

## Module 8 Transcription

### Module 8.1:

Welcome everyone to module number eight. You have been doing great so far. This is going to be a shorter module. And then in the next module, we're really going to recap everything and talk about where do you go from here? What are you doing with your day? How do you continue to find those donors? How do you continue to level up and increase from three digit donations to four digit to five digit to six digit donations?

And that's all going to be in the next module. So, let's jump in over here. 📌 I'm going to start off with recommending a book.

This book is called Eat That Frog by Brian Tracy. And I love this book. It is a very short book. You could probably read it online for free somewhere, although it's also on Amazon. And the whole idea of the book is that if you had to eat a frog today you would want to get that done as soon as you could.

That is the idea of Eat That Frog. And what's really important about it is that there's a lot of things you're going to have to do as you're running your non profit or if you're a fundraiser for your non profit that are uncomfortable. Even if it's just picking up a phone call, to call a new donor, potential, a potential donor, or a current donor, whatever it might be.

There's going to be times where you're like, Ugh, I really don't want to do this and you push it down the line. Just do it! Just eat the frog. When you get the thing that's hardest for you done first, your whole day becomes easier.

And this is really, really important because there's a lot of things you're going to have to do, from accounting, to fundraising, to marketing, to whatever it is that you have going on. If you push off the one thing that's hardest for you to the end of the day and you keep pushing it off, your whole day is going to feel like you're stressed.

Your whole day is going to feel like you're busy. Your whole day, you're going to have a voice in your head that says, Oh my gosh, I have so much to do. I have so much to do. I have so much to do. So many people reach out to me and they're saying like, I don't have any time to do things, but actually, we all have the same amount of time.


And yes, you can get to a point where there's honestly too many things to do and you really don't have the time. That has, I don't want to say never happened, but it is rare, it is very rare

that anyone has come to me and we've gone through everything and they actually don't have the time. Most likely there's some error in how they're prioritizing what they need to get done.

Eat the frog. Do the hardest thing that you need to get done that day first because then your day will feel much more relaxed. You won't have that feeling of like, Oh my gosh, there's so much I need to do. So we've talked about this in the time management. What's your most urgent thing, your most important thing?

That might be your frog. Your frog might not be urgent or important. It might just be something you really hate doing. Like let's say you need to update a spreadsheet with your donors and you're not a spreadsheet person. You're a schmoozing person like, you just want to talk to people.

Oh my gosh, it's so annoying and you're pushing it off and, by the end of the day, you still haven't gotten it done and so you're still feeling the same stress. Block everything off. Ten minutes. Get it done. So that is about Eat That Frog.

 On a similar topic, procrastination. This happens to all of us, right? We find ourselves certainly if you have social media, just clicking into social media and scrolling and then, oh my gosh, where did the time go? Or again with Eat That Frog, you know, you're just pushing something off.

So what's going on with you when you're procrastinating? So the moment you catch yourself procrastinating, you have to stop and say, okay, I realize I'm not doing what I need to get done. And ask yourself the question, do this out loud. It's very helpful to literally say these words out loud. What is stopping me?

You can say whatever words you want. Why am I procrastinating? What is stopping me? And your brain will give you the answer. It's pretty amazing how that works. You say out loud, what is stopping me? And your brain is going to tell you what's stopping you. You got to listen to that kind of little voice that's telling you.

Generally speaking, there'll be two reasons. Reason number one is because you have a fear around something, right? So it's a fear of calling a donor.

It's a fear of, you know, you might mess up at something, whatever that fear might be. So check in with that fear, recognize, okay, you know what, that's part of doing anything great. There's going to be scary parts, you're trying to change the world, you're creating something incredible in the world, whether it be in a business or in a non for profit, you're helping change the world for a better place.

There's going to be hard parts. You power through, sometimes you might get hurt, things might not go 100 percent amazingly. But that's okay, right? No one is expecting you to do it a hundred

percent. You can do these hard things and you can be okay with failure. Let's say you go to a donor, you're asking for donation.

He's like, no, I can't, I'm not interested in giving. Certainly happened to me, I can't even count the amount of times, right? But you move forward, you learn the lessons that you learn from there, and we've talked about what happens when a donor says no, or let's say you post on social media about your non profit, and no one comments on it, or worse, people comment some negative things, that's going to be part of your process.

The idea is to recognize, okay, this is, what's holding you back is this fear, and you speak it out, out loud, Okay, I'm okay with doing hard things. I'm going to do this hard thing, and I'm going to become okay with whatever happens to me and even if something difficult happens and you're not okay with it, that's part of it as well.


Meaning it's hard if you post something on social media and people react with negative comments. That's difficult. So you'll be okay with those difficult moments. Changing the world is messy but you're ready to get messy. So, number one, why you're procrastinating might be fear.

And number two, which is very often the case. It's just a lack of clarity, so like, ugh, I don't want to have to put in all these numbers in a spreadsheet. Okay, let's get clear. And again, speaking this out loud to yourself can be very helpful. What is the first thing I need to do? Break it down into bite sized chunks.

Okay, fine. I need to write down next to each person their email address. Okay, fine. I'm going to start with five. Five email addresses. Okay, great. I did that. Writing yourself a checklist. Breaking it down step by step, like incremental steps will allow you to not procrastinate. Because when you're procrastinating, you're just overwhelmed.

Your brain's like, I don't know what to do. I don't want to do it. Forget it. Breaking it down, using the prefrontal cortex of your brain to essentially talk to the lower part of your brain, the limbic brain. The limbic part, which is just saying, I can't do it. I don't want to do it. I'm emotional. Say, no, we're going to break this down into bite sized chunks.

Will help you stop procrastinating. We've talked about this before, but I'm just going to mention it again. If you find yourself spending more than 10 minutes on any one thing, stop. We just had a client who was telling me he spent 45 minutes learning how to use something in Canva to design a pitch deck. And I said you can do it in AI for 10 minutes or you can outsource it on Fiverr or Upwork or other platforms. Obviously, some jobs take more than 10 minutes, but if you're stuck on something for 10 minutes, move on.

 The next topic I want to discuss is imposter syndrome. If you don't know what it is, Google it. You know what, I'm going to Google it right now. Imposter syndrome. According to Google

,those who suffer from imposter syndrome often doubt their skills, talents, or accomplishments. So I'm here to tell you, and you are there to tell yourself, You are good enough.

There will be times where you'll succeed massively and times where you'll fail miserably. But you are the person for this job. You are the person for this non profit. You are the fundraiser for this non profit. You are the person that is good enough to do whatever it is that you're setting out to do.

Why? How do I know this? Because no one else is doing it. No one else is doing it. You are the person that is doing this. And so if you're doing it, you are good enough. Everyone has heard of this. I am impossible is really I'm possible, right? You may have heard of that. And so Imposter is I'm poster like I'm the poster child for this.

I don't know if that's good but anyways, the idea is that you are the poster child for this so anytime you're gonna get this voice in your head, it says like oh my gosh, I don't know what I'm doing, I'm not good enough for this, I'm never gonna be able to make it, reach out to your cheerleading crew that we've talked about way back in module one, having the people who are going to pick you up when you fall, reach out to your coach, either through nonprofit navigator or whoever your mentor is, reach out , because it's a tough job what you're doing.

So make sure you have that support and know that you are going to be able to do it. Doing the work and trusting the process will help you recognize, okay, I'm just going to do what I know I need to do, which is all the steps that you've learned to a nonprofit navigator, researching your donors, , reaching out to them making sure the marketing is up to date with whatever you're doing.

Making sure that the actual people who are benefiting from your nonprofit are you checking in with them, that they're benefiting and everything is going smoothly. You are doing amazing things. Always remind yourself of that. 📌

📌 I'd like to share this slide over here.

Right, you can see the power of not yet. Right? Image number one, I can't do it. I can't do it yet. You're gonna learn new things, you're gonna meet new people, you're gonna try new things, and you'll be able to get there. You will be able to get there.



The next item I'd like to share here is saying no.

Saying no is just saying yes to something else. So you're building something. When you're building something, lots of different opportunities are going to come your way. It might be

meetings with people. It might be another job opportunity that's like a part time thing. It might be a webinar you could attend.

Be very mindful how you spend your time. Part of what we're gonna discuss in the next module is about monetizing your skills so that you can make more money as an individual. However, what I'd like to share with you is the following line. Saying no to one thing really just means saying yes to something else, right? So if someone's like, hey, let's go out for coffee and meet for an hour, You know, this just happened to me literally last week. Someone's like, hey, come to this meeting for an hour.

And he sent me a flyer. And I said, you know, that sounds awesome. What is the meeting about? And he's like, well, we're not really sure we're just going to kind of get together and discuss. I was like, okay if it was the best meeting possible, what would happen at the meeting, and what are some of the goals?

And he sent me back a two minute voice note, which was essentially, 'I don't know, but we just think it's important to meet.' I didn't go to the meeting. It would have been great, I'm sure it would have been a good time, and there's good people there, and the speaker was, you know, the person they were bringing in to speak is someone who I happen to respect, and I'm sure I could have gained something.

But by saying no to that, I said yes to other things. I said yes to the job I'm working on right now, which is my current job. I said yes to more family time. Maybe yes to more me time, whatever it is I'm saying yes to, you only have a certain amount of hours in your day. And so start becoming very mindful.

What am I saying yes to? What am I saying no to? I'm saying yes only to things that are helping build my non profit. Or if you're doing non profit part time, I'm saying yes to things for my non profit and to my job. And to whatever else is valuable in your life, if that's your family, me time, travel time, spirituality, whatever is important to your life.

So, start becoming more guarded about how you just give out your time. Not everyone is going to be able to have access to your time. You are in charge of your time. If I haven't mentioned this already in a previous module, I believe I did, using something called Calendly is what I use. And so people can book my time at a 15 minute or 30 minute interval, and that way I always know I have time blocked off for either the things I need to do for work or for my nonprofit.

## Module 8.2:

📌 📌 📌 📌 📌 Welcome to module eight part two. Eight lessons that I have learned in the world of nonprofit. In addition to everything you've already learned from me that I've learned in the world of nonprofit. I consolidate these eight. I thought about what do I see happen a lot.

📌 📌 Okay, so lesson number one. Don't get lost in an echo chamber you might have the best idea in the world. You think it's the greatest but I've seen people stumble on this. They're in their echo chambers. They are only talking to the people who are giving them yes and saying it's such a great idea.

The gap between a great idea and that great idea actually happening with the funding and people buying into it and people benefiting from it. Like there's so many things that need to happen. And so make sure you have someone criticizing you, make sure you have someone who's going to give you the constructive feedback and tell you the difficult news and make sure that you're being held accountable for when something doesn't make sense with the budget.

I can't tell you how many people have come to me who have nonprofits and they're like, well, our next idea is going to be X and it's just going to cost us a million dollars literally. And, and, but we're going to raise it because it's such a great idea. Just because something's a great idea does not mean that it's going to actually happen.

📌 Number two, and this is probably the biggest one of the eight. Pay yourself first! How many times have I said it? You must pay yourself first. You are the most important person in this organization. If you are the non profit founder, or if you're a one man show, you must pay yourself first. If you're just a fundraiser in a larger organization, I'm assuming you're getting a salary at this point.

Not just commission, but also a salary, but it is so important that you make sure you get paid, that those first fundraise dollars that come in go to you. Why? Because this whole non profit wouldn't happen if it wasn't for you there. You must make sure that some of that money is going to you. Obviously in a fiscally responsible and ethical way.

You must make sure it's going to you. Otherwise you're going to burn out very quickly. Going to be stretched too thin very quickly. You're not going to have enough money to support your family. You're going to be finding yourself volunteering all the time for your non profit. You will fall apart,

the non profit will fall apart, and ultimately all the people that you were trying to help won't benefit. Make sure you pay yourself first. If you got one thing from this entire nine module course, it's that.

📌 Number three is relationships with your board. If you have board members, and when I say board members, I mean your official board members, or really anyone who's kind of bought in on your idea that has capacity to either the three W's of a board, right? Wealth, have capacity to give. Work, have capacity to help out.

Or wisdom, have capacity to mentor you and they're knowledgeable about the topic of your non profit. Make sure you build the relationships with those people. And face time equals trust. Okay, if you're getting actual face time with these people, they trust you, they trust to know what you're doing, they can give you feedback.

It is worth putting in the time and efforts needed. And it does take time and effort. It does. To check in with your board even if it's just every other month. Checking in with them on an individual or on a group level. Quick story about a friend of mine whose non profit was in serious red.

Something happened and they lost about half their money, basically overnight. And he was, because he had such a close connection with the board, he was able to turn to the board and they were able to bail him out. And his non profit was able to get back on his feet. And it's been ten years and they're still rockin and rollin and had he not had that close relationship with his board, the whole thing would have fallen apart.

📌 Okay, number four. People avoid asking for money. I mean, this is the whole reason of this entire course. You must ask for money. No money, no mission. It's just math. Do not forget SUE, Sue, right? Specific, urgent, and emotional. That's what goes into any good pitch. And do not forget the 80 20 rule. 80 percent of your money comes from 20 percent of your donors.

Like, you should be spending 80 percent of your time, if not more on the people who have capacity to do that to give to you in a significant way with a significant dollar amount that they like what you're doing, not just because they have a lot of money, but they have a lot of money, they align with your mission, everything we've already discussed.

But that's where you should be putting your time and effort because 80 percent of your money comes from 20 percent of your people.

📌 Number five is something we have not yet discussed in this course is don't be afraid to fire people. Now, you might be a one man operation, but you might be a two or three or five or ten

man operation. And there are certain things that come up where someone has to be let go, and you can't be afraid to do that.

Now, here's a couple of pointers on that. Number one is when you're bringing a person on, have super clear expectations. What are their KPIs? What is it exactly that they need to do? What does success look like and what does failure look like so that they know it and that you know it and it's super crystal clear and nonprofits.

I've seen this a lot of times and I'm guilty of it. A lot of times where it's just like, you're a great guy and we're doing great things. So come on board and we'll do it together and we'll, we'll just figure it out as we go. Yes, there is some of that sometimes, but 80, 90 percent of it has to be super duper clear about what it is that they're supposed to do, why it is that they're hired and, and what a success and failure look like.

Like I said, that will, that will cut out 90 percent of your problems. Now, if you actually do need to let somebody go, it should not be a surprise, right? There should be conversations that are happening beforehand. If he or she is not doing well at something, you're helping coach them, you're asking them what support they need to overcome that struggle, whatever it is that they're struggling with.

It should not be a surprise. It should not be the first conversation. There should be a conversation beforehand. Hey, you know, you were supposed to do A, B, and C. It wasn't done on time or it wasn't done well. Here's how. Here's why. Here's how I saw it happen. Someone needs to be let go. They should know that it's coming down the line and they should know that you did everything in your power to help them keep their job and do well.

And the reason for that is because, well, a, just because that's a nice human thing to do, but also it's very expensive and time consuming to fire someone and to find someone new, they have to get readjusted and re acclimated with the culture of your nonprofit and everything that you guys are doing.

Like, there's a lot that goes into it. And so it's much better to just, if you can, to coach the person through their struggles and give them their support. If you do need to fire someone give them the right amount of time, you know, ahead of time. Don't just be like, you don't have a job tomorrow.

You can coach them and try to help them find another job. You can give them recommendations if you indeed ethically can. Another great piece about this and this just goes to hopefully not having to fire someone is hire better, right? Think about when you're hiring someone, how are you hiring someone?

Are you just hiring someone on a gut feeling? I've seen this all too often. For me, the two things that I look for when I hire someone is communication and dedication. If you are a good



communicator and you and I can talk and I know you're going to respond to my emails and WhatsApps and whatever it might be, of course at the appropriate times of day.

Then I know we can probably work through anything. And even if something doesn't go well, I know that you can communicate it to me. I can communicate feedback to you. If we have good communication, from what I've seen, a lot of issues are not insurmountable. Some of them obviously can be, and that's happened too.

But for me, communication and dedication. You've got to be all in, even if you're a part time staff person. I want to know that you're dedicated to this mission.

📌 Number six is do not stretch yourself too thin. We talked about this right, making sure you know what you're saying no to and what you're saying yes to. If you stretch yourself too thin, everyone suffers. You suffer, the non profit suffers, the people who you're helping suffer. If someone is asking you, oh, just come to this meeting, or just do this, or just do that.

And you know that it's not in your best interest or in the non profit's best interest, et cetera, then you have to say, like, I would love to, but I'm just focusing on X, Y, and Z right now, and I need to do those really well, and if I take on this new project, or this new thing, or this new responsibility, I won't be able to do X, Y, and Z really well.

And that's it. You need to be able to be able to say yes to the things that you're doing, no to the things that are taking you away from that.

And additionally along the lines of stretching yourself too thin, you want to go fast, go alone. You want to go far, go as a team. Make sure you have people who are helping you. There are so many people who are ready to help who can be volunteers. Treat your volunteers like kings and queens, like we've talked about.

But if you have people with you, you can go really far. Build slowly. Rome isn't built in a day and neither is your non profit. It's going to take time. Things take time. People have other parts of their lives. Give it patience and you'll be able to build something incredible.

📌 Number seven is make sure that your bookkeeping is up to date from a legal aspect for sure. As well, just so that you know how much money is coming into your bank account. So that you know how much money is coming into your non profit's bank account and how much money is going out.

I'm putting a email below for a phenomenal bookkeeper, Yigal Siegel. You met him in module number two and please reach out to him for your book, any bookkeeping needs. Highly recommend him.

📌 And lastly, number eight, everything in writing. Wow, how many times have I been affected by this and I've seen others be affected by this. Everything, everything is in writing. If you have a Zoom meeting you can use AI to record it and give you the transcript notes.

Make sure you send a follow up email that says, here's what we discussed. If you have a contract, it should not be verbal. It should be written down afterwards. If there's a verbal understanding between you and someone, follow it up with an email. If there's policies about your non profit, they should be in a Google Doc, written out very clearly and shared with your board.

What does your board responsibilities look like? What power do they have? Do they have firing power? Do they have hiring power? Anything and everything within your non profit should be written down. This helps with so many headaches down the line. It might be annoying to do, but the more that's written down, the more you can come back to it at a later date and say, Hey, remember we wrote, we said this, I don't remember it that way.

Well, look, here we have this written down. And it also helps with misunderstandings in the moment. Oh, we just had this meeting. Here is my written recap. And then a person might write back, Oh, I didn't understand it that way at all. Okay, let's go back to that. When you have things in writing, It will save you untold amount of headaches and potentially even legal aspects that might come up.

Those are eight really important things that I have seen in the non profit world. See you in module number nine.