



Corporate Office:
320 N. Kenhorst Boulevard
Reading, PA 19607

Advancing Philanthropy through Nonprofit Consulting & Training

A CAPITAL STAFF

CAPITAL VENTURE Associates

Linda Lysakowski, ACFRE
President/CEO
610.796.9120

Yvonne Frey Oppenheimer, MBA
Director of Consulting Services
610.796.9120

Sue Kreeger, CFRE
(West Coast Office)
Senior Consulting Associate
702.892.0655

Nancy Stoeber
(Lehigh Valley Office)
Senior Consulting Associate
215.470.3131

Karen Selvaggi
(Philadelphia Office)
Consulting Associate
610.564.6317

Amy Sadusky
(Schuylkill Office)
Consulting Associate
570.617.8492

Richard Jacquand
Donor Database
Specialist/Consultant
610.796.9120

Patricia Downing
Chief Financial Officer
610.796.9120

Shanon Hafer
Executive Assistant
610.796.9120

Joseph Swope
Public Relations Consultant
610.796.9120

The mission of CAPITAL VENTURE is to provide fundraising counsel, specializing in innovative training and consulting services for both new and established development programs. CAPITAL VENTURE strives to advance the cause of philanthropy by providing professional, ethical and competitively priced fundraising counsel for nonprofit organizations.

Recent & Upcoming Presentations

Tuesday, January 14, 2003
Maryland Association of Nonprofit Organizations
Columbia, MD
"Marketing Your Nonprofit Organization"
Linda Lysakowski, ACFRE

Wednesday, January 15, 2003
Direct Marketing Association
Hilton Philadelphia Airport Hotel
Philadelphia, PA
"Adding Value for Your Nonprofit Clients"
Linda Lysakowski, ACFRE
and Karen Selvaggi, Consulting Associate

Friday, January 17, 2003
AFP Eastern PA
Kutztown University, South Hall, Kutztown, PA
"Capital Campaign Review Boards – Are They Working?"
Linda Lysakowski, ACFRE

Wednesday, March 5, 2003
Maryland Association of Nonprofit Organizations
Baltimore, MD
"Developing a Case for Support"
Linda Lysakowski, ACFRE

Sunday, March 23, 2003
AFP International Conference
Metro Toronto Convention Center
Toronto, Ontario
"Getting Started in Fundraising"
Linda Lysakowski, ACFRE

Friday April 4 – Saturday, April 5, 2003
Commonwealth Libraries
Grantville, PA
Part I: "Organizing an Integrated Fundraising Developing Program for your Library"
Part II: "The Role of Trustees, Staff, Volunteers, and Consultants in Fundraising"
Linda Lysakowski, ACFRE

Sunday, April 6, 2003
Pennsylvania Federation of Museums & Historical Organizations
Independence Seaport Museum
Philadelphia, PA
"So You've Been Elected to the Board!"
Linda Lysakowski, ACFRE

www.cvfundraising.com | toll free: 1.877.540.2896

Presorted
Standard
US Postage
PAID
Lititz, PA
Permit No. 30



WWW.CVFUNDRAISING.COM

VOLUME 3 • NUMBER 1 • WINTER 2003

Public Relations and Development...
Many Happy Returns *By Joseph Swope*

Public relations establishes and maintains relationships between an organization and the publics on whom its success or failure depends. Using a variety of communications tools, public relations builds a positive image of an organization among employees, customers, the community and other key audiences.



Development and public relations should serve as logical complements to each other in any nonprofit organization. But in too many circumstances, the two functions often appear headed for "Divorce Court." Here's a prescription for how these marriages can be saved:

- **Ready . . . fire . . . aim . . . let's try that again.** Defining the goal of public relations involvement in your development

campaign is critical to success. What exactly do you want a communications effort to accomplish? Too often, the automatic solution to any problem is "we need a brochure" (or these days, "we need a web site"). Printing thousands of an ill-conceived brochure when the issue may affect only a handful of potential donors is both wasteful and ineffective.

- **Make sure your eyes aren't bigger than your mouth!** What's true at the dinner table is also true when defining your key audiences. Every organization wishes they could reach the world. Few outside of Microsoft have the resources to do so. You need to identify the most important audiences you must reach, and target your budget and manpower accordingly.
- **Stick to the game plan.** Developing a comprehensive communications plan – where you define your objectives, identify target audiences, develop key messages, implement

CONTINUED ON PAGE 2

President's Message: CAPITAL VENTURE Celebrates 10 Years of Advancing Philanthropy Through NonProfit Consulting and Training *By Linda Lysakowski, ACFRE*



As we begin a new year, the staff of CAPITAL VENTURE prepares to celebrate our 10th anniversary. It is hard to believe that it has been ten years since Cornerstone Consulting, Inc. (our predecessor name) opened its doors on May 1, 1993 in a small rented office on Penn Avenue in Wyomissing, PA. There were two of us on the staff then and we had one client contract signed! Today we have a team of ten

professionals in five offices and have served over a hundred clients in fifteen states and one foreign country.

We are delighted to announce that we are celebrating our tenth anniversary with several milestone programs:

- **Pro Bono Work** – We are awarding a total of 10 grants – seven in our Eastern U.S. division and three in our West Coast office. Each of these grants will provide \$2,500 of consulting services, awarded through our innovative Group Consulting Program. This ten-month program creates a forum where nonprofit organizations meet as a

CONTINUED ON PAGE 2

group, and also receive individual consulting in the form of a development audit and plan for their organization. Sessions in Pennsylvania start January 16, 2003 and the Las Vegas program begins February 20, 2003. Call us for more information.

- **10th Anniversary Celebration** – We will be hosting a series of special receptions for clients and friends throughout the year. Check your mail for your invitation.
- **Expansion** – We are looking at several opportunities to expand our services through more offices. Watch our next newsletter for some exciting news on this expansion.
- **Our New Improved Website** – We will soon be launching our new website with several user-friendly features – a monthly “Tool Box” and

“Email Tips” covering a different development topic each month. We will also be offering a free “mini-evaluation” of your development program, downloadable from our website. Also for those who prefer to save a tree or two, our newsletter is available online. If you would like to view our newsletter on the website instead of receiving a hard copy, please be sure to send us an email and tell us to remove your name from our mailing list. We will send you an email telling you when the newsletter is available.

It is only through the fantastic teamwork of our staff and our clients that we celebrate ten years of dedication to Philanthropy. Thank you to our staff and clients over the past decade!!



SUCCESS STORIES

St. Anthony's R. C. Church, Reading PA, has successfully raised more than \$340,000 – exceeding the goal of \$275,000 – to pay for renovations to the various building on the church campus, as well as the addition of new classroom space at LaSalle Academy. The Academy is an elementary school St. Anthony's shares with two other parishes. A wonderfully committed team of volunteers, led by pastor Rev. Richard Nachajski, was successful in exceeding the goal by twenty percent.

Schuylkill County Fire Fighters Association recently held an open house to dedicate their newly renovated Fire Training School in Frackville, PA. Their campaign concluded in 2000 and the renovations are now complete. Over the past year, we have all come to appreciate our emergency workers. This group of dedicated men and women have received tremendous community support for a vital community need – training of fire and

emergency personnel. The new school will be used by fire and emergency personnel from several states, who will be able to use a state-of-the-art facility to learn how to better serve the needs of their communities.

The Arc of Atlantic County, Somers Point, NJ, has been successful in hiring a new Chief Development Officer – Rich Sauer. After a search of some excellent candidates, Rich surfaced as the one person with all the qualities needed by the Arc – commitment and passion for the cause, experience as an Executive Director of a nonprofit agency before joining the Arc as Public Relations Director, and the ability to raise money. In Rich's position, he will join Deborah Davies, Ph.D., Executive Director, to lead a very capable Development team consisting of Laura Clements, Director of Development and Todd Gunne, Public and Community Relations Coordinator.



“PHILANTHROPY IS THE MYSTICAL MINGLING OF A JOYOUS GIVER, AN ARTFUL ASKER, AND A GRATEFUL RECIPIENT.”

— Douglas M. Lawson (1936 -)

Profile: Meet Amy Sadusky



While Amy Sadusky has served as a Consulting Associate with CAPITAL VENTURE since 2001, she still finds that her previous experience in sales was an invaluable training ground for her career in development.

“My sales background gave me the opportunity to work with a wide variety of clients,” Amy said, looking back on her days at Alcoa Engineered Products. “That helps in giving

me an understanding of where the client is coming from. I can see what is important to them.”

Located in CAPITAL VENTURE's Schuylkill County office, Amy earned a degree in business management from Goucher College and has worked with a number of non-profit organizations in that region.

“Fundraising is so important to nonprofit organizations,” Amy said. “It's fascinating to see organizations really pull together and do whatever it takes to be successful.”

Amy emphasized that many nonprofits don't focus enough on generating positive public relations for their efforts.

“Raising awareness about the role you play in the community is critical,” Amy noted. “Generating publicity is very important to a nonprofit organization, and in my opinion, not enough emphasis is placed on that. Keep your community in the loop!”

In addition to her work at CAPITAL VENTURE, Amy is an active volunteer in the area, participating in numerous events for the Schuylkill Chamber of Commerce and the Pottsville Lions. She also serves as a member of the Schuylkill County Make a Difference Day planning team. Her extensive knowledge of the community has made her a valuable member of the CAPITAL VENTURE family.

“Amy's expertise in communications and marketing, as well as her business background, enhances our ability to offer a comprehensive package of services to our clients,” Linda Lysakowski, president and CEO, said.

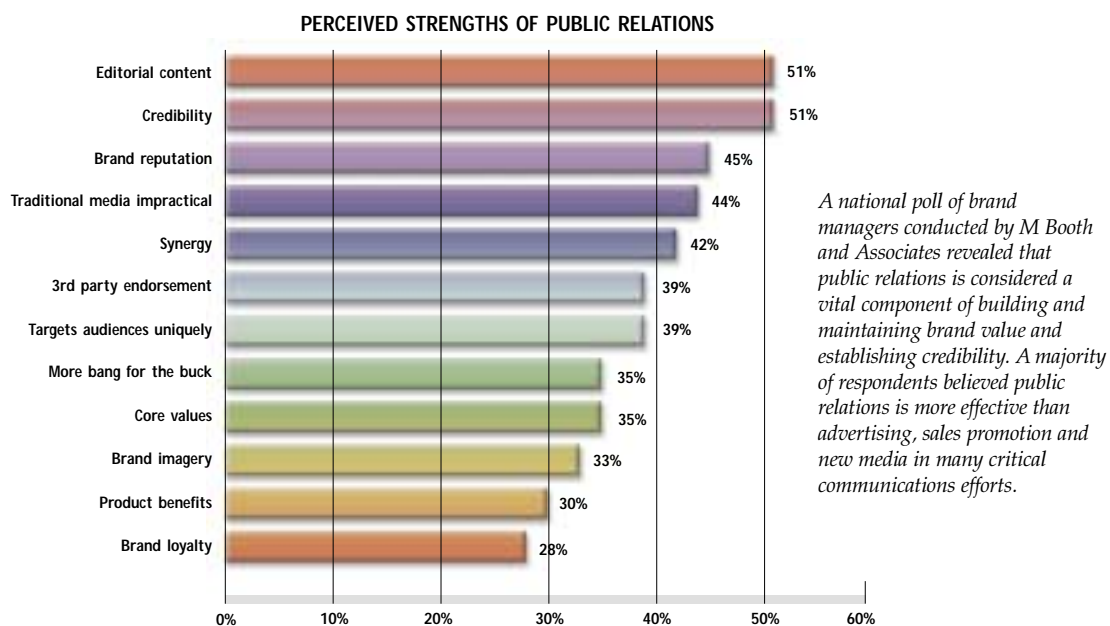
According to Amy, that feeling is mutual. “CAPITAL VENTURE is an excellent company. I enjoy the flexibility, the fun and the professionalism of being a consulting associate.”



Public Relations CONTINUED FROM PAGE 1

a public relations effort, and evaluate results – is the surest way of achieving your goal. Shooting off on various tangents based on the last phone call or someone's half-baked idea usually diminishes execution of the plan and ultimately brings little benefit – and often unanticipated headaches. An occasional flash of inspiration may enhance your efforts – several flashes a day should be treated with a painkiller.

- **Don't expect more than you deserve.** The media are not your publicists. Most newspapers will not print your news release word-for-word, nor will they cover an event that has little interest to the general public. Many have policies prohibiting “grip and grin” photos. You need to tell a compelling story that demonstrates your organization's impact on the community. The media will tell that story in their own words. Don't expect an advertisement if you're not going to pay for it.
- **Think visually.** Significant media coverage depends on your ability to provide not only words, but



Source: National Poll of Brand Managers by M Booth and Associates

A national poll of brand managers conducted by M Booth and Associates revealed that public relations is considered a vital component of building and maintaining brand value and establishing credibility. A majority of respondents believed public relations is more effective than advertising, sales promotion and new media in many critical communications efforts.

pictures as well. Television especially depends on visuals to tell a story – talking heads only go so far. Look for visuals with action or that show something new.

- **Timing is everything.** The attention given to your event or announcement may be affected by what else is happening in the world or in your

local community. Stories can be buried by Super Bowl Weekend or a small town's annual air show. On the other hand, a slow news day may give your organization a chance to garner some headlines.

- **Consider all the possibilities.** Public relations is much more than just dealing with the media. Building

understanding and support among employees, creating community-wide awareness and generating customer involvement in your cause are only a few possibilities. But remember, public relations must consider the effect an action has on all publics, not just donors. One development officer I worked with once had a grandiose scheme to reserve a college campus student parking lot on a class day for a fundraising event -- an action I suggested would likely cause a revolution on a parking space-starved campus.

- **Stay in sync.** Your development plan and your public relations plan should work in harmony. The timing of events, publicity efforts and other actions should complement each other, so the entire effort appears seamless. Mailings should be coordinated, so that various audiences aren't bombarded with multiple messages simultaneously. Development-related messages should mirror the overall vision and mission of an organization.

When development and public relations work together, the organization can benefit from more successful fundraising efforts, as well as an improved public image among its key audiences. This partnership can only help support and expand the organization's long-term donor base.

CAPITAL VENTURE can provide consulting services to support the development, implementation and integration of your fundraising and public relations plans. Call us today for more information.

Joseph Swope has worked in nonprofit and corporate public relations and advertising for more than 20 years. He has also taught communications courses at the collegiate level. He has provided public relations support for two successful multi-million dollar capital campaigns, as well as numerous annual fund drives, scholarship endowment events, and other fundraising efforts.

