



## Fundraising tips shared for tough economy

**By Hallie Sampson**

How do nonprofit organizations effectively raise money in a tough economy? February's luncheon was filled with useful information as to how many companies are succeeding in their fund raising efforts. February's panel was made up of three knowledgeable professionals who gave both sound advice and an inside view on how to successfully fund raise in this economy. Panelists were Laura Jordan, Marketing Director for the YWCA-Charleston, Mort Gamble, Special Assistant to the President at Bethany College, and John Ballengee, President of

the United Way of Kanawha Valley. Many people want to give excuses as to why they should not give money. The downturn in the economy is just another excuse people use to say no. Despite the excuse, it is still possible to raise money, and to raise it efficiently.

As a fundraiser, one needs to tell the donor where his or her money will go. The donor needs to know exactly what is happening to the money that is given. Educating the donor is extremely important and it makes the decision to contribute much easier.

Communication is key when working with fund raising. One on one communication with each donor is ideal, and thank yous are a must if they are to donate in the future. A personal touch should be given to a phone call

or even in a handwritten letter if it is financially feasible. Also, give every bit of information that the donor needs to make the decision to give.

Another very important factor in fund raising is that it needs to be made easy. Publics will give more if they can give without it being a hassle. Payroll deductions are a fantastic way to do this and the donor does not really miss the money. Be creative as well. One way to get newer donors to donate is through new social media.

Many more tips were given during February's meeting, and most of the advice given can work in more than just fund raising scenarios. Communication is absolutely key not only when working with fund raising and donors, but with all other aspects of professional life.

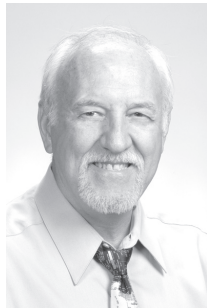
## Wiater passing mourned

John W. Wiater of Wheeling, WV, a highly respected member of the public relations community, passed away on February 28th, 2010.

He was an accredited member of PRSA and an inductee to the College of Fellows. Wiater's highlights of his selection to the College include counsel to office of Governor Cecil Underwood's Office of Technology; co-founder position of The Entrepreneurs' Academy; contributions to the West Virginia Humanities Council, and others. John Wiater was a winner of multiple PRSA and International Association of

Business Communicator awards. Before he established the now twenty-two year old firm, J.W. Wiater and Associates, Waiter held senior executive positions with Burnson-Marsteller and Mangus, Catazano, Skaare. John Wiater was a member of the Advisory Board for the E.W. Scripps School of Journalism and a proud graduate of Ohio University.

John will be missed by his fellow members in the PRSA, and we tip our hat to his experiences and guidance in the field.



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# Announcements

## Join now and save \$50!

President George Manahan and Membership Chair Laura Jordan have set a goal of attracting 30 new chapter members during the chapter's 30th anniversary year. Please join the board in welcoming our four newest chapter members and one reinstated member, listed on page three. With these four new members, we are 13.3% of the way to reaching our goal!

Do you know someone who should be a member, but still hasn't joined PRSA and the West Virginia Chapter? If so, March is the perfect time to spring into the organization!

PRSA has a spring promotion that prospective members may have trouble refusing. For those who join PRSA in March or April as a new regular member (\$225 dues, plus \$65 initiation fee), PRSA will waive the first year of chapter dues. That's an immediate \$50 savings! Unfortunately, this promotion is not available to Associate members.

To join PRSA and the West Virginia Chapter for FREE, just visit [www.prsa.org](http://www.prsa.org) and use the code SPRING2010.

We look forward to reaching our goal with your help!

### PRSA-WV benefits

- Accreditation support
- Chapter & Verse
- Code of Ethics
- Committee service
- Leadership opportunities
- Membership directory
- Monthly programs
- Networking opportunities
- Online job postings
- Professional development
- Skills development
- Volunteer opportunities
- Web site

## PRSSA chapters active in relief for Haiti

By Hallie Sampson  
WVSU Intern

PRSSA chapters at both West Virginia University and West Virginia State University are contributing their time to help the nation of Haiti in its time of need. Both schools are taking donations to the next step while being incredibly inventive.

West Virginia University PRSSA affiliated with Underground Printing. Together they made and sold T-shirts for the WVU basketball game with Villanova. All of the proceeds from the shirts went straight to benefit Haiti through the Red Cross. PRSSA of WVU is determined to sell all of the t-shirts and are certain that it will be done. When all the t-shirts are sold, up to seven hundred dollars will be donated to the Red Cross.

West Virginia State University's PRSSA teamed up with Dr. Paul Mocombe, a sociology professor at State and a native of Haiti. The organization and Dr. Mocombe are putting together and promoting the 1st Annual Mocombeian Foundation Benefit Golf Classic benefiting The West Virginia State University Haitian Scholarship Fund. The money raised will be used as a scholarship fund to bring two Haitian students to WVSU to complete their college educations.

Both PRSSA chapters started working very soon after the Haitian earthquake occurred and have been active while being creative at the same time.

WV Chapter  
welcomes new and  
returning members

Please join the WV Chapter Board of Directors in welcoming our newest chapter members as we strive for our goal of 30 new members in our 30th year.

Stephen R. Brothers-McGrew  
WV Wesleyan College  
21 Shawnee Trace  
Buckhannon, WV 26201  
Upshur County  
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brothersmcgrew@gmail.com

Jessica Isner  
Instuctor  
West Virginia State University  
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Institute, WV 25112-1000  
Kanwha County  
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St. Joseph's Foundtion of  
Buckhannon, Inc.  
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Upshur County  
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Moroch  
Parkersburg WV 26101  
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President  
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Marietta, OH  
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frank-collins@suddenlink.net

# Meeting Notice

The Accredited in Public Relations (APR) accreditation is invaluable to all those who earn it and to the agencies that hire them. It's the epitome of the public relations profession. The Accreditation Program was established in 1964 and is the only public relations national post-graduate certification program. It rates the professional's understanding of the public relations



field and how this knowledge can be applied to the real world. Presently, there are more than five thousand possessors of the APR mark from the agency, corporate, association, and education fields.

Join us noon, Wednesday, March 17th at the Marriott for a discussion on the APR process in West Virginia. Our panelists, Joe Long, APR, of Verizon, and Jennifer Goddard, APR, of Ann Green Communications, will start the discussion with a brief APR quiz. They will then talk about the value of the APR designation, share information on the APR exam process, and describe the path forward for those interested in taking the plunge.

The noon luncheon will be located in the Charleston Marriott Hotel in the Gauley Room. The Board of Directors will be meeting at 11:00 a.m., just before the luncheon. Reservations are required for this meeting and must be received by Friday, March 12th, 2010. Cancellations after the deadline will be billed. The cost for the meeting is \$17 for both students and members and \$22 for guests. You can register and pay online at [www.prsawv.org](http://www.prsawv.org).

.....  
\_\_\_\_\_ Yes, I will attend the noon luncheon meeting on Wednesday, March 17th.

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Guest \_\_\_\_\_

Company \_\_\_\_\_

\_\_\_\_\_ Check enclosed for \$17 per student or member and \$22 per guest (\$\_\_\_\_\_)

Reservations are required for this meeting and must be received by Friday, March 12.

Make check payable and mail with reservation form to:  
PRSA-WV Chapter  
PO Box 13604  
Charleston, WV 25360-0604

PRSA-WV Chapter  
PO Box 13604  
Charleston, WV 25360



March 17th  
Take the APR plunge!  
Joe Long, APR, and  
Jennifer Goddard, APR  
Gauley Room, Marriott  
12:00 p.m.  
Board meeting  
11:00 a.m.



## President's Corner

**George  
Manahan**

March is a great time of year. The legislative session ends, the weather improves, the NCAA basketball tournament is in full swing and baseball season is only a month away.

For me, March serves as a renewal of my spirit. Even more so this year given the rough winter many of us have experienced.

So, it is appropriate that our topic for this month's meeting is about how we, as public relations practitioners, can grow within our profession. While it is not a requirement to obtain Accredited in Public Relations (APR) status to be recognized as a top PR practitioner,

we encourage you to seriously consider obtaining the designation.

APR measures a practitioner's fundamental knowledge of the communications industry and demonstrates a commitment to professional excellence and ethical conduct.

I am pleased to announce that our membership continues to grow. In February, we welcomed seven new members: Adrienne King, University Charleston; Larry Malone, Malone Consulting; Patricia Lake, St. Joseph's Foundation; Emily Myers, MOROCH; Stephen Brothers-McGrew, West Virginia Wesleyan; Jessica Isner, West Virginia State

University; and Leah Nixon, Ferris State University. Please welcome them to PRSA.

As you know, we have set a goal of 30 new members in 2010.

While we are off to a great start, March and April are good months to join PRSA. When you join the national organization, your local chapter dues are waived for the year. This is a great opportunity to recruit your friend or co-worker to join PRSA.

Have a great March!

