



PRESS RELEASE

Try Something New to Raise Nonprofit Funds in Today's Economy

*Facilitation Proactively Anticipates Opportunities and Challenges
According to Eichenberg & Associates*

If you work in a nonprofit organization, you know there's never an off-season for fundraising. Add to that a slowing economy, heightened demand for nonprofit services, more competition for funding -- and fundraising is even more critical.

Many organizations repeat their fundraising activities from year to year, which helps build awareness and reduces the learning curve of pulling together the event. Regardless of the number of times the event has been conducted, however, hiring an outside facilitator to assist in event planning can often make the event more successful, according to Jennifer Eichenberg, a facilitator/coach with expertise in helping nonprofits.

Eichenberg points out that an organization can benefit from the techniques that a facilitator uses to build consensus, assure objectivity and highlight issues that do not appear obvious to the group.

"Recently, I approached a nonprofit to offer my facilitation services for an upcoming fundraiser and was politely turned down because the event had been successfully executed for five years in a row. The organizer of the event felt confident that the process already in place would assure success," said Eichenberg. She continued:

"The event was very successful and it generated more money than any previous year. However, the event was such a hit that parking became an issue with many potential patrons unable to locate a place to park. So, as much as the event was a success, it was also a failure."

Eichenberg explained that a trained facilitator would have asked in the planning process "If this event is wildly successful, what could potentially happen to undermine it?" Chances are the facilitator's question would have prompted committee members to foresee the potential for a parking problem, giving them time to proactively address the problem.

"A good facilitator has a toolbox of great questions and skills to help organizations do a better job of planning and executing special events. Hiring a facilitator to assist in planning your next event may more than adequately make up for the cost of the services provided," Eichenberg concluded.

For more information about facilitator assistance, contact Jennifer Eichenberg at (734) 620-4162.

About Eichenberg & Associates

A lifelong learner, Jennifer Eichenberg has taken her passion for enhancing everyday communication and created a business dedicated to improving performance and building stronger relationships. Eichenberg & Associates is the synergistic result of her experience in coaching, education and training, complemented by two master degrees. Clients and groups who have worked with Jennifer Eichenberg find her collaborative style to be effective and straightforward.