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innovative nonprofit SOLUTIONS

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Our Mission: We help organizations create innovative solutions to build their capacity.

We accomplish this by assessing, designing and implementing strategic fundraising, marketing and management programs for nonprofits, community-based, faith-based and educational institutions and government agencies nationally.

Message from our President



The summer of 2007 was incredibly full for the members of The INS Group, but the highlight was my trip to Ghana, Africa. Nothing provides more clarity or perspective than stepping into another part of the world and seeing, first-hand, the striking similarities and differences in the people and the way they view the world.

I was fortunate enough to meet with nonprofit organizers and community leaders in Ghana, learning about their needs and how they are responding with a combination of nonprofit efforts and an active international outreach for business investors and community development. We are looking for ways to integrate this experience in our work and will continue to keep you posted on that front.

In news closer to home, this edition covers our work with North Carolina's 10-Year Plan to End Homelessness. After our work last year with the City of Durham, we are now working with other NC regions to develop plans to end homelessness and assist in the creation of community-based coalitions to implement change and develop permanent housing solutions.

As we look to future planning with our clients, we open our eyes to the fact that younger philanthropists are getting involved in strategic giving. Primarily we are seeing an increase in individual giving among the Baby Boomer generation and Generation X; while those considered part of Generation Y are putting energy into social causes. As a result, more nonprofits are taking a strategic approach to marketing.

What are some of the current celebrations and challenges in your organization? How has the information in our newsletter helped? Send comments to info@theinsgroup.com.

- Ruth A. Peebles, President and Founder, The INS Group

Work to End Chronic Homelessness Expands As Pitt County/Greenville Joins Planning Effort



Homelessness is a national problem with local solutions. Not one federal agency, nor one level of government, nor one sector of the community can reach the goal of ending homelessness alone. Federal agency collaborations and partnerships with state and local governments and the private and faith-based and community sectors are key to achieving the objectives of preventing and ending homelessness. Across our country there are over 300 communities and 400 cities developing or implementing a 10-Year Plan planning process to end chronic homelessness.

In NC alone, about 10 counties have either begun the process or are in their implementation phase. Pitt County and the City of Greenville recently hired The INS Group to provide guidance with the development of the City and County’s *10-Year Plan to End Chronic Homelessness*. This is the third community in NC to hire The INS Group to assist with their planning process and we are extremely proud to work with these organizations and assist in the call to end homelessness. We also worked with the Lower Cape Fear Region (surrounding Wilmington, NC) and expect their 10-Year Plan to be completed by October of this year.

The INS Group is strategic in the project management phase working with Pitt County and the City of Greenville Management Advisory Team over a three-month period to develop an initial work plan. The outcomes included: recommendations regarding community representatives to serve on the full committee; committee structure, roles, and responsibilities; subcommittee descriptions, structure, and work plans; identification of resources needed for committee/subcommittee to formulate outcomes, indicators, strategies, and best practices; focus groups/community forum formats and business community roundtable meetings; community education and public relations plans associated with the process.

For more information about 10-Year Plans across the country visit: <http://www.ich.gov/> - Interagency Council to End Homelessness; <http://www.ncceh.org/> - North Carolina Coalition to End Homelessness.

“I have a true respect for learning from one who has the knowledge, experience and passion to share with others. Being able to identify with your experiences and even your presentation, allows me to take enthusiasm back to my organization and contribute! I’m grateful for the resources The INS Group provided and knowledge they shared. This was a very informative and enjoyable workshop. Thank you!”

Jennifer Nieder
Alliance Credit Counseling
Charlotte, NC

Youth in Philanthropy: Gen Y brings T³

Expected to have vast social and economic impact, Generation Y are the new philanthropists in town. They have the 3 Ts -- time, talent, and treasure -- to give. Generally defined as those born from 1977 to 1995 representing ages 12 – 30, they are called Gen Y, Millennials, and Echo Boomers. No matter

their name it is important to know who they are and what they represent.

Let’s look at their characteristics. They are diverse both racially and ethnically. They are exceptionally independent due to divorce, single parents, latchkey parenting, and their comfort with technology. Their highly involved parents have empowered them with

praise, recognition, and have indulged them with what at times seems like unlimited resources and options. They are highly optimistic about their future and believe in finding solutions to problems.

What will Gen Y mean to the nonprofit sector? They are the energy and drive that some consider will be the push

10 Things ‘Gen Y’ Volunteers can do for your organization:

1. Surveys/Focus Groups
2. Web Development
3. Program Development
4. Serve on Youth Advisory Panel
5. Create Databases & PowerPoint Presentations
6. Community Ambassadors
7. Marketing
8. Research
9. Public Relations
10. Photography/Videography



Youth in Philanthropy *Continued from page 2*

through to change in the nonprofit sector. Generation X (born from 1965 - 1980) has brought a revolutionary spirit to the nonprofit sector by challenging the status quo and bringing new ideas to the table. There has been a transition to incorporate for-profit business strategies into nonprofit organizations. The outcomes include how marketing is used, creating revenue generating products or services to replace shrinking government and corporate dollars, leveraging networks, and creating partnerships with other nonprofit and for-profit businesses. The use of the internet now plays a more important role in how the nonprofit sector fundraises and communicates with its marketplace.

Their Time

Gen Y has the energy to go 24-7-365. Typically, they are involved in multiple extracurricular activities in and

outside of school or the workplace. They don't waste time. They are comfortable communicating via telephone or computer and don't feel they have to be face to face. They may feel restless in long drawn out meetings and look for finding solutions quickly. For Gen Y (and some Gen Xers) it is about getting results. They don't have time for bureaucracy and will ask "why?" or "why not?"

Their Talent

Gen Y brings a diverse set of talents and skills. They are top notch at using research and communication tools such as computers, internet, email, and telephones. They can multi-task and feel comfortable interacting with people from diverse ethnic and economic backgrounds. They bring creative talent, enthusiasm, and are especially effective at communicating ideas to their peers. They understand the world from a global perspective.

Their Treasure

A 2001 study found that annually pre-teens (ages 8-12)

spend \$19.1 billion, while teens (13-19) spend \$94.7 billion and young adults (20-21) spend \$61.2 billion. For 87 percent of those under the age of 13 their parents supplied their spending dollars. Primarily because of their parents' tendency to overindulge their children, Gen Ys usually get what they want and can influence their parents to buy or support what is important to them. Gen Y is used to having options and being able to make decisions about how their resources will be used.

What can Gen Y do for your organization?

On page 2 we provide you with some ideas. Survey your organization to see where Gen Y would best fit. Especially consider Gen Y when planning special events or developing youth services. Their enthusiasm and knowledge of what's important to themselves and their peers will be most helpful. By getting them involved now you help to nurture future adult volunteers and funders.



Give NOW!

It is a movement that started about 10 years ago and is estimated to contribute between \$1.9 trillion to \$2.6 trillion into philanthropy over a 20 year span. Driven by people in their 40s & 50s who created great wealth in their 20s & 30s, they want to "give now."

They are active in their giving by investing their time, energy, and talent. They belong to activist organizations such as the Wealth & Giving Forum. They want to know the bottom line, see results, and expect a return on investment.

In 2006, the top 60 donors gave an average of \$60 million each. Who are these people? They are celebrities, entrepreneurs, part of the New Economy, and in your community.

Source: Forbes Online 6/1/07

Visit our
Workshop Calendar at
www.theinsgroup.com
for the next
Grant Writing or
Fundraising workshops
in your area!

Marketing 101: It's Everything You Do or Say

Definition of Marketing

Whether you are a for-profit or a nonprofit business, marketing is vital to the sustainability and growth of your organization. Marketing is a buzz word that people like to throw around but many do not understand what it is. Let's keep our definition simple – Marketing is everything you do on behalf of and say about your organization to result in a sale. In the nonprofit sector this would translate to: *Marketing is everything you do or say about your organization to result in donations, funding, community support, and revenues for the development, sustainability, and growth of your organization.* The key words in this definition of Marketing are “everything you do or say...” Another important word to understand is *Marketplace*. Every business has a marketplace.

For the nonprofit sector, the *marketplace is everyone who may be in need or want of your service and everyone who may want to support your mission either through funding or volunteering.*

Importance of Having a Marketing Plan

Does your organization have a marketing plan? Not just ideas, but a real plan that is written and includes: a timeline, a consistent way to communicate with those you serve and with those you hope will support your efforts, and advertising. Does your plan help to communicate your mission statement? Your marketing plan should be customized to serve your organization's needs. A larger organization may be able to spend a larger

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On the Road and In the Air Ghana, Africa

In August 2007, The INS Group President, Ruth Peebles, traveled to Ghana, Africa. “What an amazing experience,” she says, with a look of awe on her face. “There are no words for all that I'm feeling after returning from this trip. But I know that somehow, this experience will be integrated to the work that we are doing here and in exploring opportunities to do work there.”

The nonprofit sector in West Africa is a varied one including groups as diverse as religiously motivated welfare societies, neighborhood development associations, trade unions, hometown associations, international NGOs, and sport and

recreation groups. This diversity notwithstanding, the sector in the region generally remains vulnerable and is dependent on overseas funding.

While visiting various cities, Ruth toured several nonprofits: W. E. B. Dubois Center for Pan African Culture, Cape Coast Castle, Elmina Castle, and the West African Historical Museum. She was able to meet with the founder of the Kokrobitey Institute whose projects include village literacy projects and local schools sports programs.

For Ruth, the trip was a great personal experience which helped her learn more about the international nonprofit sector, specifically the successes and challenges of nonprofits in Ghana. For more information, visit www.theinsgroup.com, then click on “Clients” and on “Featured Project.

The National Center for Black Philanthropy Conference in D.C.

In June 2007, The INS Group presented, “Successful Grant Writing” workshop at the 6th National Conference on Black Philanthropy. This year's theme was “*Philanthropy and the Covenant with Black America.*” Approximately 300 attendees gathered to network and exchange ideas on Individual Giving, Grant-making, Fundraising, Faith-based Philanthropy and Youth and Young Professionals in Philanthropy.

Visit: www.ncfbp.net.



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Marketing 101 *Continued from Page 4*

portion on advertising dollars where as your organization may have to start smaller. Another organization may have a larger volunteer base they can use to implement their marketing plan where as your organization may not. But there are solutions, no matter the size of your organization.

How to Execute Your Marketing Plan

You can have the best marketing plan on paper but if it is not executed effectively, it cannot give you the results you want and need. ***What are the key elements of an effective marketing plan?*** You must have *organization, systems/processes, and enthusiasm*. Without these it will be more challenging to execute and maintain your marketing plan. You must also be able to answer important questions about those you serve and those you want to support you.

How does your marketplace want you to communicate

with them? What are their concerns/issues? What are the demographics? What is interesting is that many organizations will provide this information in their grant applications, but don't use this same information as a way to connect with their marketplace or to create a marketing plan.

Tools of Marketing

Often marketing is confused with advertising. Advertising is one of the tools used to promote your marketing message. It is part of your marketing plan but does not make up your marketing plan. Brochures, business cards, signs/posters, banners, billboards, websites, blogs, magazine/newspaper ads are all examples of advertising tools. These tools are used to communicate with your current marketplace and to reach out to potential new marketplaces. They can be used to inform, create curiosity and invite participation. The marketplace is most tuned into WIIFM (What's In It For Me?). Your advertising tools should always convey, as part of your marketing message,

how the person can benefit by participating with your organization.

Another important marketing tool is a database. In our technology, communication and information age, databases are vital to your organization. In fact, so vital that for-profits and nonprofits are willing to pay hundreds of dollars for databases. In the last decade with the emphasis in the corporate world on Customer Relationship Management (CRM), we have seen an increase in database management software products. These products common in the insurance and financial services industries are now being used by more businesses including nonprofits.

Effective Marketing

There is nothing in the rule book that says effective marketing has to be expensive. No matter what your budget, you can execute an effective marketing plan that does not take away important dollars from your programming or operations. The myth that marketing is going to be expensive is probably the biggest reason that many nonprofits don't like to talk about marketing or don't give

"The information I received in this session will help to strengthen our organizations' grant writing ability. It will be an invaluable resource/tool for future grant writing opportunities. Excellent workshop experience! I will recommend The INS Group to others"

Farrah Guin
Presbyterian Hospital
Foundation
Charlotte, NC



Effective Marketing...

This year ***Susan G. Komen for the Cure*** celebrates 25 years of breast cancer research and community outreach programs.

They are nearly at \$1 billion dollars in funding Education (\$378 M), Research (\$347 M), Screening (\$158 M), and Treatment (\$73 M).

They are a great example of effective marketing by partnering with for-profits and other nonprofit organizations, creating a marketplace where products sold continue to promote their message, providing quality products to consumers and opportunities for consumers to help "find a cure."

Source: komen.usatoday.com

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consideration or time to developing a marketing plan.

Another challenge is having dedicated staff to develop and execute the marketing plan. Like anything else in your organization, if priority and resources are not assigned to a task, it will not get implemented. Have you ever noticed how much advertising a

business that is going-out-of-business does? There are many reasons why a business may shut its doors, but one wonders how much of it has to do with costly ineffective or inconsistent marketing? Another commonality among for-profits and nonprofits is that both can shut down due to: lack of resources (funding, etc.), lack of clients, not being able to

compete, or their marketplace just forgets about them. You have to consistently communicate to your marketplace to let them know that you are there, that you care, and you have something to offer. *Marketing must be consistent and not just a grand opening and grand closing event.*

24 35
72 16 42
65 57

Look at your organization. Do you have representation from Baby Boomers, Gen X, and Gen Y? Any effective organization understands the importance of diversity in their organization. Diversity in age of its staff, volunteers, and funders can help an organization develop, sustain, and grow.

Marketing 101 – Next Steps: Create and Execute

It's easy to say I don't have the time, resources, or talent to create and execute a marketing plan. Below are some ideas to show you how to make the time and find the resources and talent you need for your marketing plan:

Ask for help – is there a college or university in your area that has a marketing department? Students and professors may be looking for a “marketing project” to help in the learning process and what better way for a marketing major to learn about marketing than to help you create a marketing plan? Ask your staff, volunteers, and board members. They may have the time and talent you need.

Research – using a search engine of your choice you may find that other nonprofits have gone through this process and are willing to share. You never know what may be available online.

Be creative - creativity is a cornerstone of marketing. In the for-profit world, billions of dollars have been made from some of the simplest marketing ideas. With current audio, video and online technology, more and more aspiring entrepreneurs, artists, and anyone who has something to say can express themselves by uploading their audio or video link to a marketplace beyond their backyard. *Is there another organization or a for-profit business that you can partner*

with to do joint marketing? Instead of paying for advertising are you using all the available venues for free advertising in your area? How can you create a marketing force from your volunteers, board members, and clients?

Dedicate time – this is not an overnight task. However, the sooner you create and begin to execute your marketing plan, the sooner you will see results. Also, the sooner you will stop wasting valuable time and dollars and become more effective and efficient with your marketing efforts which can result in a bigger marketplace, which can result in more community support, which can result in more funding and donation dollars.



Still have questions about marketing?

Contact The INS Group today to learn more strategies on:

- Creating a Marketing Plan
- Marketing Resources
- Effective and Inexpensive Marketing

Send us an e-mail to info@theinsgroup.com or call us at 919-231-2870

We will contact you personally to help assess your organization's current need.