

Your Clients & Prospects Want to Hear From You!

Want a marketing tool that keeps you in front of your nonprofit clients and prospects without having to lift a finger? The Spectrum Services Group offers a cost effective, easy marketing tool exclusively created for Sage Nonprofit and Fundraising Resellers with a newsletter that provides relevant fundraising and fund accounting news.

This is an industry based newsletter – not product based - designed to help build and maintain the “know, like, trust” relationship that is so important to getting and keeping business. The only time product information would be included is when something very newsworthy is announced, such as the recent Fundraising Online tools. Your newsletter will be a valuable resource to your subscribers who look to your expertise in nonprofit accounting and fundraising solutions.

With Spectrum's Nonprofit Newsletter Marketing tool, you'll regularly deliver content that your subscribers look forward to receiving while keeping you at the top of their minds! Start with a small package to get a branded quarterly email or print newsletter or step up your marketing game and deliver monthly print and email touches to keep your clients and prospects warm and active! No matter what program you deploy, you can be sure that your customers and prospects will follow.

Nonprofit Newsletter Overview

Your newsletter will be branded with a custom email and/or printed template depending on the program you choose. Each newsletter includes four stock articles with the choice to include additional customized articles about your business written by The Spectrum Services Group. Additionally, we offer flexible options that allow you to determine the frequency and method of delivery to your subscribers. All of this for a reasonable price with convenient payment options, such as annually or automatically based on your distribution schedule with co-op credit and a credit card.

So what exactly do I get with this service and can I see a sample?

Spectrum's “build-your-own marketing service” will be created based on your needs. You can choose to either purchase content only and use it to enhance your current marketing program or let us create your newsletter from start to finish. A newsletter template can be created for you by our design team using your corporate brand and logo. If you don't have a brand we will create one for you. Once the template has been created it will be filled with interesting and educational articles that speak directly to your prospects and clients needs. If you have something that's worth talking about such as a new employee, special promotion, upcoming event or a recent client success, a space will be provided for you to include this information and communicate it to your readers. Or for a small fee we can write a custom article for you with our add on option. To see a sample of what you could be sending to your clients see page 2 & 3 of this guide.

July 2011

Nonprofit Newsletter



Nonprofits Have Positive Outlook for Fundraising in 2011

According to a Sage Nonprofit Insights survey conducted earlier this year, nonprofit organizations that carry out fundraising are optimistic that 2011 will be a better year than 2010. Of those surveyed, 90% expect to raise the same amount or more funds in

2011. This predicts a continuing trend of increase year-by-year as 70% of respondents said they brought in equal to higher levels in 2010 as compared to 2009.

This positive outlook comes amidst some challenges in the nonprofit sector including concerns surrounding the possible revocation of tax exemptions and reductions in government funding. With roughly 58% of funding coming from government grants and contracts – many are anticipating decreases from 2010 levels due to budget cuts at the local level.

To view the report, visit <http://bit.ly/eN6v39>.

Online Fundraising Basics: 6 Steps to Success

When many nonprofits think of online fundraising, they think of Social Media. However, this medium is only one of the many touch points to consider. While statistics show that web based giving is still hovering around 10% of all donations received, the industry is growing rapidly and many expect it to eventually take over snail-mail based efforts, though it hasn't yet. Therefore, it is crucial that you continue your regular mail efforts, while also becoming proficient in online fundraising.

The following 6 steps will help you create a successful online fundraising program for your organization.

1. Understand the New Donor Relationship. From the collapse of Wall Street and the housing industry in the public sector, to news and worries of donated dollars not actually reaching

intended targets in the private sector, many are hesitant to respond to 'old-school' marketing efforts and campaigns. The current state of mind of today's donors has changed. They want to be more than a dollar sign or a check writer. They want to be a participant in your cause, and have a true relationship with you. In all of your online fundraising efforts - seek to come from the approach of developing a deeper relationship with your supporters in order to encourage conversation and participation.

2. Build Your Foundation First. There's an old parable about one man who builds his house on the sand and another who builds his house on the rock. The first house is swept away when approached by the winds and rain, and the second stands firm. Similarly for nonprofits, a good foundation is the key to successful and continuous online fundraising and includes:

- **A great website** that: is easy to navigate; is capable of accepting donations online (via a Donate Now! button on every page); has an email sign up option; answers the donor questions of: 'Why me?', 'What for?', and 'Why now?'; and employs the use of widgets to empower supporters to help create awareness on your behalf.
- **A consistent and thriving regular mail marketing program.** This continues to be where most donations are given and shouldn't be neglected. Your new focus on online giving should be supplemental to these efforts.
- **An excellent thank you program.** Gone are the days of generic and sparse thank you notes. If you want to show your appreciation and keep donors coming back it is imperative that you thank them in personal and specific ways.

3. Build and Fuel Your Email Engine. Look for ways to give more opportunities for new donors to sign up to receive correspondence from you.

4. Have a Donor-Centric Approach to Email Marketing. Each time you correspond with donors they should feel engaged with, appreciated, and a part of your 'team'. Providing great experiences will further all relationship building efforts.

This also includes paying attention to the emails you are sending your donors. Noting which emails they open and where they click will give you a better idea about what exactly it is that interests them in your organization. The next step should be organizing your contacts into segmented groups based on similar interests so you can improve your online messaging and target them appropriately.

5. Utilize Fundraising Software to Enhance Your Capabilities.

Fundraising software can enable you to:

- Empower supporters with portable donation forms that can be personalized and shared with their networks.
- Launch and organize events.
- Create easy-to-use donation forms that you can customize and embed on your website.

6. Participate in Social Media...The Right Way.

To read the rest of this article and learn about fundraising through social media, visit our blog at www.thespectrumservicesgroup.wordpress.com/blog. (your blog address here)

Using Technology to Support (Not Replace!) Your Mission

Within many nonprofit organizations, there is often a great disconnect between the tech staff and the Board. The techies are excited about technology and new ways to improve the organizations capabilities, while the Board is focused on the Mission and may be a little leery of the latest and greatest tech tools. However, when these two sides can come together and meet in the middle, great things can happen!



In order for the tech staff to become a functional partner of the organization (and to be heard and appreciated for their talents), they must take a 'mission-centric' approach. Many can be so wrapped up in the technology that they forget about the actual goals of the organization. The first step is to become intimately familiar with the mission and the strategic plan of the organization. Next, using this as a baseline, seek to match the technology to the mission in order to maximize the relationship between the two. Then seek to build relationships with those within the organization who have the

potential to become 'tech-champions' – those that need updated technology to further the parts of the mission they directly support. Helping them improve their process resulting in a quick and obvious payback will easily get them on board for future technology improvements.

To read the rest of this article, visit our website at www.thespectrumservicesgroup.com/blog. (your blog address here)

(Promote your company here) Marketing Made Easy!

Consistently staying in touch with your clients and prospects is the key to the future success of your company. However, we know that you are busy running and managing your business and may not have the time necessary to produce a successful marketing program. But we have great news! Sage and The Spectrum Services Group have teamed up to offer a cost effective, easy marketing tool created exclusively for Sage Nonprofit and Fundraising Resellers with a newsletter that provides relevant fundraising and fund accounting news.



This industry based newsletter is designed to help you build and maintain the "know, like, trust" relationship that is so important to getting and keeping business. Consider your prospects and leads as plants in your company's garden of opportunity... Your time and resources in the form of marketing communications are the water for your garden. Too little communication, your clients will wilt and forget you. Too much communication, they'll drown and tune you out. Give your clients and leads modest but regular attention and watch them flourish bloom.

This Nonprofit Newsletter Marketing tool will help you regularly deliver content that your subscribers can look forward to receiving while keeping you in the forefront of their minds. This offer includes a custom branded email and/or printed template with four stock articles, and the option to include customized articles about your business, that are sure to enhance your current business relationships. With several different packages to choose from, we know you'll find one that meets both your needs and your budget!

For more information, or to get started please contact Karen McNeill by phone at 800.881.3312 ext: 14, or email at

About Your Company Here

Nonprofit Newsletter Packages

Electronic Only*

We'll boost your email marketing program, and you won't have to lift a finger! Spectrum will design your eNewsletter template branded to your company, upload the content and your contact list and handle distributing your newsletter through your email marketing service. It's just that easy!

| Frequency | Per Issue | Annual Cost | After Co-Op** |
|------------|-----------|-------------|---------------|
| Monthly | \$150 | \$1,800 | \$60/\$720 |
| Bi-Monthly | \$175 | \$1,050 | \$70/\$420 |
| Quarterly | \$200 | \$ 800 | \$80/\$320 |

Print Only

Print and mail pieces have a longer "desk-life" as opposed to emailed touches as your newsletter passes around the office or stays on a desk for all who walk in to see. If your customers and/or prospects respond best to mail outs, then this option may be the best tool for you. A 2-sided 8.5" X 11" newsletter will be designed and delivered in a .pdf file for your company to print and distribute to your customers. *Print and mail services are also available, see more information on page 3 for the cost of this service.*

| Frequency | Per Issue | Annual Cost | After Co-Op** |
|------------|-----------|-------------|---------------|
| Monthly | \$150 | \$1,800 | \$60/\$720 |
| Bi-Monthly | \$175 | \$1,050 | \$70/\$420 |
| Quarterly | \$200 | \$ 800 | \$80/\$320 |

Electronic & Print*

Get the best of both worlds! Deliver your content in a way that will best reach your customers and prospects with both email and print options. For the ultimate marketing program, print and mail your newsletter to prospects who don't know, like and trust you yet. For clients, keep them up to date with your email newsletter with an option to forward to a friend so they can refer you. We'll upload your newsletter into your email marketing tool and deliver the final design for you to print.

| Frequency | Per Issue | Annual Cost | After Co-Op** |
|------------|-----------|-------------|---------------|
| Monthly | \$200 | \$2,400 | \$80/\$960 |
| Bi-Monthly | \$225 | \$1,350 | \$90/\$540 |
| Quarterly | \$250 | \$1,000 | \$100/\$400 |

Design Fee

All electronic and print packages are custom designed to match your branding! A one-time design fee of \$250 will be charged to set-up your company's customized template.

Content Only

Content will be provided in a Word document that can be used in a variety of ways, such as distribution through an email marketing service or posted on a blog. The possibilities are endless!

| Frequency | Per Issue | Annual Cost | After Co-Op** |
|------------|-----------|-------------|---------------|
| Monthly | \$125 | \$1,500 | \$50/\$600 |
| Bi-Monthly | \$150 | \$1,800 | \$60/\$720 |
| Quarterly | \$175 | \$1,050 | \$70/\$420 |

*The cost of an emarketing tool (i.e., Constant Contact, Swiftpage, etc) is not included with Spectrum's fee, but we can help you select a tool that works best for you if needed. ** If funds are available.

Add On Options

Custom Article

Do you have something newsworthy to share, such as a client testimonial, a webinar or user group, or a new employee that you want your clients to know about? Spectrum will write additional articles for your newsletter at a cost of \$75 per article. Some ideas for additional articles include:

- Client Testimonial (interview and content included with Spectrum)
- Staff Profile (interview and content included with Spectrum)
- Webinar/Seminar/User Group article (content included with Spectrum)
- Company News (content included with Spectrum)
- Partner topic of choice (content included with Spectrum)

Newsletter Printing and Handling

Print and mail services are available through Spectrum at \$1.65 per piece, which includes full-color printing, shipping and handling within the United States. Speak with a Spectrum consultant for print and mail services outside of the United States.

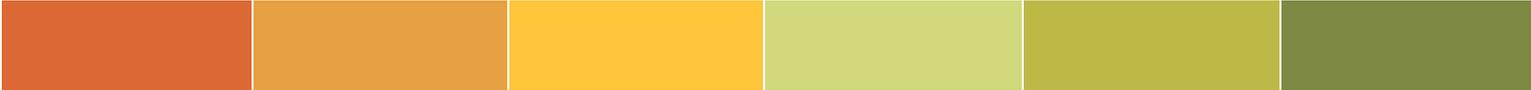
Ready to Get Started?

Contact Us Today!

Simply contact Randi@TheSpectrumServicesGroup.com to learn more. Or if you are ready to started complete the order form on page 6 of this guide and fax it back to us at (800) 881-0544.

Need More Marketing?

The Spectrum Services Group offers a complete outsourced marketing program including: nurture marketing, lead generation, TeleServices, inside sales, personalized consulting, and much more. For more information contact Karen@TheSpectrumServicesGroup.com for more details.



Sign me up!

Please enter the following information exactly as it appears on your credit card statement:

First & Last Name _____

Card Type _____
(We accept Visa, MasterCard, & American Express)

Card Number _____

Expiration Date _____

Card Security Code * _____

Address Line 1 _____

Address Line 2 _____

City _____

State/Province: _____

Postal Code: _____

*On the back of your card, locate the final 3 digit number. For American Express, the security code is a 4-digit number printed on the front of your card. It appears after and to the right of your card number.

I authorize The Spectrum Services Group to charge the above credit card as follows:

Package & Frequency
Choice _____

Add On Options _____

Amount _____ Frequency/Month _____

Signature _____

Please fax completed credit card authorization to (800) 881-0544. No cover page is necessary.