



Module 6:1

Hello everyone welcome to module number six, taking care of yourself. We're going to talk about two major topics in this module. One is about paying yourself, something super important. And the second one is about work-life balance and time management.

If this is something that you feel like you've already mastered, you can totally skip this module. Otherwise, I think it's pretty important. We're going to start off with something called profit first.

Okay so in the text below, you can see, I put a link to a YouTube video.

It's about eight minutes long. I decided not to upload it over here, but you can watch it if you want. It's a concept called profit first developed by Michael Lowitz, great name. He built it in a way for businesses, which does not fully apply to nonprofits

however, the concept very much applies and the concept is pay yourself first. He created this concept because he saw way too many startups paying themselves last. And seeing maybe there was a little bit of money left over at the end of the month or some unexpected money came in from sales and like, oh, I made some money this month.

And his whole approach is that if you approach your business this way, you will always lose out. You will always be stressed. You will always be chasing and chasing and chasing. And because you're doing it that way, your business will actually suffer, not do well, even though it would seem to be counter-intuitive.

If I pay myself first isn't there less money for the business, but ultimately what it means is that when you pay yourself first you feel better about what you are doing and

so you will be able to be in a much clearer mindset when approaching your business. You're going to be able to make better decisions for your business and you're going to want to give more time because you're actually paying yourself for your time. Your business will thrive when you pay yourself first.

And you'll also learn how to, let's say your business had a thousand dollars a month and now your business has \$700 a month because you're paying yourself \$300. You're

actually almost always will still be able to reach your goals. You just have to be resourceful and figure out different ways to still reach your goal

but with \$300 less. This is no different than a nonprofit. If you are not paying yourself, if you are stretching yourself too thin and you are putting all this time into your nonprofit but you are not getting any money from it

and you were just kind of waiting for it to be bigger and then I'll pay myself. Not only will you suffer, obviously, because you won't be able to pay your bills, but you're nonprofit suffer, which will ultimately mean that the people who would be benefiting from your nonprofit are suffering. And you wouldn't want to do that.

You want to help these people. So it's very important to pay yourself first.

So the question is, of course, how much to pay yourself? Let's say you raised \$10,000. Do you pay yourself \$9,999? Of course not. So how much do you pay yourself? Is a great question and you will not find one answer online.

So I'm going to give you a few thoughts about how to approach this, and then you can obviously of course, turn to us here at nonprofit navigator for the coaching. We are a personal mentor or Google around and there's a lots of different approaches to this as well.

Number one bear in mind that in nonprofits, typically speaking 60%, oftentimes higher, sometimes 70, 80, or even 90% of the money is going towards salaries.

And the reason for that is because a lot of the times in non-profits, it's all about the people doing the work. So what that means is that for money to be going towards a salary, even if it's just your salary, let's say it's just you on the team. That is okay. And a hundred percent understandable. Now probably don't take that 90% bracket right at the beginning.

Right? \$10,000 great \$9,000. You have a salary. You have a nonprofit salary, not a for-profit salary. And this is the big difference between a for-profit in a nonprofit and a for-profit. If you had a company you made \$10,000, let's say the company needs a thousand dollars for expenses, but you just made 9,000 out of those \$10,000 in sales.

Hooray. Right? Go out. Treat yourself to lunch. That's in a, for-profit in a non-for-profit you get paid a salary, regardless of how much money comes in, regardless of the

revenue, regardless of someone writes you a million dollar check tomorrow, it doesn't matter. It does not affect your salary.

Okay. As a fundraiser, oftentimes you can write that into your job description. If you are the fundraiser that you get bonuses or maybe commission, we'll talk about that more in module number nine. But ultimately you get a salary now, how much is that salary? Like we said salaries oftentimes might be 60% of the organization's budget. Now there's a couple of things to kind of balance that with. Number one,

how much does your organization need? Especially if you're just one or two people and you're trying to create something, there is an aspect here of the organization needing more money than than you'd like to pay yourself or the other people on your small team. Okay, this is exactly where the idea of a nonprofit comes in as well.

You're volunteering, right? There is an aspect here of volunteerism of you not getting paid as much as you would get paid in a for-profit job. You are volunteering. You can kind of compare it to a startup, a startup company, the proverbial sitting in your garage, not getting paid anything for your first year of your company is very normal.

You're trying to create change in the world, whether that's in a for-profit sector or the non-for-profit sector, when you're trying to create change, there is a bit of a hit that you have to take. You're not going to make as much as you would later down the road and that's okay. That's normal. This is kind of where your volunteering aspect comes in, but don't take nothing.

I would typically very strongly advise against not paying yourself anything whatsoever. There are also other ways that you could get paid. Maybe it's your phone or your phone bill or some utilities. If there's programming happening in your house there's lots of other ways or gas for cars. There's other ways that the nonprofit can help you offset your personal expenses so that you can feel better about helping your nonprofit. Lastly, and most importantly run all of this by your board or whoever is mentoring you, transparency is key hundred percent

transparency is key for ethical reasons and for legal reasons to make sure that you're above board. And if you think that your salary is too high, your board or mentors we'll tell you that. And if sometimes if you think it's too low they'll tell you that as well hopefully and you can always check in with other people, if you feel like you're not getting the right type of reflections that you need in order to make that very important decision.

📌 We're going to talk about one more idea here, which we're really going to talk more about in modules number eight and nine, which is about monetizing your personal life. So I'm just going to say a quick thing right now. Let's say shopping for seniors as an example. I have spent three years creating shopping for seniors built my network with local cab drivers and local seniors and local supermarkets and the mayor even came to one of our ceremonies. I've built up like significant parts of my own personal life networking and knowing lots of different people and I've built up a lot of knowledge, the knowledge that I have, I have become the expert in the field of anything to do with supermarkets, seniors, food scarcity, cabs, how to live your life in the best way possible in your golden years, right?

I've learnt a lot of knowledge and it's amazing that I've been giving that to my nonprofit. After 2, 3, 4 years, you are really very much an expert in that one topic. The time has come to monetize that for yourself. And again, we're going to talk more about this later, but what that means is you're able to start separating, here's my nonprofit life and now I'm going to utilize the knowledge that I have and start turning it into something that will make me money on the side.

And you'll see, sometimes that side hustle actually starts paying you even more than the salary you got paid from the nonprofit, and it starts making you such a great salary that you're able to live in a very relaxed way by having this business and you're still able to run this nonprofit. Assumingly

at that point, you're able to either give the hours that it needs for you to still give it, or a lot of things are probably automated by then, or you maybe have more volunteers or even more staff, but let's say let's take this as an example. I have so much knowledge on these pieces. Let's say

I create a course such as I did over here or let's say I create a drop-in center for seniors for people who have parents moving into their later sixties and seventies about ideas for them to enjoy their golden years or a network of people who want to do senior citizen events together.

And I charge for people to come to this class. That I put together, let's say it's a four part class and you charge \$25 per class, a hundred dollars. You have 10 people come, boom. You just made a thousand dollars and that's a separate business. But it utilizes all the knowledge and expertise you gained from working in the nonprofit world.

Let's say you decided to go into affiliate marketing, you have all these cab driver information. Maybe you say, you know what for 20%, 10% I'll connect you with all of the tourists that come to our city and then you get a bit of the cut. You already have the cab drivers number anyways, right.

Or people are coming to visit the grandparents. They use the cabs that you were already have a strong relationship with. In shopping for seniors let's go with the supermarket owners. Perhaps I put together a conference of supermarket owners from around the state people coming together in order to be able to do more good.

And I charged for people to come to that ,conference I'm obviously brainstorming here and it would take you, hopefully, much longer than one or two minutes to come up with these ideas. But if you've been running your nonprofit for at least two years already, really more like three, but two or three years already. Start noticing then you have a lot of knowledge in various aspects within your nonprofit that nobody else has. That people will start turning towards you for and how can you monetize that for your personal life.

Okay, we're going to stop there and talk more about this at a later date, but ultimately the idea here take care of yourself.

Module 6:2

We are now going to talk about another way of taking care of yourself, which is time management. Work- life balance. So crucial, something that, especially in the age of smartphones where you can have your email with you and your various modes of communication with you on you at all times, it is possibly the hardest to do than it's ever been in history.

And of course, the most crucial that you master this in order to be able to create your nonprofit and live a happy and sane life. The more you are happy and sane the more your nonprofit will benefit, the more your family will benefit the more you will benefit, the more the people who benefit from your nonprofit will benefit.

Everybody wins when you have mastered your time.

📌 So today we are going to talk about something called the Eisenhower matrix and this is a form of time management. There are several kinds of time management techniques that you can find online. And if this doesn't work for you, look around and see what there is.

I've seen nine different kinds that I thought were pretty good. That a few of them I've tried myself. This one for me is head and shoulders above the rest and this is why I'm deciding to teach it. So look on the right over there. On this course and you can see a nonprofit navigator Eisenhower matrix for you to download and look over while I'm teaching this to you.

So go do that now. I'll wait. Okay. Hopefully you have it by now and let's check it out so you can see there's four quadrants over here. One is it's pretty self-explanatory so I'm not going to spend too much time on it. One is important and urgent. These are the things that are here we go, wait for it,

important and urgent. So something that is very important for your nonprofit to do let's say you need to write an open grant for \$10,000 for your nonprofit. Now if that grant is due in two months, that's really important but it's not urgent.

So that can go in your important and non-urgent category. However let's take an example a colleague reached out to me about two weeks ago and she said I just found out that there is a grant open for I believe \$30,000 and it's closing in six hours. I need to write that right now.

That goes very much into your important and urgent. It needs to get done right now

category. So now, interestingly, it's not always about if it's happening today, right? Think about it. Let's say you have a event coming up in four weeks. You need to recruit for that event, you need to get the marketing out. So it's not that your marketing is, it's not that the event is tomorrow

so it's urgent. Rather you need to start marketing now and getting people to sign up now, because now is when people are planning their next four weeks. So even though the event is happening in three or four weeks it's urgent to happen today. If you haven't started recruiting like you say to yourself or to your team, this is urgent that I get this flyer out now, because three days before the event is not when you're recruiting three days before the event is when you're wrapping up the speeches and the logistics.

Right. And so looking ahead and thinking about, okay, what's urgent for today, for sure. But what's happening in a month from now in my nonprofit is there anything that needs to get done now or at least get the ball rolling now that also goes into my important and urgent categories. You've got important urgent do them, obviously important things that are not urgent

make sure you schedule them. We're going to talk more about that in a moment. Things that are not important but urgent. Depending of course on what it is, try your best to delegate those things. If it's something you can if it's a grant and only you can write it, like you're the only person qualified to write that grant, try to get it done on your own.


But if it's something you can delegate, either a volunteer or someone on your staff and you say listen use ChatGPT here's the main points, throw this into ChatGPT and get it back to me so that you can go over it. That is an idea of how to delegate, right. So anything that you can delegate in the non-important but urgent quadrant do so. And then anything that is not important and not urgent should probably delete it.

Like it shouldn't even be on your list, obviously it might be but then it's really not in the not important and not urgent that fourth quadrant helps you understand, like, wait a second, going with shopping for seniors, we really need to get custom made bags so that people, when they go shopping they see shopping for seniors.

I'm thinking about that now. It's actually a great idea that would probably be under important, but not urgent. But let's say I really sit and think about it, I look over our budget, I'm like, you know what, we really don't have the money for this it's not really important, it's not urgent.

We've been fine till now, do we really need to do this? And then I realize we don't and we delete it. And so you can either ignore it say, you know what, it's not important not urgent, it is still a great idea I'm going to keep it on there.

We're going to come back to this in three months. I put a note on my calendar to remind me in three months, and then we come back to it. So that is the Eisenhower matrix.

 Okay, now that you've got everything in these quadrants, slot them into a calendar. You looked at my calendar. I use Google calendar every minute of my day quite honestly has an address. There's something that I'm doing right between 2 and 2:30. I'm doing X between 2:30 and 3:15

I'm doing Y and let's talk about some of those things. So once you've looked at your list, right, you start your day, you have your four quadrants. Okay. Now you take those things and you slot them into your calendar. I have to write this grant it's due by 10:00 PM today. I am busy from 9 to 12, 12 to 1:30.

I'm sitting in writing the grant, whatever that might be, especially the urgent and important things need to go into your calendar. Everything else should also go into your calendar, even if it's not for today. I see next Thursday, I have three hours of spare time. This is when I'm going to do my item that was, let's say not urgent but important. Everything goes into your calendar.

All right.

A couple of items when you're planning your calendar and you're looking at your day. You work eight hours a day. You might not be working eight hours a day in your nonprofit. You might be working eight hours a day in your regular job, and you might have half hour a day or two hours a week for your nonprofit.

So again, make sure that that gets slotted in for your work time as well for your nonprofit time as well. And this is really important, one of the best things I've ever done in my life. When I made this change. Make sure you have time in your calendar for you time, right?

When is the time that I'm just focusing on me?

When is the time when I'm just focusing on me, let's say your own personal hobbies. You like writing, you like golfing, you like, you know, learning, studying, reading, whatever it is that you like doing, make sure you have those times slotted into your week might be an hour a week.

It might be 10 minutes a day, whatever it is that works for you, make sure it's there. And that when that time comes. And you see that notification? Nope. Oh, I'll just go do one more thing for work or I'll just do this. Nope. This is your time. If it's something that's really urgent, you need to move it off, then don't just delete it.

You move it to a different time of your week. So you make sure that it happens preferably as soon as possible. Family time. Right? If you, if you have a family, when is that family time? Don't just say when I'm done work or when I'm not busy, it's just not going to happen slot it and make sure you prioritize those things because let's be honest.

Because let's be honest. Those are the things that we look back at our life when we are on our death beds and our always, always the most important things.

And, you know, what, if it, if your, your calendar tells you time to go home to family or time for you time, and there is work still to do the world will continue. The work just won't get done. That is okay. It is always 99% of the time. Okay. If the work just doesn't get done and it gets done a little late or it gets done a little bit in perfectly.

That is okay. I'm giving you that permission for you to look at your work in a way that it doesn't have to be all done perfectly all the time. Because if that's happening, then most likely you are the one that's suffering because of it. And that will never benefit you or your nonprofit in the long run.

And if things are slipping so much and you see, you just don't have time and the nonprofit is growing and you just don't have the time to give it. Guess what? That's just, it doesn't mean that you should work more hours into three o'clock in the morning. It means that you have more leverage for a fire for urgency.

When you go to a door and you say, listen, we're crowing. We have all these things that we need to do. And it's just me out there. And I I'm only paying myself X a year because it's a nonprofit and I just need help. I need this, you know, 50,000 or \$5,000 donation so that I could bring on more people.

Right. It's just going to give you that fire because you're going to really need it.

A reminder, going back to your calendaring now reminder for when you are slotting in your calendar, don't just allow anyone to sneak into that calendar. Just because someone wants to have a meeting with you does not mean that you have to take that meaning, or you have to take it right away.


You need to make sure that within your calendar there's times for meetings. And there was times for work, like after a meeting, there's always work that comes out of that meeting and you can't just have four meetings every day, and then you don't have time to actually do the work that's. That's needed.

You need to make sure that there's certain amount of times for meeting and that there's certain amount of times for actual work that you need to do. And it's really important. A lot of people fall into that trap of having too many meetings and then not having, and they feel like they're working because they are in a sense, but they're not actually getting done all the to-do list items that come up from those meetings or that your nonprofit meets in general. And by the way for those meanings, make sure that meaning has an agenda. Right. I've never been in a meeting. There's two types of meetings.

Okay. Most meetings do not need to be longer than half hour. They really just do not. If you can't get done, whatever it is that you were discussing in half hours time. Then you need to tighten up the agenda or you need to make it a separate meeting, but almost always a half hours, plenty of time for an actual agenda meeting, unless the meeting is more about getting to know the person again, classic a fundraising meeting, you would not just do an half hour.

You would slot an hour if they had the time for you or you have a new employee or just an employee in general, or a colleague that you're looking not only to get done X, Y, and Z, but really just to spend time together, let's say it's a weekly check-in or whatever that might be, that that might be more of an hour so that you're not rushed.

But again, even that 45 minutes you can get a lot done in a relaxed way if you have a very specific agenda in mind.

 And lastly this might land differently for some of you than others. Your phone. All of our phones can be a big time suck. Social media if you have it on your phone. Every single nonprofit

owner company, owner entrepreneurial will tell you, get it off your phone, just get it off your phone.

It should never be on your phone, or it could have a 15 minute timer and it blocks it and someone else has the code that you can't access it. And you could just have it on your desktop on your computer. Social media is designed that we lose ourselves in them and that we lose a lot of time to them.

And remember if something is free, that means you are the product. So if your social media is free that means you are the product here. And then you're just consuming and consuming and scrolling and scrolling and you lose suddenly it's a half hour of really precious time that you could have spent on anything else.

Now, again, if this is conscious, you're saying I really enjoy scrolling and watching videos and it's great. I want to connect with my friends on various social media platforms. Have a certain amount of time in your calendar for it, have a beginning time and an end time that you keep to so that it doesn't just take over your day.

And suddenly you're going to find that you have way more hours in your day and in your week than you thought possible.