

## Belt-Tightening Basics



Nonprofits often have liquidity problems even in the best of times. So, now is the time to keep a serious eye on fundraising expenses.

**Reduce** — Reconsider the paper you use for your newsletter or fundraising appeals, which can represent up to 30 percent of the cost of printing. Switch to inexpensive paper and consider using lower-weight stock to reduce your postage costs. Donors will understand when you explain that you are forsaking a little quality for cost savings.

**Innovate** — Tap into some innovative yet low-cost marketing and public relations techniques. Write letters to the editor of your local paper or provide guest columns on important issues that your organization addresses. Ask local ad agencies to create public service announcements for you.

**Piggyback** — Ask businesses in your community to include your fundraising appeals in their mailings. They'll appreciate the chance to do some good, and you'll enjoy some cost savings.

**Network** — Make sure your board helps you save money as well as raise it. Have them mine their networks to find individuals and businesses willing to donate goods and services for your projects and events.



CERTIFIED PUBLIC ACCOUNTANTS & CONSULTANTS

[www.williamskeepers.com](http://www.williamskeepers.com)