

### Marketing research experts look at charity service quality, connectivity

Charities that are concerned about lapsed donors need to understand that, in all probability, those people are simultaneously active donors with other charities. That's a key point of a column from a recent DonorSpeak™ e-letter sent by the marketing research firm of Campbell Rinker.

It points out that 67% of active donors and 68% of lapsed donors say that if their charity fails to deliver on expected service qualities they would stop giving. Fail to meet these service expectations and 14% of active donors and 13% of lapsed donors say they will decrease gifts. Some other interesting factoids:

- Failure to express thanks for gifts is a reason for 20% of donors to lapse and 35% to decrease contributions.
- Donors sense genuine gratitude and a stronger connection to a charity that sends thank-you notes separate from receipts and even specific gifts.
- Guilt and manipulation cause two-thirds of active donors and 50% of lapsed donors to stop giving.

### Museum getting hammered in Alaska wants to avoid being just another nail

A museum in Haines, Alaska is pitted against an iconic Los Angeles museum that takes in 1,200 times the annual revenue.

From a *Wall Street Journal* story, two trademark applications are pending for the identical name "Hammer Museum" and the commissioner for trademarks says the winner will depend upon which museum first used the name in commerce.

Dave Pahl is a volunteer who started his Hammer Museum in seven years ago to display a variety of old and new hammers located in a small town in southeast Alaska. His museum took in about \$8,100 in revenue

last year, and to save money on an attorney he filed the trademark application online.

He's up against the Armand Hammer Museum of Art that now seeks to shorten its own name and trademark.

Pahl controls the right to use the domain [www.hammermuseum.org](http://www.hammermuseum.org) though he lost the rights for [www.hammermuseum.com](http://www.hammermuseum.com) to the Los Angeles museum last year and he's refused to sell it his dot-org rights.

### Limit on Irish charitable deduction will be a disincentive for top earners

With Budget Day looming in December and a Tax Consolidation Act as part of the discussion, Irish finance minister Brian Cowen has been asked to get rid of last year's restrictions on charitable deductions.

Gifts to charity had been lumped into other tax shelters such as the film industry, some arts and property investments, and the stallion industry. High income (equivalent to \$700,000 and above in the US) Irish taxpayers will in the future be limited to deductions up to half of adjusted gross income.

The organization Philanthropy Ireland points out that charitable giving should not be equated to tax shelters, yet the legislation does just that. "Philanthropy – or planned giving – is a completely different thing.... Society benefits from philanthropy, not the individual," said Jackie Harrison, CEO of Philanthropy Ireland.

### Meal preparation company release says charitable giving "just got tasty"

A Canadian franchise promoting its meal preparation service seeks to use participating charities that thereby get four percent of the purchase price.

Citing Statistics Canada, the release claims that the same people are doing all the giving, yet just a bit more each year in a

competitive market. Canadian donations increased 13.8% from 2004 to 2005 though the number of donors is up just one percent.

SupperWorks asks charities to sign up with it, then have supporters order the meals and part of the proceeds are designated to that organization. The company provides the food preparation and utensils on site as well as menus and clean up. Customers assemble 12 full-sized family meals in about two hours to be taken home and cooked.

### **Valuing volunteers after finding them**

The annual Independent Sector report on Volunteering In America is out, and the value of a volunteer's time is up to \$18.77 per hour from \$18.04 per hour in 2006.

Yet first charities need to find them.

The Bureau of Labor Statistics has released data showing that 61.2 million Americans volunteered at least once in the year ending September 2006. This is 26.7% of the population, down 2.1 percentage points compared to the prior three years.

The group most likely to volunteer is aged 35 to 54 (31.2%) and those least likely are in their early 20s (17.8%). Charities are almost 60% more likely to find married people as volunteers than singles (32.2% versus 20.3%).

### **Finding intent, opportunity, & death, Blow sends Tasmanian thief to jail**

Two years ago a Red Cross volunteer on the job stole \$38,900 hidden in a heater at the Tasmanian home of a mortally wounded pensioner.

Last month, Supreme Court Justice Alan Blow found Harvey Rex Turnbull guilty and gave a six-month jail sentence. Turnbull had found Eric Keith Lee collapsed following an apparently accidental and self-inflicted gunshot, then plundered the cash from Lee.

“While he lay dying in an outbuilding, Mr. Turnbull took the money and put it in his vehicle. That night he drove to a logging coupe at Bakers Beach and buried the money,” said Justice Blow. “I am satisfied the intent was to take the money.”

### **This giving circle is very tightly knit**

You may be familiar with the concept of a “giving circle” promoted by the Forum for Regional Association of Grantmakers and others. A group of individuals collaborates to learn about community needs and charitable giving, pool charitable resources, and collectively determine where to donate.

Last April a group of women in Lewistown, Pennsylvania began work along much the same line. That was when Roberta Ritchey started a knitting circle, meeting the fourth Tuesday of the month. She'd expressed a desire to start something for charity and says her dream came true.

Eighteen women joined the cause, knitting and crocheting sweaters, blankets, hats, blankets, and teddy bears. Their first donation was to Abuse Network Inc. to help victims of domestic abuse and violence.

They will also deliver their handmade warm clothing to a Moscow organization helping orphaned kids, lap robes to the veteran's hospital, and ultra soft “chemo caps” for cancer patients.

### **2 months ago / Planned Giving Today**

*“You're 16, You're Dutiful, and It's Time” appeared in the September 2007 issue of Planned Giving Today®.*

“Our code [Model Standards of Practice for the Charitable Gift Planner] needs to be clear in order to be useable. We can cut the verbiage by over half, focus on best practices, and recognize that these principles connect in three filial aspects of ethics, relationships, and technical competence.”