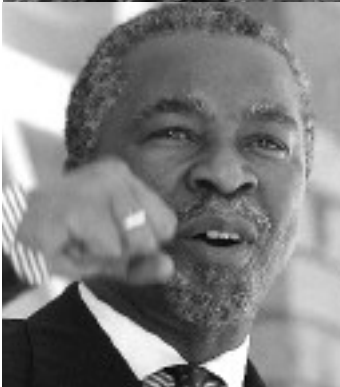


Why won't South Africans help?



How will South Africans respond to President Mbeki's call for volunteers to assist with the reconstruction and development of the country?

Vuk'uzenzele! (arise and act) was the message from President Thabo Mbeki to the people of South Africa, in his State of the Nation address in February.

Speaking about the need 'to forge a massive movement of volunteers' to assist in the fields of health and nutrition, education, job-creation, safety and

security, social equity, women's rights and the rights of the disabled, Mbeki undertook to encourage and promote the involvement of as many people as possible in this new 'people's campaign'.

'Today, millions of our people ask themselves the question – how can I lend a hand in the national effort to build a better life for all?' he said.

Disappointingly, statistics indicate that South Africa lags behind other countries when it comes to volunteering. According to a study by the Graduate School of Public and Development Management (University of Witwatersrand), about 1.5 million South

Africans – 3.6% of the total population – volunteered their time to local non-profits in 1998.

In contrast, 44% of Americans over the age of 21 – 83.9 million individuals – provided voluntary help to formal non-profit organisations last year (source: Independent Sector's *Giving and Volunteering Survey for 2001*). In Britain, the *Institute for Volunteering Research* reports the number of volunteers is close to 48% of the adult population, with the majority being retired or older working people. Even countries such as Slovakia and Korea report levels of volunteerism at 19% and 14% respectively (for further details visit the *International Year of the Volunteer* Research website – www.iyv2001.org).

Why then are South Africans so reluctant to step forward and get involved in the nation building process? With an estimated 100 000 non-profit organisations in the country, there are opportunities aplenty for people from all walks of life, regardless of age, education level, wealth or status, to do their bit for whichever cause is closest to their hearts.

Perhaps the message from our President will be the spur the nation needs to rise up and get involved.

See page 4 for the latest trend in volunteer recruitment in the UK.

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4000 volunteers needed for building 'party'

Five days, 100 houses, and 4000 volunteers.

Those are the ingredients of Habitat for Humanity International's Jimmy Carter Work Project (JCWP), which aims to build 100 houses in Durban, from 3-7 June.

'As far as the JCWP 2002 goes, I would say that the drive for volunteers is significant in relation to what the project is attempting to achieve – building 100 houses in five days,' said Tracy Purto, media spokesperson for the event.

'The volunteers required for this event are not only people who want to build or who can assist with the actual building of the houses. Habitat needs people on board to assist with catering, logistics and transportation, media programme assistance and general admin duties.

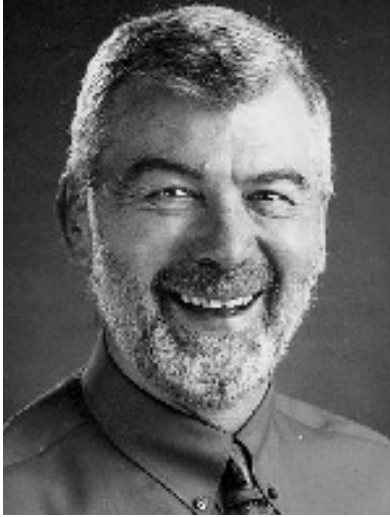
The other unique factor about this project is that Habitat is looking for people to assist not only during the week of building, but they are aiming to recruit volunteers who will continue to work within the programme long after the JCWP 2002 project is complete. There is a constant recruitment drive to find people around the country to build with Habitat on a weekly basis,' she said.

You can visit www.jcwp2002.org to view the project website.



Forty fundraising facts and fallacies

Please excuse the alliteration, but the temptation was too strong to take advantage of the fact that in May of 2002 I celebrated 40 years in fundraising. So, I hope that you will indulge me a little as I set down some of the truths and misconceptions that I have encountered through the years.



Terry A Murray is Founder and former Chairman of Downes Murray International and President of DVA Navion in South Africa.

First, seven of the most common fallacies:

1. If we hire a fundraiser, everyone else in the organisation can abdicate from the task and the money will roll in.
2. A good fundraiser doesn't need a salary, a budget, an office, a computer or a telephone – they'll go out and raise it all themselves.
3. Commission or percentage fundraising costs less and gives us a stable, long-term income.
4. Anything we can get for free (advertisements, design, print, advice) is always worth it.
5. Facts and figures, rather than emotion, will get the attention of donors and make them reach for their cheque books.
6. To raise money all we really need is a really good brochure.
7. If everyone in the constituency gave just R1, we could raise all the money we need.

And the facts as I have experienced them:

8. In order to raise money, you have to ask.
9. In capital and major gifts fundraising, who asks is often more important than what you are asking for.
10. Most people are afraid to ask and need coaching and encouragement.
11. The donor's needs are usually more important than your organisation's need.
12. For the best chance of success, always ask for the big gift face-to-face (the telephone is a distant second as a method of asking for major contributions).
13. Often a team of two, consisting of an influential volunteer and a representative of the non-profit, is the best approach when visiting major gift prospects.

'Prompt, warm and sincere thanking is often the first step towards the next gift.'

14. The people doing the asking should ideally already have made their own gift to the campaign.
15. Once you have asked for the "hoped for" amount, don't say another word until your prospective donor responds – and even then, don't be tempted to downgrade the ask amount if the answer is not immediately positive.
16. Knowing your prospective donor's giving history and criteria will always enhance your chances of success.
17. When a prospective donor asks for time to consider your proposal, always set a date for a follow-up appointment.
18. Prompt, warm and sincere thanking is often the first step towards the next gift.
19. A reply envelope with a gentle ask: "Please keep this for the next time you are moved to help our cause", inserted in every thank you letter, will increase your annual income dramatically.
20. Some donors require tangible recognition for large gifts, whilst others prefer to be privately thanked and remembered.
21. Corporate, Trust and Foundation Donors rightfully expect and require regular, comprehensive reporting on progress of the projects which they fund.
22. Individual donors, too, should receive regular newsletters showing them how their money is being spent.
23. Newsletters will always cover their costs and create additional income, if they are accompanied by a reply envelope/donation form with a 'soft' ask.
24. If your newsletter shows a profit of more than 100% of its cost, you are probably mailing too few appeals each year. Add one more and see your income soar.
25. Properly encouraged, about 5% of your donor file can be converted to monthly debit order giving.
26. Monthly debit order donors should be thanked two or three times during the year and can also be sent one appeal – such as at Christmas.
27. If you listen to, and act upon, a handful of complaints when you are mailing thousands

Continued on page 3

Forty fundraising facts and fallacies

Continued from page 2

- of letters, you will ultimately destroy your programme. Many organisations make the mistake of listening to the five people who complain rather than the 500 who give.
28. Every complaint should be courteously acknowledged and those who complain can often be turned around completely with a telephone call.
 29. Donors of above average amounts should receive special attention in the form of additional thank you letters or a telephone call.
 30. Donation forms which are pre-addressed will always attract higher responses, and have legible addresses when returned to you.
 31. Include a mention of Bequests in every mailing.
 32. Special events (premières, fashion shows, golf days, etc) should always make a profit. Increased awareness of your cause is insufficient benefit for all the hard work.
 33. Always obtain all names, addresses and other details of attendees at special events.
 34. Cut your programme to only include the two or three that will make the most money for your cause.
 35. Membership is usually a trap that locks people who could give much more into a fixed annual amount (which often doesn't increase with inflation).
 36. If your Board members are not providing at least one, and preferably all three of the 'W's' – Work, Wealth and Wisdom – then they don't belong on your Board.
 37. The most common reason why most Board members and influential volunteers don't give is that they have never been asked.
 38. New Board members deserve a full orientation of your premises, your people and your work, together with a clear indication of what is expected of them.
 39. Research has proved that a serif typeface for body copy (such as the one used in this column) is easier to read and enhances comprehension (rather than a sans-serif, like these few words).
 40. The right mailing list is the most important factor that will improve your donor acquisition response in direct mail fundraising. ■



Just different'

Anthony Hampton's bones are as fragile as fine china. He suffers from a disorder called *Osteogenesis Imperfecta*.

His bones are so brittle that when he was born, doctors told his parents that he would not live past his first year.

Anthony is now 23 years old.

'I grew up in a very normal environment and had to take my hidings just like any naughty kid. They were just a lot softer! Being raised in a regular family atmosphere helped me develop into the adult I am today.'

'I knew that there are many physically disabled people willing and able to work, but unable to find a job. I wanted to change all this, so I started an employment agency specialising in placing people with disabilities.'

'Whether we are able-bodied or have a disability, we face adversity every day. These challenges differ from person to person. Therefore, we are not disabled, just different!'

And this is how Anthony's agency, *'Just Different'*, began.

It is people like Anthony who benefit from Casual Day, which is run and managed by The National Council for Persons with Physical Disabilities in SA. Every year people are encouraged to 'dress up or down, funny or fancy' on Friday 6 September.

Official Casual Day stickers – essential for participation in the event – are obtainable from participating welfare organisations or Absa Bank, and cost R5.

In this way, R5,2 million was raised last year. Visit www.casualday.co.za.

(Readers are invited to submit photographs, together with a brief overview of their organisation's work, for inclusion in this regular feature). ■

Since 1995 Casual Day has raised R22,5 million to help people – like Anthony Hampton – through his relationship with the Association for the Physically Disabled.

FUNDRAISING FORUM

Fundraising Forum is a regular newsletter dedicated to the enhancement of management, fundraising techniques and the promotion of community service, welfare and not-for-profit organisations of all kinds.

It is published by Downes Murray International and circulated, free of charge, to anyone with an interest in the growth and improvement of the non-profit sector and those served by it.

In addition to regular features written by DMI staff, there are extracts from worldwide fundraising publications which are reprinted with acknowledgement to the publishers.

We welcome submissions for publication from all writers involved in not-for-profit work.

Mergers, and a million active volunteers

Bigger organisations with double the clout, and an exciting new campaign to recruit volunteers – Sheila McCallum reports on the UK non-profit scene.

At last year's DMI fundraising seminar, British marketing guru, Marc Nohr made a big impact with his session on branding. Using *The Cancer Research Campaign* as an example, Marc revealed the detailed process his team used to develop a unique identity for the brand, in order to make it stand out from the multitude of other cancer charities in the country, all competing for the same funds.

Now, in what seems to be a complete turnaround, *The Cancer Research Campaign* has merged with its major competitor, the *Imperial Cancer Research Fund*, to form the largest independent cancer research organisation in the world, *Cancer Research UK*.

Mergers make sense

While having no argument with the need for branding, surely mergers like this are the sensible option – and a huge relief for donors who just want to give 'to cancer research'. Rather than investing time and money promoting their differences, the two organisations – now armed with a combined annual scientific budget of over £130 million and a team of 3 000 researchers, doctors and nurses – can concentrate their efforts on the common goal.

Work for nothing!

'Chief Executives required to be caretakers' is the intriguing headline of an advertisement in the recruitment section of the daily press. Read further and you discover the position is for people aged 50+ to mentor young entrepreneurs ... and offers a salary of £000,000.

It's just one of a series of eye-catching advertisements for *The Experience Corps*, an independent non-profit aimed at encouraging older people from all walks of life to volunteer their skills and experience to benefit others in their local community.

The brainchild of American former Secretary of Health Education and Welfare, John Gardner, *The Experience Corps* launched in Britain towards the end of last year as part of a government initiative to marshal one million active volunteers across the country by 2004.

Working with over 80 national and local organisations, *The Experience*



Former creative 'head' at Downes Murray International, Sheila McCallum is now based in Edinburgh, Scotland.

Corps already has over 63 000 varied and imaginative volunteering opportunities on its database – from coaching a local swimming or football team to helping youngsters learn to read, running a lottery, gardening and restoring old furniture!

Getting involved is as simple as phoning a tollfree number or visiting the organisation's website (www.experiencecorps.co.uk) and giving details of your areas of interest or skills, so you can be matched with suitable 'vacancies' in your area.

Wonder if there are any plans to launch *The Experience Corps* in South Africa?

PR or fundraising?

And how long will it be before shoppers in South Africa are stopped and canvassed for support by fundraisers on street corners and shopping malls?

This is one fundraising technique that, to the best of my knowledge has never caught on in SA, but which remains big in the UK.

And there is no doubt it works. Not only from an income-generating aspect, but also as an awareness exercise. Working in groups of ten or more, and wearing distinctive bibs bearing the organisation's logo or name, the fundraisers (usually students working for a bit of extra cash) sign up monthly debit order donors on the spot.

In a couple of hours, a good canvasser (ie one who is friendly, confident and knowledgeable, with a genuine feeling for the cause) will sign up between five and ten donors at an average £5 per month. An extra £6000 (approx. R100 000) annual income – not bad for 10 canvassers doing a few hours' work!

Since they are paid a fixed hourly rate rather than commission, the students can be gracious about refusals and chat about the organisation and its aims without the need for 'pressure tactics'. Perhaps they should be seen as PR people rather than fundraisers? ■

Gardeners wanted
save elderly people from being attacked by dandelions.

CHIEF EXECUTIVES required to be caretakers
AGE: 50+ SALARY: £000,000 (estimated)

MEAL DISTRIBUTION CENTRE NEEDS HELP WITH MOUSE IN KITCHEN
Age: 50+
Salary: £00,000

Do you have a background in IT? In which case, The Experience Corps knows of an organisation that would love your input. In fact, whatever your skills are, chances are we know of someone somewhere that needs your expert help. You need to be in your fifties or over. In your prime, as far as we're concerned. And of course you'll also have to be willing and able to give up some of your time for a good cause. Contact us on 0800 10 60 80 or visit our website. We'll take some basic details and send you an information pack. The next step is for us to help you evaluate your skills and come up with the most suitable vacancy in your area. There's no salary attached to any of the positions we can offer. But we can promise that you will have the satisfaction of seeing your many years of training and hard work pay off in many, many other ways. MA132

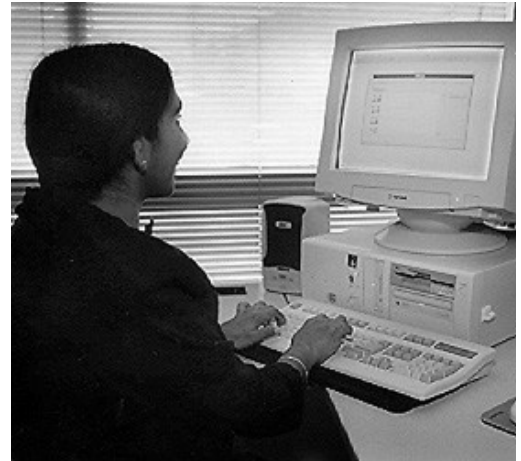
0800 10 60 80 www.experiencecorps.co.uk
the experience corps
YOU'VE TRAINED FOR IT ALL YOUR LIFE

Content strategy

1. **Provide all essential corporate information on your site.** This is a good place to articulate your mission statement, and to make reference to the strength of your advisory board and board of directors.
2. **Provide a brief overview of your organisation** – from its inception to the mission you are carrying out today. Do it with graphics, captioned pictures, and easily downloadable graphs – if they help you to communicate your message. Consider including a succinct 3-5 year strategic plan that describes your organisation's objectives, and why you need the help of others who also believe in your mission.
3. **Use hyperlinks for contact information,** requests for more background on your organisation, e-mail addresses for key personnel, etc. Make these contact points easy to identify and to use.
4. **Tell lots of stories about** how your non-profit is helping to change the lives of people. You must write the stories for maximum impact so that your visitors will want to know more and ultimately choose to become one of your loyal supporters.
5. **Solicit third-party endorsements** from people who love you and who speak words of encouragement on your behalf. Share the good news with the world by putting these endorsements on your site.
6. **Produce an FAQ section** (Frequently Asked Questions). Providing answers to the questions most visitors want to ask about your organisation, saves staff time, displays your openness, and moves the communication process along. This proactive set of FAQs is one of the most important content areas of your Website. Review other non-profit Websites for ideas on what FAQs to ask.
7. **Make good use of your existing audio and video.** The technology is continually improving, and this quality is now appearing on thousands of Websites – although bandwidth issues still persist. Stay current with the advances in this technology; however, use streaming audio and video only when it makes sense for your organisation to do so.
8. **Your Website is the ideal location for you to display** online press kits, news releases, captioned photos, regular updates on your organisation, and links to your other conversational Websites. Check out

your content and make it media-friendly. Then, spread the word to writers and journalists worldwide.

9. **Everything you offer offline, make available online now!** This means all newsletters, direct mail, brochures, etc. In the future, a certain type of visitor will no doubt come to your site, and will only want to read your content online. Do not make this person 'write in' for materials.
10. **Provide a privacy/security statement** for your visitors that explains how you plan to use the personal information you receive. Will you share their names with others? How safe is your Website for donations? In general, how secure is your site? Look for model 'privacy statements' to help you assure your visitor of the online safety of your Website.
11. **Create a section on your Website where visitors and friends can share their own stories** of how they have been touched by the mission of your organisation. This could be one of the most important communication nodules on your Website, because it excites the faithful, encourages others to become involved, and gives you an opportunity to show what you are doing to help change lives.
12. **Design an area on your site that is foundation and/or major donor specific.** When you make a future major request, the foundation or major donor can simply click on this section for a quick tour, which describes your major fundraising needs. This section will act as a status report to major donors, allowing them instant access to the most recent progress made in relation to their specific gift. This section will never take the place of personal contact, but is an important add-on to your formal request.
13. **Whatever content you provide, do it with excellence.** Keep the conversation with your visitors alive and strong. Be a good conversationalist – just as you are with your friends and supporters when you are offline. If a task is once begun, never leave it until it's done. Be the labour great or small, do it well or not at all. ■



Todd Baker, Vice President, Grizzard, gives his Baker's Dozen of proven ways to improve your website.

*Adapted from
Fund Raising Management
July 2001*

Leadership makes a real difference

The success of 'small shops' relies on the quality of their leadership, says Charlotte Rhodes, senior director of development at Baylor College of Medicine in Houston.

While volunteerism and fundraising are important to the success of any organisation, the guidance and involvement from strong leadership is key for small shops. Taking the time to recruit quality board members and to develop a strong board can really pay.

'The most important thing is board leadership,' said Charlotte Rhodes, senior director of development for Baylor College of Medicine in Houston.

One of the first factors an organisation should consider when developing its leadership board is size. Rhodes finds the optimum board size to be 20 to 25 members. A carefully picked team should undertake the task of creating the board.

'A board development team or nominating committee must consist of at least an executive director or CEO, a board chair, a chief development officer and three to four very high profile board members,' Rhodes told the Association of Fundraising Professionals' 38th Conference on Fundraising held last year.

Once the board development team is in place, organisations should take the following steps to build the remainder of the board:

- Access organisation heads to develop a strategy to recruit for the organisation's needs.
- Develop board position profiles or identify qualified candidates.
- Make a case statement for recruitment.
- Research candidate sources.
- Develop a network for these sources.
- Contact and meet candidates.
- Conduct evaluations and selections.

Organisations should follow the same process when seeking to fill vacant positions on an existing board. Rhodes believes that one of the mistakes organisations often make is having an image of a board member that excludes potentially excellent candidates. 'Find a whole new audience of people to be your board members rather than going to the same people everyone else in your community goes to,' Rhodes said.

She suggested that single men, minority groups, people living in rural areas, handicapped, elders and blue-collar workers can make incredible board members or volunteers. Organisations should also always look to friends, colleagues and associates, members and patrons, donors and contributors and continuously build on their file of research sources.

In terms of the financial welfare of the



organisation, nonprofits need to attract board members who will lead by example. They should consider an individual's ability to contribute during the board's screening process. Rhodes strongly believes that development teams must inquire about the candidate's 'fundraising aptitude,' meaning is he or she willing to make contributions, contribute service, help raise money and access people and corporations with money.

Once the board is selected, organisations need to make the effort to support its ability to lead. To get what they need from their board members, organisations should have standard operating policies that clearly define the expectations for board members. Creating interesting board meetings and conducting annual board evaluations are also imperative.

It is important to continually nurture the relationship between board members and between the board and the organisation. After a long career of working with many nonprofit boards, Rhodes has defined many strategies that can be utilised to ensure success. She encouraged organisations to:

- Create short member profiles for each person on the board, for members to get to know one another. Provide each member with business cards.
- Establish a board reference notebook for each board member. Develop a board of directors readiness audit, a survey that reveals how successful the organisation is in engaging and educating its board members.
- Nonprofit executives should also take the time for personal interaction with board members on an individual basis.
- Organisations need to become externally rather than internally focused. In terms of development, staff members can increase performance with a more active approach.

'The new trend is staff-driven. Where we used to always rely on volunteers, we find that now in most major organisations, volunteers are relying more on staff, not for us to be behind the scenes but for us to put the front foot forward in asking for major gifts.'

*Adapted from
NonProfit Times
November 1 2001*

Quick tips for writing and designing a good response card

Next to the letter, the response card may well be the most important item in your direct mail package. It is the last gesture before closing the deal.

It makes sense to develop a card (or form) that really works. A good response card does what its name implies – it generates response – and is practical and easy to follow.

Whenever you're working on a mailing, try to keep this point in mind: A sense of urgency and excitement must flow easily from the letter to the response card. Both pieces should ooze with the same passion and sincerity.

Here are some quick tips to get you started with writing effective copy.

How to write a good response card

1. Be clear about your instructions.

In his excellent book *The Complete Book of Model Fundraising Letters* – (Paramus, NJ; Prentice Hall, 1995), Roland Kuniholm wrote: 'Your letter may motivate someone to give. But if that prospective donor looks at the gift response form and is confused or unsure as to how to respond, all the good effort on the letter is lost.'

2. Use a powerful headline or title.

What do you call your response device:

A response card? Order form? Donor certificate? Enrolment Form? Every response card should have a heading that lets the prospect know what he or she is holding.

3. Restate your purpose.

Your response card is your last chance to make your pitch. So drive your point home by restating what you underscored in your letter.

Remind the prospect of the need and the urgency of your request. Some writers grab attention with a 'Dear John' opening that reads like a letter.

4. Use involvement devices.

Use the classic YES! and NO boxes that must be checked by the prospect. When writing, use the YES! box as an affirmation tool. It's a way to get the prospect to agree with you and your cause.

With the NO box, give the prospect a way to contribute later.

5. Give options.

Depending on the purpose of your mailing, you could give donors a number of ways to support your cause. You could show them how to help you with a one-time gift, a monthly gift or as a partner.

Thanks to today's technology, we have a number of ways to make contributions. And that should be shared with the prospects.

Give them the option of contribution by cheque, credit card or through your Website.

Important tips on design

When you set out to design your response card, think of ways to make it stand out from the rest of the package.

To do that, you have to create an image that would motivate prospects to pick up your card, read it, sign it and send it in with a donation.

Some design ideas include:

• Use a different colour.

Over the years, I've come across a number of direct mail packages that used the same colour of paper and ink for the letter, response card and brochure.

When you opened the package the single colour made you feel that you had one long letter and nothing else. When everything in a mailing looks the same, nothing stands out. The result is, prospects are likely to read a little and put the rest aside.

However, with different colours they are likely to look at each enclosure.

• Make it look like a coupon.

Does your response card look like a response card? Or does it look like a page from your letter? Remember: people feel compelled to fill in blanks. To encourage that, certain graphics must be applied.

Use a strong border line around your copy, giving it the image of a coupon. Another method is to use a perforated dotted line.

• Test different sizes.

Some response cards work best in a full page (letter size) format, while others work in a smaller format. In most cases, the size you choose will be determined by the amount of copy (and options) you use to get a response. My rule of thumb is simple: Lots of copy needs lots of space. Little copy needs little space.

Your next move

Now it's time to look at the enclosure you began working on, and see if you can make it better.

Does it look like a coupon? Does it stand out from the rest of the package? Does it cover all the bases and all the necessary options? Is it crystal clear?

If you answered yes, then take a moment to celebrate. You're ready for the next phase of your venture.



Author, award-winning journalist and freelance copywriter Roscoe Barnes III gives some tips on creating response cards that do their job - generate a response from donors.

*Adapted from
Fund Raising
Management
August 2001*

Maximise your radio publicity

Many radio stations are generous about giving charitable organisations free airtime, particularly through PSAs (public service announcements) in which you can promote special activities with 15- to 30-second announcements.

But beyond the PSA are a variety of other strategies you can use to make the most out of radio airtime, if your cause and the radio station's audience are a good fit:

Invite a radio personality to co-chair your campaign.

Ask one or two local show hosts to be emcees or honorary chairs of your special event. The station will most likely run announcements about the event and the radio personalities' involvement.

Offer your expertise as a talk show guest.

Popularity of talk radio has exploded nationwide. Most talk show hosts need any number of local experts to be on-air guests. If an employee, department head, volunteer, your CEO or board member has expert knowledge and/or involvement in an issue of concern in your community, arrange to have that person be an in-studio guest or do a remote interview at peak listening times.

Keep your contacts current and listen to the stations.

Be familiar with the stations' respective audiences, know the hosts and keep in contact with programme directors and promotions people. Write notes or e-mails when appropriate, to say you appreciated a certain programme because it focused on a



need your organisation provides. Stay in touch and let them know you're there, ready to offer information about your organisation's good causes and current events when needed. Be ready to act on short notice when one of them sees a connection that could lead to you or one of your experts appearing on the air.

Have a nose for real news.

When your organisation has a truly newsworthy new programme or service, write brief but informative press releases to local radio stations. News editors are constantly on the lookout for short and meaty content for news programmes. Their time for each story is often limited to 15 to 30 seconds, and they won't have the time to wade through a two-page press release. ■

Adapted from
 Successful Fund Raising
 Feb 2002

Fundraising Forum is edited by Richard Solomon and Terry A Murray and published by Downes Murray International.

Downes Murray International

DMI are fundraising consultants, working with non-profit and non-government organisations of all kinds, to increase their fundraising effectiveness.

We offer feasibility studies, strategic planning workshops, direct mail fundraising, mail/phone, corporate and capital fundraising campaigns, church fundraising and bequest promotion programmes. In addition, DMI has close links with a number of fundraising consultancies across the globe, enabling us to keep a finger on the pulse of international trends and techniques. For further information contact your nearest office.

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“Reprinted with Acknowledgement to ...”

Fundraising Forum prides itself on keeping South African fundraisers right up-to-date with developing attitudes, trends and techniques, both here and overseas. Among those international publications regularly quoted and highly recommended are:

- The Grassroots Fundraising Journal, P O Box 11607, Berkeley, CA 94701 (6 issues – one year at \$39), email: chardon@chardonpress.com website: www.chardonpress.com
- The NonProfit Times, 190 Tamarack Circle, Skillman, NJ08558 (\$129 per annum) website: www.nptimes.com
- National Fund Raiser, published by Barnes Associates, 603 Douglas Boulevard, Roseville, CA 95678-3244 (\$125 per annum)
- The Chronicle of Philanthropy, P O Box 1989, Marion, Ohio, 4335-1989 (24 issues – one year at \$95) <http://philanthropy.com>
- Fundraising Management, 224 Seventh Street, Garden City, Long Island, NY 11530-5771 (\$98 per annum)
- Professional Fundraising, 39 – 41 North Road, London, N7 9DP (12 issues per annum at £84)
- Successful Fundraising, PO Box 4528, Sioux City, Iowa, 51104 (12 issues per annum \$120)
- Successful Direct Mail and Telephone Fundraising, 2550 Ninth Street, Suite 1040, Berkeley, CA 94710-2516 (6 issues per annum \$119)

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