



## The Glass Menagerie

...a message from Paul Glass, President of CVAS

It hardly seems possible, but we are embroiled once again in a Presidential election year. The campaigns are heating up and will soon start to sizzle as November nears. The campaign trail is a difficult one which requires the politicians and their staff to constantly be on the prowl for funding. In this election year, more than ever, the use of the Internet has become a necessity for success in communicating with the voters.

The nonprofit organizations are not unlike the candidates in their constant quest for funding. Like the candidate, the nonprofit's survival and success depends on the amount of funding it is able to generate. As technology expands and the donor base becomes more comfortable with the Internet and e-mail, the nonprofit, like the candidate, must keep pace.

To help us better understand the positive effects embracing the Internet and electronic technologies can have on nonprofit success, CVAS has recruited Allan Pressel of Charityfinders to submit this issue's feature article entitled "Strategic Internet Use by Nonprofits: Two Case Studies". In his article, Allan discusses the success experienced by two of his clients, the Hermosa Beach Education Foundation and the Coalition on the Environment and Jewish Life of Southern California, who utilized the Internet to raise funds and cut costs.

### Staff Member Profile:

Nora Asp, Acting Western Region Coordinator

This month we welcome NORA ASP to the CVAS team. Nora is our acting Western Region Coordinator.

Nora is a highly efficient person with a background in accounting, bookkeeping, and marketing. She is fluent in both Spanish and English, and even speaks a little bit of Swedish!

If you are located west of the Mississippi River, you should expect to be hearing from Nora in the near future, if you haven't been contacted already. We are hard at work updating our database, and pursuing volunteer opportunities that have not yet been filled.

If you want to contact Nora for assistance or to volunteer, she is most easily reached by email: [lois@cvas-usa.org](mailto:lois@cvas-usa.org).

## Funding Opportunities

As with any nonprofit organization, in addition to volunteers, we are in need of financial support. If your schedule doesn't allow you to dedicate your time or talents, perhaps a monetary contribution will allow you or the organizations you represent, to help CVAS continue its work. Checks can be sent directly to **CVAS at 920 Hampshire Road, #A-29, Westlake Village, CA 91361**, or we are able to accept donations *on-line* at [www.cvas-usa.org](http://www.cvas-usa.org) using American Express, Discover, Mastercard, or Visa, via our secure Web site connection. Remember, Clearinghouse for Volunteer Accounting Services is a 501(c)(3) nonprofit corporation, so your donation is tax deductible. We are grateful for any and all support.

## Kelly's Kolumn

by Kelly Alblinger, CVAS Program Administrator

"I am only one; but still I am one. I cannot do everything, but still I can do something." **Helen Keller**



Kelly - Editing This Issue Over Lunch

Spring is the time of year when nature comes out of hibernation and new life emerges from its slumber. At CVAS, Spring means the creating of new partnerships. We wish to welcome the organizations that registered this past quarter:

- NY de Volunteer Inc. (New York, NY)
- Pearls of Africa, Inc. (Scranton, PA)
- Kids Helping Kids (Saugus, CA)
- 1687, Inc. (New York, NY)
- CrossBridge, Inc. (Wilmington, NC)
- Create Now! (Los Angeles, CA)
- Rhema Empowerment Center (Chicago, IL)
- EKTA (Berkeley, CA)
- Global Futures Foundation (San Francisco, CA)
- DC Prisoners' Legal Service (Washington, DC)
- L A Audubon Society (W. Hollywood, CA)
- Resolution 217 (Vancouver, BC)
- South East Community Org. (Baltimore, MD)
- Marin City Arts Project (Marin City, CA)
- Everett Peace Action (Everett, WA)
- Tech Corps Texas (Houston, TX)
- Multicare Health System (Tacoma, WA)
- Communities in Schools (Augusta, GA)
- Tsa Tsa Studio (Berkeley, CA)

CVAS welcomes the opportunity to assist you in locating a CPA for your needs.

Additionally, CVAS recognizes those volunteers who have just registered and are eager to be matched with an NPO needing assistance. CVAS welcomes:

- Bharat Thakkar (Poughkeepsie, NY)
- Annah Govereh (E. Lansing, MI)
- Thomas Azzarelli (Budd Lake, NJ)
- Aaron Goldman (Woodland Hills, CA)
- Katie McCloskey (Austin, TX)
- Mark Cirelli (St. James, NY)
- Juhi Srivastava (Silver Spring, MD)
- Yang Li (San Jose, CA)
- Mark Colella (Jackson, NJ)
- Xin Xu (San Diego, CA)
- Brent Wheeler (Salt Lake City, UT)
- Joseph Porter (Mission Viejo, CA)
- Nalan Samarawickrema (Lomita, CA)
- Robert Moy (Chicago, IL)
- Tom O'Neil (Staten Island, NY)
- Li Li (Sunnyvale, CA)

## **Strategic Internet Use by Nonprofits: Two Case Studies**

**By Allan Pressel,  
Founder/CEO, CharityFinders**

**Hermosa Beach Education Foundation** (HBEF) ([www.hbef.com](http://www.hbef.com)) provides financial support to the Hermosa Beach, California public schools. The foundation's 2002 revenue was about \$250,000. In April 2003, HBEF realized it faced a severe budget shortfall for the next school year, stemming from California's projected \$38 billion deficit. The foundation calculated that, if the parents contributed \$300 per student, they could completely make up this shortfall.

HBEF realized that \$300 is quite a bit to ask in one lump sum, so they set up their website to accept recurring donations, then suggested that parents set up ten monthly donations (roughly the length of the school year) of \$30 each, to be processed automatically – unless, of course, the donor wished to change or stop their donation during the 10 months. HBEF contacted the Los Angeles Times and two local newspapers to help get the word out to area parents. All three newspapers ran articles mentioning HBEF's website address.

The press coverage resulted in a significant number of donors contributing the requested amount. Some donors have even set up indefinite donations wherein they pledge a specified amount per month indefinitely until they choose to stop the donation. As a result, HBEF raised over \$25,000 in online donations within two months – plus much more offline.

**Coalition on the Environment and Jewish Life of Southern California** (COEJL-SC) ([www.coejlsc.org](http://www.coejlsc.org)) instills a commitment to environmental protection rooted in Jewish values. COEJL achieved the ultimate in e-mail list signup – 100 percent!

They used four specific techniques to achieve this feat.

- First, they asked! Every time they asked anyone for any information for any reason, COEJL-SC asked them for their e-mail address. Most people happily provided it.

- Second, COEJL-SC highlighted the “help us save trees” message by promising to eliminate paper through increased e-mail use. (Of course, as an environmental organization, they had an advantage; however, every nonprofit can use the same rationale.)
- Third, COEJL-SC appealed to their members' desire to lower administrative overhead costs by pointing out that e-mail would reduce postage, printing, and labor costs. Therefore, more of their membership dues and donation dollars would go to the cause, and less to overhead.
- Finally, COEJL-SC told their members that in order to continue their relationship with COEJL-SC; they had to provide their e-mail addresses. Luckily, everyone complied. That last strategy is a risky one, but certainly the first three can be used by any nonprofit looking to obtain e-mail addresses for 100% of their database.

COEJL-SC has also discovered that e-mail and e-newsletters facilitate support by enabling the reader to click within the text and easily donate, volunteer, or take other action to support the nonprofit. For example, in discussing a new service or program, COEJL-SC can embed a link that says "Click here to volunteer/donate to support this program."

Plus, electronic communications can easily be forwarded to friends, family, neighbors, and colleagues – especially if COEJL-SC simply asks members and donors to do so.

CharityFinders offers [NonprofitSite123](#) -- an online tool that enables any nonprofit to build its own world-class website in just a few hours, with no training or technical skills required.

You can check out the products and services offered by CharityFinders at: [www.charityfinders.com](http://www.charityfinders.com). Allan Pressel can be contacted via e-mail at [allan@CharityFinders.com](mailto:allan@CharityFinders.com) or by calling 310-793-9707