

July 2008

Meyer In The News

Meyer Executive Director **Julie Rogers** is quoted by Phil Rucker in a *Washington Post* story on the increase in philanthropic giving in 2007. [Learn more.](#)

Grantees In The News

Gazette Mentions Pyramid Atlantic's New Store

The Gazette highlights the opening of **Pyramid Atlantic's** new retail store in Silver Spring. [Learn more.](#)

DC College Access Program Featured for Support of Graduates

The *Washington Post* acknowledged the accomplishments of 100 recent college graduates who were a part of the **DC College Access** program. [Learn more.](#)

Meyer Grantees' New Leaders Mentioned in Post

Glen O'Gilvie has been named the new chief executive of the **Center for Nonprofit Advancement** and Rosetta Lai has been named **Asian American LEAD's** new executive director. Both are mentioned in the *Washington Post's* Business Appointments section. [Learn more.](#)

Great Resources for Improving Your Communications Efforts

by **Amy K. Harbison**

Director of Communications

Many nonprofits don't have the staff power to devote full-time to communications. Yet good communications is critical in creating understanding of your organization's mission and core values; recruiting and cultivating donors, board members, staff, and volunteers; and gaining the attention of the media and other key influencers.



There are, however, many free resources available to nonprofits that can help jump-start your communications efforts from the ground up. Whether you want to create a communications plan, develop a well-organized website, simplify your messages, create human interest stories, prepare for a crisis, or develop an understanding of new media, these resources are worth researching and exploring.

Marketing/communications e-newsletters

You can sign-up for e-newsletters that provide good content on a wide range of topics in nonprofit marketing/communications.

Nancy Schwartz and Company's "Getting Attention" e-newsletter offers great marketing/communications information for nonprofits on everything from blogging to branding: http://www.nancyschwartz.com/getting_attention.html

Kivi Leroux Miller's website offers training and tips for nonprofit marketing/communicators, a blog, resources, and webinars: <http://www.nonprofitmarketingguide.com/resources/articles/>

Learning Opportunities

Tuesday, July 22, 2008

Making the Case: Writing to Persuade

Center for Nonprofit Advancement

Writing to persuade is something that staff with communication responsibilities should master. This course will teach both the art and science of persuasive writing. [Learn more.](#)

Tuesday, July 29, 2008

Your Board and Fundraising: An

Introductory Class

Foundation Center

This session will give an overview of strategies and techniques to engage board members in the fundraising process. [Learn more.](#)

Tuesday, July 29, 2008

Setting and Maintaining Boundaries with Others

Maryland Nonprofits

This Maryland Nonprofits session will go over the techniques of how to set personal boundaries to manage staff effectively. [Learn more.](#)

Thursday, August 14, 2008

Prospect Research Basics:

Researching Individual Donors

Foundation Center

This course will cover the basics of finding individual donors as well as the ethical standards that should be applied when finding out information. [Learn more.](#)

Advocacy communications toolkits and information

The Opportunity Agenda (<http://www.opportunityagenda.org/>) is a communications toolkit produced in conjunction with The Spin Project that will help those involved in advocacy work frame their work and develop messages.

Fenton Communications (<http://www.fenton.com/>) offers "Providing Your Worth: 10 Days to Measure the Impact of your Communications," a guide for public interest communicators, as a free download.

Templates and toolkits

Fenton Communications has a number of other valuable reports, available as free downloads, including "Making a Name for Yourself," "Branding for Nonprofits," and "A Room with a Viewpoint: How to Create an Online Press Center that Reporters Turn to Again and Again."

The Spin Project offers a web-based template for creating a communications plan, called the Strategic Communications Plan generator.

New media

If terms like RSS feeds, wikis, and Twitter leave you scratching your head but you want to keep current, visit the clever and clear short video explanations of these terms at <http://www.commoncraft.com/>.

For more information about using YouTube as a marketing tool for your nonprofit, visit <http://www.youtube.com/nonprofits>.

Writing

Here are just a few of the websites for resources on improving writing and grammar:

Notes from a Writing Coach: <http://www.writingcoach.zoomshare.com/>

Webgrammar's Writing Center: <http://www.webgrammar.com/writingcenter.html>

American Copy Editors Society (<http://copydesk.org/>)

Poynter Institute (<http://www.poynter.org/>)

Funding Opportunities

Tuesday, July 15, 2008

Children in Need

The Mattel Children's Foundation

Awards ranging from \$5,000-\$25,000 are available to nonprofits for programs that benefit children in need.

[Learn more.](#)

Tuesday, July 15, 2008

Betterment of All Children Grants

American Legion Child Welfare Foundation

Grants ranging from \$5,000 - \$40,000 are available in the areas of physical, mental, emotional and spiritual welfare of children. [Learn more.](#)

Rolling Deadline

Community Reconciliation

Andrus Family Foundation

Awards are available through a variety of programs, including the Community Reconciliation initiative, which addresses hate violence and police/community relations. [Learn more.](#)

Rolling Deadline

Wealth-Creation Strategies

F.B. Heron Foundation

Funds are available for programs that help low-income people create wealth and take control of their lives. Eligible programs are those that provide access to child care, affordable housing, and community development. [Learn more.](#)

Websites

Techsoup (<http://www.techsoup.org/>) has a list of great resources in their learning center, including articles on web building, from improving your home page to finding a good web host.

Storytelling

Andy Goodman (<http://agoodmanonline.com/>) is a master at storytelling and has several free publications that are downloadable from his website. He also offers online classes in storytelling.

The Center for Digital Storytelling (<http://www.storycenter.org/>) offers resources online about video storytelling.

Links for Nonprofits

Boardsource

BoardSource is a resource for practical information, tools and best practices, training, and leadership development for board members of nonprofit organizations. [Learn more.](#)

Collect Donations through Text Messages

A new program, mGive, allows organizations to collect \$5 or \$10 donations via text message. [Learn more.](#)

Guide for Using Consultants

The Grand Victoria Foundation has published the *Insiders Guide to Outside Advice* to help nonprofits make better use of consultants. [Learn more.](#)

Flip Video Spotlight

Flip Video Spotlight offers 60-minute Flip Video Ultra camcorders with built-in video editing and publishing software to eligible nonprofits. The kit also comes with instructions for uploading to your own website or popular video sharing sites (like YouTube, MySpace, and AOL Video), tutorials, and other training materials. [Learn more.](#)

