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Hi, . Here are your Articles for July 1, 2014.

Keep in Touch Inexpensively

Communication is a key factor in the success of not for profit organizations and for-profit companies. If customers don't know a store exists, they won't buy from it. If staff, members and volunteers don't understand your mission, they won't stay motivated or focused on your goals.

Not-for-profit organizations and companies have another thing in common: Advertising and marketing make up costly, important items in their budgets. But communication isn't just about expensive placements on billboards, Yellow Pages listings, or newspaper ads. There are several free or low-cost, effective ways to get your message out to the public. Among them:

Speeches. Never pass up an opportunity to give a speech, whether it's informal over coffee, a talk at the annual Rotary luncheon or a PowerPoint presentation at a convention. Seek out these opportunities - which can even be lucrative for your organization - to spread the word.

E-mail. Electronic mail is an effective, proactive way to keep your organization in peoples' minds and to drive them to your Web site. Regular e-mail messages remind staff members, volunteers, members, contributors and everyone else in your database of your mission. In addition, they are easily forwarded to others.

Newsletters. Sending them by e-mail is more cost-effective than real-paper newsletters, which can be very expensive and are often simply tossed in the trash. E-mail newsletter recipients are more likely to scan through them. Avoid PDF files, which can be cumbersome and difficult to download. Include such topics as recent accomplishments, scheduled events or workshops, additions to your Web site, tips, and information about grants, new programs or staff. Spotlight a particular program and proposed legislation that might affect your services.

Letters to the editor. They're free and some newspapers offer both a "letters" section and a longer "forum" section for opinions on everything under the sun.

Conversation. Never underestimate the power of exchanges you have throughout the day at places ranging from a networking function to the line at the grocery store. Promote your group whenever you get the chance. The more people who know about it, the more who can volunteer, benefit from your programs and spread the word to their colleagues, friends and relatives.

Good communication offers not-for-profit staff members the chance to develop written and verbal skills. Recruit volunteers to take over some of these tasks and you'll see how quickly your



Pictures Say it Best

Perk up your newsletter with a few photos of your activities. If people see what their donations can accomplish, they are likely to give more.

group benefits.

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