



Best of the blogs

Donate now!

- American DM consultant Dan Shaw marvels at the wonders of the old typewriter font Courier in his **Happy Donor Blog** (<http://happydonors.com>). In tests, he says, it still almost always wins out against Times New Roman, even in emails and among the most unlikely of audiences – teenagers.
- **Intelligent Giving's** blog explains why the watchdog is becoming more fussy in the way it assesses charities (www.intelligentgiving.com). Where it used to give charities points for "borderline acts of transparency", now IG uses 43 criteria before it comes out with its quality of reporting score. "Reviewing a charity's quality of reporting will never be an exact science, but that won't stop us trying," it says.
- **Noggerblogs**, a member of the public and blogger on Bluefrog's Charity Blogger (www.charitybloggers.com) takes a pragmatic approach to direct mail incentives after receiving two through the post: a pair of gloves (pictured) from the Diabetes Research Wellness Foundation and a dog blanket from IFAW. He dismisses the idea that incentives provoke embarrassment, saying the charities are only doing their jobs. "Surely we all have more personal reasons for feeling guilty and embarrassed!"



- And thanks to Howard Lake at **UK Fundraising** (www.fundraising.co.uk) for singing the praises of PF's flash new website. He points out that the site now has a range of RSS feeds on different fundraising techniques and that we will be offering a lot more online content as 2008 progresses. Check out the new site at www.professionalfundraising.co.uk

HOW TO...

Get promoted

LAURA HAYDEN, FUNDRAISING RECRUITMENT CONSULTANT, BADENOCH & CLARK

1 Master your current post
Know your role inside out so that other colleagues know they can rely on you. Conquer your current role to show you can take on more responsibility. For example, mastering the budget for your portfolio of corporates will demonstrate that you could move on to handle budgets for the whole corporate department.

2 Do extra to increase your visibility
Get involved in all areas of work at the charity. If you are a direct marketing fundraiser, help out on an events night. This will raise your profile across the charity.

3 Tackle weaknesses
Do you have weaknesses that will stop you from being promoted? What can you do to remedy them? Be proactive. Try going on a course to enhance your knowledge of charity law or asking a colleague to

give you guidance on Excel spreadsheet formulae.

4 Presentation
How do you come across at work, not necessarily with what you wear but what you say and how you act? You should be confident and positive in what you say and what you do; this is crucial if you want people to take you seriously.

5 Challenge the status quo
Put yourself out there and don't be afraid to suggest new ideas. You do not have to start a revolution but a small idea can go a long way.



MAKING DM WORK FOR YOU

The eyes have it

DAVID BURROWS, HEAD OF FUNDRAISING, TDA



Were your eyes drawn to the picture above? The primary role of an advertisement is to gain attention and convey emotion – and one of the oldest tricks in the book is to use eyes. We mammals are instinctively programmed to respond to this, which fundraisers can use to their advantage.

Try split testing a conventional head and shoulders shot against an alternative crop of the same image that closes in on the face. I'll wager that the version with the tighter crop reels in the donations. Whether you're raising funds for people or animals, the eyes have it.