-election-think-again/> Earlier, he spoke with AVVO about election administration: <http://stories.avvo.com/news/politics/can-bring-gun-voting-booth.html> More recently, he helped realtor.com understand how gifts received from foreign governments by US Presidents are supposed to be handled in order, among other things, to not run afoul of the Constitution's emoluments clause <http://www.realtor.com/news/trends/things-obama-may-take-home-from-white-house/>

Coming Up:

2017 Michigan Fundraising Climate Survey -- In February, we will be back in the field with our annual survey of Michigan nonprofit leaders on the fundraising challenges and opportunities facing their organizations. This year we will include a special question group asking Michigan nonprofit leaders their thoughts on nonprofit merger and consolidation. Look for results in March.

<p>Montgomery Consulting</p> <p>Fundraising Consulting for Non-Profit Organizations</p> <p>Community and Economic Development Consulting</p> <p>Michael@MontgomeryConsultingInc.com (248) 224-7330 www.MontgomeryConsultingInc.com</p>	<p>Montgomery Consulting, Inc. was established in 1989 to work with progressive nonprofit organizations and communities in the areas of fundraising & resource development, strategic & program planning, and community/economic development. Over the years, the firm has advised on more than \$1 billion in fundraising and project activity.</p>
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