



Building Blocks

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Paradigm Shift
Studio^{inc}

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Tip of The Month

The nature of the relationship between businesses and the non-profit sector continue to evolve and become interdependent of each other. Think of it in these terms: your non-profit is in need of resources - funding, volunteers, products; and the business is in need of affordable advertising and community activities that will enhance their work force and boost their market share in an increasingly competitive world. Building a long term relationship can create a win/win relationship where both entities are helping each other reach their goals.

[Submit your Fundraising "Tip for Success" and be highlighted in a future edition of the Building Blocks newsletter!](#)

Take A New Look At Where Your Organization Is Headed

Most of us are quick to identify what's wrong in our organization. Paradigm Shift Studios takes a different approach, starting with the conviction that your organization's strengths are the building blocks for future success. Most planning and development processes focus primarily on an organization's problems—what needs to be fixed. Paradigm Shift Studios uses a process known as Appreciative Inquiry, which identifies and builds on what is working well in an organization. The process is reality-based and rich in possibilities.

Appreciative Inquiry uses a 4-stage process:

1. **DISCOVER:** The identification of organizational processes that work well.
2. **DREAM:** The envisioning of processes that would work well in the future.
3. **DESIGN:** Planning and prioritizing processes that would work well.
4. **DESTINY (or DELIVER):** The implementation (execution) of the proposed design.

Whether your goal is increased revenue, greater mission effectiveness or higher organizational efficiency, Paradigm Shift Studios will engage your employees, board members and volunteers in a process that builds ownership and creates clear, attainable strategies to reach your goal. The Paradigm Shift Studios Leadership Team is deeply committed to this approach and will partner with you to build on today's strengths for a successful tomorrow.

Building Blocks For Success

SnapShot for Success

The SnapShot for Success program is a results-oriented, step-by-step program that assesses organizational strengths and opportunities, engages donors, and provides your organization with a customized "next steps" strategy report. [Learn more....](#)

Organizational/Fundraising Assessments

Paradigm Shift Studio's in-depth assessments provide insight on improving your ability to raise funds, maximize staff and volunteer effectiveness, and create long-term organizational stability. [Learn more....](#)

Visioning and Strategic Planning

The right vision and planning empowers funders and nonprofits to SOAR to new levels of success. Believing that an energetic and positive approach creates new opportunities for engagement and solutions, Paradigm Shift Studio uses a unique approach to Visioning and Strategic Planning that identifies (S)trengths, (O)pportunities, (A)spirations and (R)esults. [Learn more....](#)

Revenue Enhancement Programs

Paradigm Shift Studio helps you quickly analyze the areas that hold the greatest potential

Workshop Spotlight

May 8, 2007
8 - 10 a.m.

**Positioning & Marketing
Your Organization:
*Creating a Brand that
Works***

Learn the top three marketing mistakes non-profits make. What makes your organization unique and how to position it for maximum impact. How to do a marketing plan in 24 hours and What the Loop Marketing Theory is and how it stretches your marketing dollar.

Non Profit Development
Center – St. Charles
427 Spencer Road
St. Peters, MO 63376

Cost \$45.00
[Register Now!](#)

Resources

Free Accounting Software from Microsoft. Microsoft is offering a free version of their Small Business Accounting Program called, Microsoft Accounting Express 2007, for nonprofits. To download your free copy or for more information, visit www.ideawins.com

for revenue success and build custom programs to ensure donor engagement and loyalty. [Learn more....](#)

Leadership Development

Paradigm Shift Studio helps board members and staff members discover individual and collective strengths, explore spheres of influence, and create their individual toolkits for overall organizational success. Working as a cohesive team you will be able to reach new levels of success and more effectively serve your constituents. [Learn more....](#)

Community Partnerships

Understanding how to create the community partnerships some funders require may be overwhelming, but it is also the key securing additional resources and maximizing your impact. Paradigm Shift Studio, Ilc helps your organization identify strategic partners and create a plan for win-win relationships. [Learn more....](#)

Workshops

Paradigm Shift Studios offers a variety of workshop experiences filled with best practices and working models for your organization. Continuing education credits as a Certified Fundraising Executive are available for Paradigm Shift Studios workshops. [Learn more....](#)

Fundraising 101

You've bought the books, attended the conferences ... now what? Paradigm Shift Studio is partnering with Ashley Gray to offer you and your board hands on training. Modules include: Fundraising, Solicitation, Prospecting, Donor Communications, Campaigns, Special Events, Planned Giving, Grants and the Roles of the Board, Committees and Development Office. [Learn more....](#)

Leveraging your "Brand" to Create a Winning Corporate Partnership Program

Corporate sponsorship opportunities are a potential win/win for both the business and for you, the non-profit. When a business aligns their company with your organization's mission, you leverage your reputation in the community and provide that business with additional credibility, access to key audiences, and an opportunity to showcase their community involvement.

High visibility is the key to a corporate partnership success. Identify the companies who have an interest in your constituency. Contact the company's marketing or sales department and show them how they can reach new customers by partnering with you. Be specific. Think about your constituency's demographics. Your corporate partner wants to know: how many people will they reach, what types of people, how will they reach them, (i.e. newsletters, billboards, signage, special events, mailings, thank you ads, etc.) Start the discussion by highlighting the benefits of a partnership with your organization.

Every non-profit organization has unique corporate partnership benefits. Here are just some of the benefits you might offer:

- Listing and/or logos on websites,
- Naming opportunities,
- Tickets to special events,
- Newspaper ads,
- Newsletter highlights with the opportunity to put a discount coupon or special ad in that newsletter,

- Company-provided volunteers for a special event (and be promoted).

Once you establish a corporate partnership, the relationship is just beginning! A great way to stay in touch is to provide your corporate partner with a report on what you are doing for them. For example: In December the ABC company was listed in our annual report that went out to over 15,000 donors. The ABC Company is being highlighted in our newsletter this month, which will reach 17,000 families in St. Louis and St. Charles. The ABC Company was highlighted at our golf tournament where over 250 saw your commitment to our children.

Keep extending invitations for future collaboration. You'll be amazed at the synergy you've started! Remember, companies are interested in communicating to prospective customers and helping the community. Show them how a partnership with your organization will help them do both and you've created the win/win for everyone!

Partner Spotlight

Tjd Design Studio
Terrie J Dehn
636.530.6033
tjddesigns@earthlink.net

Terrie shares that "With my background working in advertising agencies, I realized that smaller companies have a need to promote their businesses in a graphic, creative way, however, they are not in a position to afford the costs of an ad agency. I can provide the ad agency ideas, experience and expertise without the ad agency price." Terrie offers integrated marketing concepts and designs that can boost a companies visibility and customer base. My experience lies in various media which includes: Logo design, Print and Newspaper Ads, Corporate Brochures, Direct Mail, Billboard Design, Trade Show, Magazines, Posters, Sales Kits, Web Design, Stationery, Promotions and more.

The benefits a Paradigm client has when choosing to work with my Terrie's studio is:

- Quality Ad Agency experience
- Award winning designs
- Meet or exceed deadlines
- Help organizations and companies achieve their creative goals
- Special discount rate on all creative to Paradigm clients

"TJD Designs will not only capture your vision, but enhance it dimensionally. Owner/President Terri Dehn offers the talent to brand and stylize your product for all media. For strong concepts and finessed, high-caliber creative, experience my perfect choice, TJD Designs."

*Carolyn Eck, Owner/President
Heart to Soul Concepts, Inc.*

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Paradigm Shift Studio | 11970 Borman Drive | Suite 250 | St. Louis | MO | 63146