



## Nonprofit Newsletter July 2020

### INTRO

It is with Sorrow that I start this newsletter with the knowledge that Jerry Peruzzi has tendered his resignation as CEO/President of the Upper Tampa Bay Chamber of Commerce. He is going to retire to the Villages. Oh my how we will all miss his leadership, guidance, and friendship. He has brought many new things to the Chamber. His six year tenure has brought standards, accountability and tracking among other things that has brought this Chamber to its level of excellence today. I am sure we all will wish him nothing but the very best in his retirement.

Having said that, it is the old saying that when God closes one door he opens another. We are blessed with Mark Howe as Jerry's replacement and everything he brings to the Chamber with his knowledge inside and out as to the Chamber's inner workings and his relentless work toward making all things happen for the good of the Chamber members. I do believe he knows every single person in the area. He is a long time resident of Oldsmar. Thank you Mark for taking on this Chamber's leadership role. We are here to support you.

For something different this month I am going to print a Non Profit information sheet provided to me by Sheila Neisler. She is starting a blog on her website and below is some of what is out there. You can also contact Sheila at [Sheila@Catalystgetsresults.com](mailto:Sheila@Catalystgetsresults.com)

### This month's feature: 6 Tactics NFP's could be implementing through COVID

As COVID has wreaked havoc on our economy, the Not-For-Profit sector (NFP) is also reeling, facing an unprecedented demand for their services. NFP's are a community's "safety-net," helping to provide the basic needs, support, medical assistance and scientific research to our friends and neighbors. They are the "human" side to our humanity.

Here are several tactics NFP's can implement to build their sustainability in these uncertain times.

1. Review your fundraising levels – People have full hearts; they may not have full wallets. Consider creating lower levels to increase engagement. Go for an 'easy' yes – versus an 'easy' no. When you ask for a donation above someone's mental set point in donations, it makes it easier to say no. As Gerald Jacobs said, "I'd rather have 100 donors at \$10.00 than 1 donor at \$1,000." Losing that one \$1,000 donor means you have to start at square one versus creating opportunities and deeper engagement with the \$10.00 donors. Are there partnerships (sponsor-sharing) opportunities to get people on the ground floor?
2. Learn the "why" of your donors not your needs. My FSU sorority house needs to be rebuilt – so a fundraiser assumed my 'why' I would donate six figures was 'keep up with my peers.' Her "why:" "best school experience, best sorority on campus needs the best housing" versus my "why" made this an 'easy no'.
3. Realize that volunteers each have unique qualities – lean into their "best" versus trying to fit the needs that you have. Outgoing? Put them in fundraising, community engagement, make them YOUR cheerleaders (the community already knows your "cheer" – a different voice gets heard differently.) Triage your volunteer list – perhaps you can create some new energy by giving someone a different responsibility.

Realize they have many, many choices – and many, many reasons to become involved. There are 12,000 charities in the Tampa Bay area and EACH ONE is looking for money and some sort of volunteers. How are you better? What makes you different? (It will help with fundraising as well!)

4. "Sell" to the heart AND the head – a 2 pronged-strategy. Talk about your impact from both a "go-good" AND a financial perspective. One charity focused on feeding homeless adults daily. In truth, they served not only working (and housed) adults but had a jobs program. In one year, they were able to get 40 people employed and living off the street, saving a community \$1,600,000 in services (police, fire, jails, ER, hospital visits and social services). Instead of "just" food, they were now offering "Food & A Future!" – different messaging entirely. Business people and foundations want to hear – not how many YOU helped – but what impact THEIR investment had on the community as well.
5. Shine the light a little brighter on your donors – specifically your business donors. Cause Marketing (a profit/not-for-profit partnership) can be a game changer for a business. It can drive sales, create greater awareness, build morale and help with recruiting for that business – AND the NFP gets greater access to their clients – they get additional "real estate" to sell their cause to new donors and volunteers.
6. Make your website "personal" – there's no such 'person' as info@, giving@ or donations@! People donate to people with good causes. Limited staff? NO worries: ask an outgoing board member who is interested in sharing your message (and getting their brand / company name / differentiation out in the community). As in Cause Marketing, aligning with a NFP is not only good – it is good for business.

## **SHOUT OUTS FROM JUNE**

### **Project POP Drop**

Ok, Sharon has outdone herself once again. The collection of items with the assistance of the City Of Oldsmar and the Upper Tampa Bay Chamber of Commerce yielded an entire truckload of donated items by the citizens of Oldsmar who were shopping at the Walmart. Several of the Angels from the membership of the Chamber and the City Hall worked hard in that hot sun on Saturday June 20<sup>th</sup>. At the end of the day, all of the donations were given to the Oldsmar Cares. Unloaded by that same group of Angels.

### **Top of the Bay Kiwanis**

Its coming to be the time for the 41<sup>st</sup> Midnight Run July 3/4<sup>th</sup>. It's virtual and it is not too late to sign up through the website. [www.kiwanismidnightrun.com](http://www.kiwanismidnightrun.com). In case you weren't aware of what a virtual run is: you can run or walk the desired distance, a 1-mile, walk, 5K run/walk or a 10K run at any time or any place on your own before or on the date of the race being July 3<sup>rd</sup>/4<sup>th</sup>. Then email your name, your time and the date you completed the race into the race director after you have completed the race.

### **Chi Chi Rodriguez**

The school children are still receiving a food supply on a weekly basis during this Covid 19 debacle. The Staff of the Youth Foundation have been working hard to prepare for the upcoming school year.

### **Jan Stephenson Crossroads Foundation**

The Tarpon Woods Golf Club has opened the restaurant as the Patriots Bar & Grill. Special care is given for all the veterans who dine there. Do not forget to drink some of Jan Stephenson's wine. This organization does so much for the Disabled Veterans.

### **The UTB Education Foundation**

The foundation gave out scholarships to two very deserving young students for college. Walter Acosta from Alonso High School and Fernando Rauseo from Countryside High School. These young men were awarded the scholarships at the Upper Tampa Bay Chamber of Commerce Awards Banquet on Friday June 26<sup>th</sup>. There were three other recipients Madison Platt from East Lake High School, Dyshaun Robinson from Leto High School, and Gabriella Hernandez from Sickles High School who were unable to attend.

## **NONPROFITS ACTIVITIES FOR JULY**

### **Mattie Williams Neighborhood Center**

Is raising money for the kid's backpacks that each child gets to start a new grade each year. The number is 350. This year it will be quite the challenge. Be aware of a program when they will need assistance to meet the need. I hope that we can help them out. If you are going to donate for this cause, please designate Back Packs on your check. I will be happy to collect any food supplies and get it to them as they continue to service so many more families then normal.

## **NONPROFITS ACTIVITIES FOR JULY CONT.**

### **Pop Drop**

Sharon will be descending along with her other Angels on Liberty Manor for Veterans on July 31<sup>st</sup>. Per the usual, she will need your donations of gently used clothing and canned goods, brand new socks and underwear. At present, there are over 30 Pop Drop boxes in various businesses in the footprint of the Chamber. Be on the lookout for them. We have a drop off box at the Chamber as well.

### **Chi Chi Rodriguez Foundation**

Chi Chi's is asking for donations this month as follows:

4<sup>th</sup> grade wish List (12 -15 students)  
Standard # 2 pencils  
Large Pink Erasers  
Box of colored Pencils  
Pair of inexpensive ear buds (Dollar Store)

5<sup>th</sup> grade wish list (18 students)  
Packages of #2 pencils (no Mechanical)  
Package of colored pencils  
Pencil box or pencil pouch

Middle School wish list (54 students)  
Packages of # 2 pencils  
Composition Books  
Clear Pencil Pouch  
1 ½ inch three ring binder – white

In general, there is a need for paper towels, tissues and hand sanitizers. With all the good work they are doing at the Academy, I am hopeful that we can help them out this coming month or so.

With the Covid 19 swings up and down we are all in a bit of a “done with it” mood. If we can just continue to be kind to one another and try very hard to evade the flu and later on this year, we will prayerfully come back to what we previously called “Normal”. Right now Normal is simply a setting on the washing machine.

One last note: July 22<sup>nd</sup> there will be a celebratory good bye party for Jerry Peruzzi at Leo's restaurant from 5:30 to 8 pm. This will be your opportunity to thank Jerry for all the outstanding leadership he has provided the Chamber during his tenure as our Leader. Help us send him off in Grand Style. See you there. Due to the 50% capacity rule please register at [utbchamber.com](http://utbchamber.com), because the seating will be limited.

PS I am still collecting grocery bags and dozen sized egg cartons. Please and thank you.

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