



PRESS RELEASE

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**Five Steps Non Profits Can Take NOW to Weather  
the Recession**

*The Prospect Finder's Maria Semple Shares Her 5 Golden Nuggets*

BRIDGEWATER, NJ (January 7, 2009) – Times have simply never been tougher for today's non profit leaders. The magnitude of the current economic meltdown presents serious challenges for the people entrusted with running non profit organizations across the country.

“There are several principles that successful non profits employ when it comes to fundraising and building a support base. A non profit leadership team that incorporates these strategies increases its chance of organizational success dramatically,” explains Maria Semple, Principal of The Prospect Finder, LLC, a full-service prospect research consultancy that works with both non profits and for profits.

With nearly 20 years in the field working with successful organizations and helping them to fortify their funding base, Semple knows what it takes to achieve and maintain success. “The use of 5 key strategies can be seen in virtually every high-performing non-profit. I call these the 5 Golden Nuggets,” continues Semple. Here they are:



**Maria Semple's 5 Golden Nuggets**

**1. Stay Visible.** Maintaining an organization's profile is vital. This is NOT the time to put marketing and public relations on the back burner. However, It IS the time to step up marketing and public relations initiatives. There are dozens of low or no cost creative strategies that

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organizations can utilize. Here are a few questions to consider as you evaluate your visibility quotient:

- Are you or your staff regularly attending networking events (key opportunities to meet potential supporters and funders)?
- Is your website informative, up to date, and easy to use?
- Do you have a schedule for press releases/events that ensures your organization gets regular coverage?
- Are you getting maximum mileage out of your press releases by sending them to current and potential funders, volunteers, colleagues, and networking partners?
- Have you created a plan for on-going communication with donors and supporters?
- Can donors easily make on-line donations?

**2. Find Opportunities to Partner and Collaborate.** Identify non profits whose work complements your mission and consider joining forces to provide a service, address an issue, or apply for a grant. Rather than compete for the same philanthropic dollars by duplicating services, organizations that collaborate are able to expand their resources and increase their service offerings. The result is often synergistic, with the collaborative effort far exceeding what any one organization could accomplish on its own. Funders look favorably upon these collaborations as they enable gifts to have maximum impact.

**3. Get Creative with Small Cultivation Events.** In this economy, even consistent supporters may decrease the size of their gifts. Finding new potential donors can make up for this decrease. One way to increase your support base is through the people who are already completely committed to your work: your board members and long-standing volunteers. Ask each of them to consider hosting a small event or two in their homes so you can share your organization's story with more people. Develop a plan to follow up with these potential supporters to maintain their engagement.

**4. Stay Current with News.** If you're not reading your local newspaper's business section, you might be missing key information that savvy non profit leaders use regularly. This is where you

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find out about the local business leader who has received a prestigious award, a resident that has received a promotion to CEO of a major company, or the wildly successful local entrepreneur who has added three new locations due to increased customer demand. These news items are prospecting gold and should be part of an effective prospecting program.

**5. Find the Hidden Gold in your Database.** How much do you really know about the people who've supported your organization in the past? Many organizations have databases chock full of names, yet few have any idea whether current supporters are capable of and willing to give more. By utilizing a few prospect research basics, organizations can begin to sift through their donor lists and gather key information that could yield larger donations from people who have a strong capacity to help you and are already committed to your cause.

**About The Prospect Finder and Maria Semple:** *Maria Semple, Principal of **The Prospect Finder, LLC**, an experienced researcher, trainer, and frequent speaker on prospect research, consults with non-profit organizations and financial services firms interested in finding their best prospects for long-term business relationships. **The Prospect Finder** is a full-service consultancy that addresses each client's need for service and training in the area of prospect research. Maria Semple's two downloadable and interactive prospecting tools, filled with dozens of prospecting resources, are available at [www.theprospectfinder.com](http://www.theprospectfinder.com). For additional information about upcoming events and products, visit [www.theprospectfinder.com](http://www.theprospectfinder.com).*

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