
WELCOME 2021



Look heavenward and speak the word aloud.
Peace. We look at our world and speak the word aloud.
Peace. We look at each other, then into ourselves
And we say without shyness or apology or hesitation.

Peace, My Brother.
Peace, My Sister.
Peace, My Soul.

-Maya Angelou

DRUM ROLL, PLEASE...

It's here at last! After many years of thinking about this, planning, evaluating, and thinking more – I am happy to announce the **Danosky & Associates NPO Membership Program: Building a Better World.**

Since opening our firm in 2008, we have been building a valuable archive of information. Now – we can bring that information to you in a way that you can easily find and have it at your fingertips.

Therefore it gives me great pleasure to invite you to become a Danosky & Associates NPO Member. The fee is \$49.00 a month (or a discounted fee of \$450 per year).

A D&A membership will grant you entree to an archive of high-value content easily organized for you to use and access to our consultants with expertise covering the following:



STRATEGY



GOVERNANCE



FUNDING



FINANCE

Here's a sample of what you'll get:

- 1) **Office Hours – the consultants are in!** - Our consultants will also host monthly virtual “Office Hours” open to all members.
- 2) **Webinars** - We have a full slate of webinars scheduled which will be offered to members at no cost.
- 3) **Podcasts** - You'll have all episodes of “Brick by Brick Today,” our original podcast, at your

fingertips.

4) **Templates** - We will share with you the templates we use when working with our clients.

5) **More Surprises** - Early signup and access to webinars, discounts on board resources, access to special guest lecturers and exclusive interviews, and tips from other leaders in the nonprofit world.

Before we finalized our plans, we sent a few of the NPO's we've worked with over the years a survey asking what if they were interested in a membership program and what they thought the value of such a membership might be. Most people said it would be worth over \$50 a month. However, we have decided to offer it for \$49 a month, wanting it to be accessible for most organizations.

Click [here](#) to learn more and become a Danosky & Associates NPO Member!!

Let's start building a better world together.

***Please note, as we launch our membership program, we realize that there may be a few glitches. Please email us at admin@danosky.com so we can straighten them out. Thank you!*



UPCOMING WEBINARS

We are offering a three part webinar series focused on building a donor-centered fundraising program. Since the onset of the pandemic, many NPO's have had to find alternatives to their traditional events. These workshops will walk you through the phases and strategy of creating a strong, viable, and sustainable fundraising program.

• Jan. 21, 8:30-9:30 am: **Getting to Know Your Donors**

Before you can build a strong donor-centered program, you need to know and understand your donors. This first in the series will explore the process of identifying and then qualifying donors, so you can develop the right strategies for the different groups of donors you have.

• Jan. 28, 8:30-9:30 am: **Cultivating and Asking for the Gift**

We will explore the process of cultivating and assessing when is the right time to ask a donor to give – or give more. We will also review the do's and don'ts of asking for the gift, when to go alone, when to bring a board member, and how to craft a thoughtful “ask”

• Feb. 4, 8:30-9:00 am: **Thanking and Stewarding**

Here is where the rubber meets the road. You can do all the work in identifying, qualifying, cultivating and asking – but if you don't thank and steward, it will all be for naught. When I first learned fundraising years ago, we were taught that the “thank you” is the first step in the process of asking. We will review the fundamental principles and the more current nuances that can be used to be sure your donors keep coming back.

REGISTER HERE

The price for each webinar is \$29 or get all three for just \$50! However, if you decide to become a member, you can attend all of our webinars at no cost.

LISTEN TO OUR NEW PODCAST!

We hope everyone is enjoying the launch of

Danosky & Associates podcast, 'Brick by Brick Today!'

Have a listen and check out our second podcast, **Breaking a Million...**

[LISTEN HERE](#)



GOODWILL FOR THE NEW YEAR



From time to time we like to consider the perspective of our Director of Goodwill (DOG), Atka and channel her thoughts. In that spirit, here are Atka's musings on what we learned in 2020 and aspirations for 2021:

Over the past year, I've been hearing my human say how hard things have been...But, to be honest, this has been the best year of my life! My human was home so much more, I got to go on more walks, and I spent almost every day outside! I know there are lots of humans that need help staying happy and being positive in the New Year, and as the Director of Goodwill, that's what I'm here for! From my perspective, here are a couple of lessons we've learned this past year that we can hopefully keep in our

back pocket to make sure 2021 is brighter.

- 1) Enjoy the little things:** I love it when my human buys me new food and takes me on an extra-long walk! I have also seen lots of new walking trails, smelled lots of new smells, and my owner has gotten me lots of different yummy treats!
- 2) Focus on what matters most:** My human still works long days, but I love when she snuggles up with me after dinner and we get to relax in our cozy home. I miss seeing my co-workers every day, but I am so happy when they stop by and play with me outside!
- 3) Make time for your passions:** For me, it's exercise. I love to run, jump, and play outside! I come in and out of the house all the time so that my humans have to get up from their seats to let me out!
- 4) Give it all you've got:** I love to give myself a new challenge every once in a while, whether it's jumping over a fence or teaching myself a new game. Whatever I do, I do it until I master it so I can impress my human and her friends!
- 5) Be nice:** I'm constantly making new friends on my walks, and I always wag my tail to let everyone know how happy I am to meet them. I hardly ever growl, and I make sure to be very appreciative to everyone who shows me love (which is everyone)!

The past year has been hard for so many, but I am so lucky to have been able to play more, love more, and spend more time with the humans I love. Happy New Year to all my two and four-legged friends!

At Danosky & Associates, we are committed to helping you through these challenging times. If you would like to schedule a complimentary consultation on any of the topics covered in this newsletter, please contact info@danosky.com.

applied through an equity lens with innovative strategies for an ever-emerging future.

Our Vision:

Every nonprofit will have the capacity to make the world a better place.

Our Mission:

We provide nonprofits the guidance, support and tools necessary to build a better world.

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