



## FREELANCE FORUM

PO Box 250024  
Atlanta, GA 30325  
404-705-2400  
www.freelanceforum.org

### Annual Membership Dues:

Individual - \$75  
Couples/Partners - \$120  
Student - \$60

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F R E E L A N C E

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E-NEWS FOR  
MEMBERS & SPONSORS of  
THE FREELANCE FORUM  
DECEMBER 2000

Thursday, December 7, Meeting

## Moving from Print to Electronic Media: Positioning Yourself for the Future



It's a digital world—are you prepared? **Tim Hussey** (Agnes Scott's director of interactive communications), **Jim DiVitale** (digital photographer, computer illustrator/imager and trainer) and **Evelina Shmukler** (digital writer and columnist) will share invaluable recommendations to help you succeed in the new media. **Bonnie Reavis** of Zenith Design Group will be facilitator. **(Guests, bring our ad in the OZ Creative Index for FREE admission.)**

**WHERE:** The Hampton Inn, Piedmont Room **WHEN:** December 7, 6:15–8:30 PM  
**ADDRESS:** 1152 Spring Street **ADMISSION:** FREE for Members/Guests \$10

**DIRECTIONS:** The Hampton Inn (404-872-3234) is conveniently located at 1152 Spring Street, immediately south of the intersection with 14th Street. Look for the Inn on the right-hand side of Spring Street, which is one-way southbound. Go through the lobby and continental breakfast area to the meeting rooms.

## A Member's Perspective: Working With Non-Profits

In October, Paul Glickstein contributed an article about the rewards of working for non-profits on a pro-bono basis. I have done a great deal of work for non-profit groups over the years, going all the way back to the late eighties. However, I always got paid, even if it was a nominal fee. In many cases it was a pitifully small amount of money, but it seemed to help the clients understand that what I was providing was truly a valuable service, and I got that warm, fuzzy feeling of having contributed something important and appreciated.

**Ensure that the organization you are working with understands the value of your services.**

This year I took on a very large project that was completely pro-bono; that is, for no fee whatsoever. I knew going in that there would be a lot of work involved, but I was extremely enthusiastic about the work as well as the cause involved.

In many ways the experience was a valuable one, and I

do not regret taking on the project. However, I learned a great deal about working for *free* with non-profits that I would like to share with the other members of the FreeLance Forum.

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**SPREAD THE WORD! SEND THIS NEWSLETTER TO TWO FRIENDS.**

## COMING NEXT MONTH: "Marketing Your Small Business" WORKSHOP WITH MORGAN SHOREY

Please join us in what could be the most important and useful meeting of the year for your business. What a great way to kick off 2001!

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## Perspective continued

**1.** Make sure the cause is something you truly care about. If you do not, you will find yourself resenting the time it takes to finish the project, especially if it is a lengthy process.

**2.** Get informed about the group you are working with. If you are not familiar with its workings, make an effort to learn more about it. If it has open board meetings, attend at least one or two to see how the meetings go.

**3.** Find out how well the people involved in the approval process get along. Is the board, or executive committee, well organized and functional? Or are there personality conflicts within the group that will make your job a lot harder?

**4.** How many people will be needed to approve the project in its various phases? The more individuals involved in the process, the longer it usually takes, and the more your concepts stand the chance of being watered down.

**5.** Is enough time being allowed to do the job? When a board decision is involved, there can be delays due to the time between meetings. If printing is involved, non-profits frequently use low-cost printers or those who will donate part or all of their services. If this is the case, you will usually need more time for production—and if you don't allow enough time, you may run into serious problems without enough time to solve them.

**6.** Ensure that the organization you are working with understands the value of your services. Issue a statement when the job is finished, stating the total value of what you provided. Unfortunately you cannot deduct services from your taxes, but the non-profit client should have a clear picture of what you donated.

If you follow these guidelines you will almost certainly have a positive outcome and feel that you have accomplished good things while "giving something back," a feeling we do not always get while working in advertising and for large corporations.

—Linda McCulloch

Design That Works Communications Inc.  
(and Past President of The Freelance Forum)

## He Brings a Refreshing "Pop" to Our Meetings

On behalf of all FreeLance Forum members who attend our regular meetings, the Executive Board would like to thank **Richard Grimsley** for his generosity and effort in providing soft drinks at our monthly get-togethers. Richard humbly considers the soda his contribution to the organization. Our caps off to you, Richard. You are greatly appreciated!

## CLASSIFIEDS

**For Sale:** Epson 1520 color printer. Prints up to 11x17 and 720 dpi at PostScript Level 2. Still has 5 months left on the warranty. \$400 (o.b.o). Call Sharon if you're interested. 404-966-7525.

## SUPPORT OUR SPONSORS!

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Comprehensive list of agencies, studios and corporations  
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