

# **Impromptu Google Meet Meeting - February 05**

[VIEW RECORDING - 121 mins \(No highlights\)](#)

[@0:17](#) - Akiva Naiman (akiva.naiman@gmail.com)

All right, two of the first one here.

[@0:22](#) - D Gross

Congratulations.

[@0:23](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay, it's great to have you. Thank you. Well, we're going to wait about two more minutes, see if anyone else comes on, otherwise we'll get some one coaching.

[@0:44](#) - D Gross

Let's see what happens.

[@0:46](#) - Akiva Naiman (akiva.naiman@gmail.com)

Hopefully some other people come. Oh, there's some people in the waiting room for a second. Oh. No, no, no, no.

Okay, we're good. very very good night thank you all right well let's get started because Kaval in your time and we'll see if anyone can come but I know then we'll pause and we'll take it from there okay so we're talking about we're talking about the board no we're I don't know a lot of angles here I'm not sure we should start with that first nope let's break it down let's break it down hold on I'm opening my notes here we go here we go hi Adam I'm gonna be Kiva good to see you you too all right how I can't wait to hear about the oh no

forgot the name. Don't tell me. Oh gosh, there's so many acronyms.

**@2:05 - Adam Alsberg**

ECP, ECP. Yeah, listen, not much progress. I'm finishing the module when I was sick. This past sick the week before this last week.

And this last week, I'm trying to recruit for a full-time job. So I've been preparing for that interviews. And then I've been brought on to new business opportunity.

So I've been slow this past two weeks, but I'm going to finish module one today, or through module two.

And every week, just keep it going. Rock on.

**@2:33 - Akiva Naiman (akiva.naiman@gmail.com)**

That's a really exciting but the new business opportunity.

**@2:36 - Adam Alsberg**

Yes, really cool.

**@2:37 - Akiva Naiman (akiva.naiman@gmail.com)**

It's a kosher, it's Jewish related.

**@2:39 - Adam Alsberg**

So I like that. And in LA, it's based out of LA, there's this kosher certified kosher whiskey and liquor.

So, and they're trying to, I was hired to do marketing and brand awareness here in New York. That's awesome.

And they have really good presence in Los Angeles and there's They need so they need to spread a more in New York.

So I'm hoping that is that liquid brochure? No, it's called Literally, I don't know why I don't know Yona son, it's been three weeks called Hello It's called CALI Cali distillery.

That's a good name. That's a good name.

**@3:30 - Akiva Naiman (akiva.naiman@gmail.com)**

You're gonna say it's been too long You're feeling better so much better. Thank you.

**@3:33 - Yonasan Caller**

I you now had I mean I had Restorative extra monosphere when you're out It's a kill yeah, I'm double-mushed off to you the keeper Thank you Your birthday.

**@3:50 - Adam Alsberg**

Oh, that's right.

**@3:52 - Yonasan Caller**

That's right.

**@3:52 - Akiva Naiman (akiva.naiman@gmail.com)**

Thank you and my anniversary Now triple yeah, it's a bit and my son's birthday and my daughter's birthday. It's a very January's a very

Busy the very part you didn't bring us to the client tonight for the meeting. I had mine already Okay, wait, what I just move I just pinned Adam Labardo.

I don't even know I did that once I get Adam. How's it going? Adam Yeah Shalom Shalom, it's too Adam.

**@4:29 - Adam Lombardo**

It seems double everywhere.

@4:31 - Akiva Naiman (akiva.naiman@gmail.com)

Wow Okay, let me just see what I'm doing today And he was a new thing so you open up to everyone on that chat.

@4:44 - Yonasan Caller

Is this like a that new mahalo here? No, no, no Just clients clients and coaches only And everyone on that actually have more than that, right?

No, I that's why I removed people.

@4:58 - Akiva Naiman (akiva.naiman@gmail.com)

Oh, okay.

@4:59 - Yonasan Caller

didn't realize

@5:00 - Akiva Naiman (akiva.naiman@gmail.com)

Hey, yeah, it's right in the beginning. thought the chat was going to be just kind of like open for everyone But now I want to be just people who are paying for a nonprofit navigator and put i'm onboarding like five new coaches I've just as much support as possible.

That's great.

@5:14 - Yonasan Caller

Okay. very exciting Uh, we're missing shop seat.

@5:18 - Akiva Naiman (akiva.naiman@gmail.com)

That's who we're missing shop seat and erin is coming on only in an hour I knew we're missing one person.

Adam.

**@5:24 - Yonasan Caller**

Adam good to see you both Thank you Yeah We'll do we'll do a round of intros and then i'm just emailing the last person Uh, he doesn't know what's up.

**@5:43 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay, but let's get started to be mindful of everyone's time. Welcome everybody February 5th non-profit navigator And it is great to see you guys and adam and dove it if you it's great to have you on as your beginning Either two more people joining

one who will be with us, Shopsie, and one who's trying get out Aaron. Hopefully he'll be coming on. If we could just go around in under 90 seconds, introduce your name, where you're from, and your non-profit, that'd be great.

Jonas, why don't you start? the most veteran now. You're the veteran now. can't believe that.

**@6:21 - Yonasan Caller**

Okay. Okay. Yes, and Kala. I'm from London. Now, Robert Shammesh Alif. I'm from the last 10 years. I launched a non-profit in the summer called J-Learn.

What it does in essence, set up, sets up Mahanakim here in Israel with one-on-one, high-quality one-on-one teaching, paid teaching opportunities with those associates, with the aim of not only helping

Not only being in my sphere, but also crucially providing my pumpkin with much needed paranasa, which a lot of them struggle with here.

And that's what makes JLo unique. And then we're really trying to funnel the pipeline of my pumpkin and enable them to actually continue being thinner without having to leave in order to on the day's day living.

**@7:33 - Adam Alsberg**

Amazing. Good. Good practice.

[\*\*@7:36\*\*](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

All right. Keep a lot.

[\*\*@7:40\*\*](#) - Yonasan Caller

I love your, I just love your living, your livingness. You're living in coaching and fundraising. I see it. see the through your sprock.

You don't even realize sometimes. You become like. Real Talmud also was the name of was the name. I was the guy who I also had a one-on-one session with about potentially joining his coaching course, he called his coaches coaches.

You know, you're ready. Yeah, yeah, yeah, yeah. I see in your mannerism sometimes and I see like you've become like a real Talmud in your approach and positivity and energy and comments and it's much fear.

Thank you.

[\*\*@8:28\*\*](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm thank you. I really only come here for your honest compliments, guys. That's actually what we're going to do for the next hour and a half.

Okay, who is AK? Who is AK? Hopefully not 1847. I guess we'll find that soon. Adam Osberg, why don't you kick us away little bit about what you're at and then on any second, take it away.

Hi, name's Adam Osberg.

[\*\*@8:51\*\*](#) - Adam Alsberg

It's nice to be here emerging career professionals. The kids are There's NCSY for high schoolers, JLIC for college kids, and the next department after that that the OU is building out, it's called ECP, and I'm fundraising on their behalf.

That was awesome.

[@9:13](#) - Akiva Naiman (akiva.naiman@gmail.com)

Great. Adam, the second. Thanks lot. So, hi, I'm and Bardo.

[@9:23](#) - Adam Lombardo

I live in the French Hill in Richline, and I'm in Cola over here in Nashville. And it's a coalesce, you know, focusing on creating future leaders.

Carvin, guys are going to go and work at NCSY and work in the ore, or just rebuttal communities. And so, it's a unique niche.

It's not just a regular coalesce, and we're developing the future leaders, and we pay very nicely at the coalesce, you know, because that is crazy.

So, I have a lot of fun raising to do for the guys, the racism. The end for the program that we do in the in the cool-up Awesome, I love that.

[@10:07](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay.

[@10:07](#) - D Gross

Can't wait to dive more into that But David takes away Don't gross the sake of Jersey run or edition or to We know it's close and Muncie and then all the singles nationally Amazing, okay, who's a K that you Shop sees that you Yup, that's me.

[@10:32](#) - Akiva Naiman (akiva.naiman@gmail.com)

Hey You might you're able to turn on video or no? Oh, no Okay, no worries. Well, welcome you. Can you tell us a little bit about your fundraising for just very quickly?

Okay, hi, my name is Shopsie cone.

[@10:46](#) - A K

I'm Just them joining as Raina was Raina's organization, which recently opened up and They helped out people Families who have special needs anyone special needs

The main thing is a database with anything needed in special needs, field, anything connecting with camps, with schools, down to the haircut, where the kids should do the haircuts and things like that, you have thousands and thousands of names and numbers of people to connect to.

the second part of this program is also holding hands, it's called, that would be connecting over a thousand volunteers who will go down to watch the child, know, during a Simcha, during Earth Pesach, Shabbos afternoon, they're mostly free of charge, and just overall to make sure I'm helped out and try to just, you know, do more and more in the special needs field.

That's really amazing, yeah.

**@11:48 - Akiva Naiman (akiva.naiman@gmail.com)**

I saw Yoko and his status about helping a whole instructions about how to take a special needs kid to the dentist.

I thought it was pretty amazing, and I did not realize about the volunteer that's really special. Okay. Hey, everyone.

Well, that's great. It's great to have everyone here and all the new people. I'm going to take just a few just really, hopefully, under two minutes to show a little bit of my screen just to walk through the back and just because there's new people and then we will jump into some teaching and the basic framework of these ones and it calls as I teach a little bit by 10, maybe 15 minutes, something new that's not within the course.

And then what we do is we go around the room and hear about where you're struggling. What have been some of your successes?

are you doing last week? are you doing this upcoming week? And what I've heard from you guys is that people are really learned from everyone else being coached as well.

So hopefully that will continue. All right, I'm going to share my screen. Everyone should have access to this. This is members.nonprofitnavigate.pro.

When you log in, actually we have, I just hired someone who's going to be revamping this whole area. seeing hopefully a lot more relevant information, but it's in the words now, Dr.

Shen. But if you click on learning, you'll go over here to non-profit navigator and you will get all of the different courses.

Orientation, module 1 through 9, 9 is not up yet, is being edited as we speak. Dr. Shen will finally finish it.

And as you click the course, I'll click one over here. That's an example. When you go into the course, you'll see on the side over here and files, there might be different, either a transcript or typically there, this one is not in this one over here, but there will be transcript of what you're watching.

There might be important links here to read. So make sure you look at this text and let's go back for a second.

of them will say, oh, that went back too far, some of them will say essential for all participants, and some of them will not say essential.

for all participants. So mission statement, I believe, is essential for everybody. Yes, you'll see essential for all participants. Over here, module one, syllabus, transcript, mission statement template, example of mission statement worksheet, mission statement template worksheet.

template worksheet. Actually, that might be a double note. I'm seeing it. But the point is, make sure you look over here in files, make sure you read about the lesson.

there's sometimes there's really important links within the lesson. So make sure you look at those two areas as you go through the videos.

Each one is obviously labeled what they're about. And hopefully, it should be pretty self-explanatory. If not, post in the group chat.

I'll just give me a thumbs up if that makes sense and it's good. I see a lot of the people who are looking for the thumbs are not on video.

But hopefully you've got that. All right, Adam, miss your video on means that you're a thumbs up and that makes sense.

Okay, no other Adam. Ooh, how are we going to do this? A-A-N-A-L? Is that going to work? don't know.

All right. I was on the phone, I was texting right before this, with a coach that is on the group chat, Alison Hoffer.

She is literally in a fundraiser for universities, and is now a fundraiser for one of the largest, I think the largest hospital in New York.

Excuse me, so getting over around two of my cold. And I asked her, I said, you know, I'm about to teach in 20 minutes.

I haven't yet prepared, because it's been crazy since the bar mitzvah. Can you hear me? Oh, yeah, Adam is frozen, but I'm not frozen.

Okay. And I said, you know, what is the most? think I got a lot of it.

[@15:42](#) - Adam Lombardo

I just, like, cut it out. Can you hear me now?

[@15:49](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I think it's a Wi-Fi and urine. Can everyone else hear me clearly?

[@15:51](#) - Adam Alsberg

Yeah. Yeah.

[@15:53](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Adam Lombardo, I think it's you. It's you, not me. Well, we can remain friends. Okay. So, so she said the most important thing she thinks is AI, she's like that if you if you're getting your people to you, you learn how to utilize AI, that is what's going to be the most important tool and technique for them.

here's what I want to say.

[@16:16](#) - Adam Lombardo

I hear you perfectly.

[@16:17](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

There's a lot.

[@16:18](#) - Adam Lombardo

I'm right. Okay, as long as you can hear me, I'm about to share my screen.

[@16:23](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

David and can you hear me okay? Yes.

[@16:28](#) - A K

Okay. Okay. You got me?

[@16:32](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

All right. I'm assuming he's got it. This is a creator I follow, her name is Lines by Lowe's and I love the way she said things.

I think I've shared some of her stuff before. Is that good? Okay. Can you see this? says New Habits.

Hold on. Tell me yes or no because I can't see you, I haven't seen this at the same time.

Yes. Okay. Thank you. So this is a classic, right? is not something that's unique from her. just love the way she portrays it.

When you give 100% on day one, it is very difficult because you've used up all of your energy and it's just going to be done helping there.

One percent better every day if you haven't yet read the book that James Clear or watched a 20-minute book summary or looked at some of his content online.

One, it's called Atomic Habits. Atomic Habits, great stuff, and it's all about becoming 100% better each day. Jonas and you and I talked about this I think three weeks ago when we said making one call a day, right, reaching out to one person's day.

When you do that, apologies, I'm just going on airplane mode. When you do that, you create amazing results. It just takes time.

Now that was not a brand new concept, but let's go over here. When times are challenging, you try to get up on your own, but if you build on your good habits.

you will be able to overcome the challenging times, and David, I'm looking at you right now because you are in a very, you're not, I don't know you're, David just give me a sign, you're there.

Something, Houston, give us anything. We've got nothing. Okay, he'll watch the recording. So, but when you're in a tough time in your organization, these things over here, these things that

you, that you built slowly, slowly, day by day, is what's going to get you through these tough times.

It's one phone calls of days. It's the, it's the, um, the daily habits that you put in. So now, what are we going to do today?

Everybody please take a moment to think about unchallenged you're facing right now in your nonprofit. It might be with fundraising, it might be with engaging your board, it might be with, I don't know what to do today, but I know that I have to raise \$10,000 by the end of the month, right?

Pick one challenge. me a thumbs up when you've got it. I've got one done. I need okay. Well, yeah, I got two thumbs.

I Got three thumbs chop see yell at the word thumb if you could when you've got it You don't have Okay All right, I'm assuming I don't know where he went now if everyone could go into Chachi PT open it up Chachi PT Adam do you have Chachi PT at the barter?

he does. He's just lagging, but going to Chachi PT I'm gonna do it as well, and we're gonna write in our Our open up a new a new chat obviously, and we're gonna write our challenge.

So I'm going to write my challenge Okay Yeah, as long as you can hear me it's good. I mean I want to hear you too Uh

#### @20:06 - A K

It's blocked by the filter.

#### @20:10 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Blocked by the filter, okay, you tell it to me, why don't you type it to me or I'll put it in my page.

Shout to you either put it to me in a chat or tell it to me and I'll put it in chat to give it for you.

#### @20:34 - A K

No, I'll skip for now. Skip for now.

#### @20:37 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay, I'm save it so I will do my own. Okay, so I'm going to share first and this is a little bit of workshopping so I wrote I'm having a parlor meeting for NTSY coming

In two weeks and I only have 30 people signed up, but I need 60. What can I do to get more people to come?

Right, and this is obviously this is my big challenge right now, right? now I'm gonna read food it says see if there has you know, they're see this is not my first time doing this So let's see if there's anything do this come up that I haven't tried yet, right?

Personal outreach phone calls and texts obviously doing that past attendees and loyal supporters Yeah, I'm pretty sure I've covered everyone there leverage ambassadors done food and experience done Well, but those who have an RSVP So we're doing done that social media reminder that I haven't done enough.

Okay, that's good Last chance messaging could be good. can do another round of texts Make the easy to RSVP.

Oh, that could be good. reply to this text Okay, so here's my takeaway in one minute what I'm gonna take away is that I already did a round of mass texts, right?

I've been I'm thinking it doesn't cost me do anything. I'm going to do that again. I'm going to send another round of mass text.

And I'm going to say, we're half full. All you have to do is reply to this text. You don't even have to click the button to RSVP.

Let us know if you're coming. So I'm going to do that. I have not thought of that. So that is already one way that Chachi could help me just like that.

What do you guys got? Who would like to go first? Adam, go for it.

#### @22:31 - Adam Lombardo

Who's that?

#### @22:36 - Adam Alsberg

Me? There we go. OK, so my question.

#### @22:41 - Adam Lombardo

My question I want to create really.

**@22:47 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, go for it. Yeah, Adam Lombard. I go for it. OK.

**@22:54 - Adam Lombardo**

My question is, I want to create relationships with donors in America. But I'm looking at Israel. How can I?

in relation to the donors and keep up with them. And yes, let's see. First thing it says is leverage, technology, communication, video call is good, cool.

Personalize any other newsletters, cool. We do that. What's that? Or messaging apps? using them, OK? Post-personal events and webinars.

I don't know what that means. Create donor engagement plan. Develop a specific strategy for donor engagement that should include schedule for regular updates, invitations to events, OK?

Tailor your content. Understand the interest of each donor, provide them time. Provide transparency and updates. So, appreciate your transparency.

So, regularly, update them how their products are being used, and the progress is made. And keep on social media.

Yeah, let's see. keep going. There's another. No, no, it's okay.

**@24:03 - Akiva Naiman (akiva.naiman@gmail.com)**

I just thought you were done because there was a pause because of the lag So tell us what okay.

**@24:08 - Adam Lombardo**

There's a lot there I know I want to unpack some of that with you What is one thing that you're taking away to like right away, so you're like, oh, I could do that that would be helpful One thing that's like really I guess like What I know we have to do is tailor your content like we have to like figure out a way of marketing like an Education, yeah, we need it.

We have tailing the content that we're trying to produce the world is that we're educating future Jewish educators So that's like, you know, we figure out a way of like getting like so that like let's say let's say you online Foundation that likes Jewish education, so it's very it's very hard to sell them on a colo But if you describe it and you create some sort of program

for our Jewish education program. So that speaks to them. want to, you know, either way we're creating that and we just speak the language to be able to convey that message to them.

Very good.

**@25:11 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay, perfect. So that's one one to do item that's going to be for you. Once, oh, we're going to come back to that.

Okay, so let's remember the messaging right now, that's your to do item. Adam, Adam L, that's your to do item messaging.

Okay, we're going to come back. I'm going to circle back. Adam Osberg, what do you got?

**@25:27 - Adam Alsberg**

Okay, so it's an interesting juncture. I'm sure I want to work. I wanted to work full-time at the OU as co-director for the ECP.

Now, the ECP is a new department. It's trying to be the, like I said, the next thing is for the people after the LIC.

They are trying to, the director Sarah Proops, who you, I don't remember if you know or not. She just, you know, secured Sally for herself.

So now, how she's able to build out this department. it's so behind. It's so there's not even a website for it.

remember how we just went over it last week with Loveable. So there's really nothing to it. And there's just no way that they could bring me on board as soon as possible, or as soon as I wanted, or as soon as we would both like that, because she just secured it for herself.

So I still think that I could raise money for her and that she liked the idea. However, and my challenge is, I don't want to keep pestering her and bothering her with, okay, now I need the details of this donor wants, what are the, what's the wiring information?

Or as I go through this course, and I'll learn more, hey, Sarah, what's our value proposition? Like, put it into words, but things like that.

I don't want to keep going to her and pestering her with all these questions. And yes, granted she should have it on a website and all this public, but I don't know what's the best way to approach it.

Maybe just set up a meeting, okay. half an hour call with a list of questions to bring to her.

Sorry about my voice and you know, like I said, I'm getting over a cold, by the way, but I don't know what the approach would be.

I put in a message in Chad GBP, it wrote me a nice old message, but I don't think it fully encompasses everything that I'm trying to ascertain.

**@27:20 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay, is there anything that came up from Chad GBP that will help you navigate this or no?

**@27:25 - Adam Alsberg**

Yeah, it's like, hi, Sarah, I'm fundraising for ECP, I want to make the donation in process as soon as possible.

You share the preferred method for receiving funds, example, the wide details online donation link or a point of contact logistics.

I'd love to direct donors efficiently without having to bother you with the details later. Thanks so much for your time, I'm looking forward to supporting ECP best.

Okay, what did you ask Chad GBP? I said, I said, I'm trying to fundraise for ECP, this or no?

But I don't want to pester the person in charge with all the details like where to why the money and other questions in that nature But should I do I do not work for the organization at the same time.

I don't want to but same time.

**@28:11 - Akiva Naiman (akiva.naiman@gmail.com)**

I have hopes for the future So ask it to try to go back to Jonas and first I get asked it more specifically It's just a tool or I can't read your mind ask him more specifically.

How can I how can I? If I have a lot of questions every day I'm having more and more questions, but What's the best way to communicate that see what it comes up with?

Okay, you know and we'll come back to this a second. Can you say one more time? Yeah, sure if I if I have new questions every day What's the best way to communicate with the organization without pestering them?

More specific you are the better it's gonna gonna give you you know

#### @29:00 - Adam Alsberg

Because there's a whole different component that I wanted to say. Yeah, so I wrote it down, but okay, you own it then?

#### @29:05 - Yonasan Caller

What do you got? Okay, so I was a bit of a perfectionist, and then I realized the answer that I wasn't ready for it, so I changed it up.

So I wrote to them, my chat ends right now with Jada, it's out in bit of a rut. No more clients coming through over the last few weeks, and no one signed up as a regular monster, don't know what kind of you to break out of this rut.

So they gave me a very long detail list of a lot of things that would take, I think, a lot of time, long-term strategies.

know, developing the marketing, all of that, the truth is, that's all true, but it doesn't know that I've got a full-time job.

We've spoken about outside of, know, I'm really looking for some small things that I can do to see some early big wins.

So I replied to them saying, thanks Liz, I'd like to folks. So I basically presented two problems. One is client dry up and secondly, donor dry up.

So I said, OK, I just got a focus on bringing in donors by very little time you stay to work on this.

What small tasks would you suggest like to do to make a big impact? And then they basically answered. Dali, like you, this is what they said.

Consider dedicating just 10 minutes a day, depending on personalized average perspective or lab donor. Even reach out to one person daily, he'd compound over time.

Each message feels a personal connection, increase the load of support, for a simple template, success story, update, impact, customize the sentence of each recipient.

And if it was the key, it said, boom, it says, this is the effort. I had to study, grow your donor base, that's when we schedule very nice.

So I said, thanks, and how can I make sure that I actually do it, right? Because what I found since your suggestion last time was that it was great.

**@32:01 - D Gross**

I just came in, I didn't know what was going on. So we had, yeah, we had the T for ourselves.

**@32:07 - Akiva Naiman (akiva.naiman@gmail.com)**

We had each Chachi BT, wherever we're struggling right now and how it can help us. And it's just going to give a bunch of stuff, but it's all most likely going to trigger.

like, oh, yeah, I could do that. Like for me, it triggered something, Adam, triggered something, for your own assistant, triggered something.

Adam Ozler was a bit more nuanced. Type that in, start, first of all, you should be definitely training Chachi BT on your organization if you haven't done this already.

You can give it your website, your brochure, or just type it out. Or like me, I'm a verbal guy.

I talk to Chachi BT. I trigger the voice activation. I talk to it. It's much easier for me. And then what we're doing now is, I'll just share my screen one more time.

What we're doing is, and it also asks us to Chachi BT, like Jonas and already Intuitive, right? What is one thing I can do?

One thing I can do every day, a little bit every day that will guide me to where I need to get to.

And you can say, how long will this take me? is the timeline? Start building that out, and that everybody should be doing that.

not going to spend more time now on the Zoom doing this. But do that after this, to make sure that you know what you're doing every single day at 9 o'clock.

The first thing you do when you get to the office, from 9 to 9, or 9 to 8, 30, come heck or high water, come rain or shine, these are the first things I'm doing.

And for a dove it, that might be a thank-you note to anyone to a four-digit donor from the campaign.

For your other side, might be opening your old decks and calling one person. For Adam, might be playing around with AI so that you can make your own website, whatever it is.

That's where your first job, see it might be, you know, right now you're in the beginning. might be speaking to one family, a day, who has benefited from Israel, right?

So you can get a better understanding. Picking one thing, now, I'm going to invite everybody here. I'm not, we're not going to do it right now.

You can do it on the group chat. If no... He does it. I'll make up another push for it next week.

I'm going to invite you guys now that we have new people here to hold each other accountable. I am right now in a diet.

I have another guy I'm going diet with. We hold each other accountable. We take pictures of our lunches. I drink two liters of water a day.

You can't see it. Here we go. This is my empty bottle from today. I already sent him a picture.

And it just holds it. I cheated. I messed up. So is he. But we are holding each other accountable.

And there's no way I'd be cheating this little if I didn't have anyone. So you're done. David, Adam, Adam, Chopsie, you're all here.

You can all hold each other accountable. Once you've created your daily thing that you want to do, I'm going to invite you guys to connect with each other.

You're all in a WhatsApp group. Chopsie, I'll with your permission, maybe I'll connect you with some email if they want to.

we'll take it from there. How does that sound? good? Sounds good.

#### [@34:54](#) - Yonasan Caller

We're going to move to the individual coaching.

#### [@34:56](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

The takeaways are again. Utilize chat GPT for wherever you're holding just to be. Sounding board to ask it what are going to be my daily small tasks that will build me to where I need to go Hi, my challenge is I need to raise a million dollars here I don't know where to go and it's gonna give you two broad break it down you hone it down train it It's a tool and then once you get to the end of that training That's take you five six seven minutes.

can take some time say great What should I be doing every day that will get me to that goal that will get me and how long will it take me?

And then do those things if you need help which we all do because last I check for all human You can reach out to someone on a proper navigator to hold yourself accountable or if you don't want to pick someone one-on-one You could also just post in the group.

Hi everyone. I'd like all 30 feet to come hold me again Well, and we'll all do that for you.

All right.

**@35:45 - Yonasan Caller**

Let's start with the round up any questions comments or thoughts One question on the capability in order for me to really feel accountable I I'm being honest you like I I feel like you and the group. But here, it's a very nice friendly bunch. I know deep down that nothing's actually going to happen.

I'm not going to be sent to the headmaster's office. I don't know if it's going to be enough for me to really hold me accountable because you're a friendly guy.

I love it, you're ready? What do I need?

**@36:22 - Akiva Naiman (akiva.naiman@gmail.com)**

I appreciate the question. You what's his, I don't want to say, I'm about the same what he took on.

I'm just trying to remember what it was. Oh, I recently took it. I'll say what it was. I tried with the client.

His goal was to redo his resume by that Mosay Shabbos because he's putting his job and he did a new job and he was just a mess.

I said, buddy, not his real name. I said, you want to really do this? Yeah, but I'm not going to.

So I said, I'll shake with you on this. I think that you took the money from him. A hundred shackle for \$100.

I remember which one was even at this point. Give I am going to donate it to Unra. If you don't get your resume done by Moses Chavez and I would have done it too.

Thank God. Thank God he did. Would you like me to do that for you? Yes.

**@37:16 - Yonasan Caller**

Okay. So I will say this to you.

**@37:17 - Akiva Naiman (akiva.naiman@gmail.com)**

What you're going to do between now and next Wednesday, like don't just go right now on the zoom, pop up with the daily task, post on the group chat.

I won't post on the group chat that I will have done to Unra. I'm not going to donate to you.

You're going to, I'm going to do it with your money.

**@37:32 - Yonasan Caller**

Don't need to add in my old books, not for profit. Well that might not, that might not motivate you as much.

**@37:40 - Akiva Naiman (akiva.naiman@gmail.com)**

I hate that.

**@37:42 - Yonasan Caller**

What's Unra?

**@37:44 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, United, it's the United Nations Department that funds terrorism in God. you know, I would love to donate to ECB.

I had a new check of mine with ECB, I'd be like, okay, that's mine. So talk of money for a month or whatever.

Unra? You're not with my money gardener. You couldn't pay me to donate your own run So I will keep to my commitment type of a thing.

Does that make sense? Yeah I had a mine one of my coaches did it one time to a neo-Nazi party And thank God again person kept his commitment.

All right We're trying to start today actually. I'd like to start Adam Lombardo. Are you there? I'm here I'm gonna start with you because you have the worst internet.

It's gonna be the most pain I really want to start with you because I want to hear about the messaging so going back to the messaging What can you do daily?

You'll you'll work on that offline? But Adam tell us a little bit about you just finished some campaign wait hold on I want to check on which time we have we spent a lot of time with that because we normally don't workshop so much But I felt like it was really good.

So we have an hour here. we have one two three four five Okay, we'll make sure we get everybody in Adam's us Oh Shop see we said you're not doing any coaching today.

So you're just gonna find so have four of you guys that I'm going do coaching with. Everyone will get 15 minutes.

Adam Lombardo, you just ran a campaign. Congratulations. I raised, I believe, \$150,,000, which is phenomenal. Share with us some successes you have from that campaign.

Share with us the challenge that you're facing moving forward, and then we'll go from there. And I'll be taking note.

Okay, so, okay.

#### @39:23 - Adam Lombardo

successes, I mean, the successes that we had were basically just like, I mean, it wasn't just me, was like the community of guys, success that we had, we're just like reaching out to the people that we know you, that we didn't love us and know about us that know what we're doing.

Um, a lot of strategies to smile, like, just a lot of like, like, you know, brand things working out of people that you didn't expect to get money, the people that you expected to get money.

Um, going forward, I guess, yeah, campaigns are just like, It's just like, you know, it's just like pure, just like you just you just jump into the water.

It's like, so I don't know if there's anything really to get from that. But going forward is like, yeah, we still have, let's say, I know there are, you know, a hundred fifty two hundred kids for the yearly budget.

The annual budget I have to raise. And now it's going to be, yeah, just my question is just like, what's my, what's my job going forward?

We got like the first eight months of paychecks for the every hit. And like, and like now, and for the first cola, and for all the different players that are with us in the cola.

But now going forward, like, what am I going to be doing to the new relationships? know, the guys all said like, you know, don't call my guys because they gave me a hundred fifty bucks because like, they're like me.

They don't want a phone call from you about, oh, I'm a fundraiser. They don't want that. Give me the mic and just move on.

So that's a question like, okay, I'm not really using those relationships. As of now and then so father creating new relationships, even though I'm not like meeting people on the ground as of yet So that's a little bit of yeah, that's the clarity Amazing I'm just writing notes a second Okay, beautiful.

**@41:24 - Akiva Naiman (akiva.naiman@gmail.com)**

Thank you so much for sharing. I have five questions here Um, and then a couple of names of potential donors and then let's take it from there One is um, how long has this called?

Sorry, you have to remind me because we spoke weeks ago. It's the name of the call again remind me told there I am Derchive.

**@41:41 - Adam Lombardo**

Oh, that's so funny.

**@41:41 - Akiva Naiman (akiva.naiman@gmail.com)**

We have another client.

[@41:42](#) - Adam Lombardo

Oh, what I'm derchay time.

[@41:44](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Um, okay, uh, derchime and and how long has it been around? It's been around for four years  
Okay, if they had any fundraisers before you Yeah

[@42:00](#) - Adam Lombardo

Okay, and how did they make you tell them? We were small enough that the annual campaign  
and people weren't burned out from campaigns as they are to this year, in general, they're  
modest.

People were like, you know, like, we send people to therapy because of the campaigning, know.  
Lots of money from the campaign covered the therapy bill, right?

[@42:21](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay, good, good.

[@42:24](#) - Adam Lombardo

Totally true.

[@42:26](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay, so we already, so I'm going to, I'm not writing this in mind. I know this. This is for you to  
write, okay, You want to start thinking and you can use, you can use chat GBT better yet, you  
can post in the group chat.

Okay, now that you're part of group chat, my people are burned out from campaigns. Our next  
campaign isn't for a year from now.

What are some out of the box ideas that we can do? You don't only have to do campaign are raffles, right?

There are parlor meanings. There are sushi events. There's a lot of things you can do. There are the, so that's one in terms of events.

I'm not writing this down, so you're writing this down and you'll get the recording. Other things you can do, Adam, that make people, and everyone should be listening to this, especially you, because you just read a campaign.

There are other things you can do that make your colo guys, your ambassadors feel great about campaigns. Imagine if in three months from now, right, Arab Pesach, that's less than three months from now, right?

Three days before pace, that four days before pace, anyone, everyone to call out, dinner is on us, why is there on us, because you showed up for the campaign.

So the wives, the wives are thrilled, right? The guys who were out making fun, go the long and calling their cousins and blah, blah, blah.

They're great. You got pizza tonight, or we got, you know, maybe something you let not so messy and hummetsick, right?

The point is that three months from now, they're feeling great about the campaign. All your long is Miss Savidla campaign around the campaign, so that they're feeling great about it.

like, oh my God, we have to text everybody now, otherwise we don't get paid. me a thumbs up if you're following me on this, everyone.

It's really important for anybody who's doing campaigns or, yeah, so good. So, Adam, does that sound good so far?

Okay. Uh, I got the, uh, lost track of this. You lost track. Where'd you lose me, my friend?

#### @44:08 - Adam Lombardo

I lost you by myself. You look at pain.

#### @44:12 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So what I'm saying is throughout the year, you're making this campaign the best part of their, they're getting dinner because of the campaign.

They're getting, you know, they're next time you build something in the coal. The guys, this is because of you, because you have, you know, this campaign and we'll talk in whatever eight months from now, as you build up to the campaign, there's height, there's not dread, there's prizes or stipends, right?

There's free babysitting during the call center, right? When everyone comes in to make the phone calls, the wives all get to go for a spa day and the, and you bring in babysitters for one big giant bouncy house and the guys are all calling because, and they're having a party with hot dogs and hamburgers.

All of that will probably cost you under two thousand check. Oh, and everyone's going to feel phenomenal. I'm going to raise money makes sense so far, right?

**@45:05 - Adam Lombardo**

Okay, write that down. Write that down.

**@45:08 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

That's good stuff. Okay. You know what I am going to write it down. One second, sorry. Okay, so maybe you know what I'm along and let's go find it back.

Yeah, go ahead. Okay, babysitting, fancy house and barbecue. important, very important thing. All right. let's go back to what you were saying beforehand.

This is very important. I'm going to share my screen for this. Some of you probably have already seen the screen, but it's an important one.

And it's coming as soon as I find it on the shirt screen. I'll just show me a screen. All right All you guys have all seen this before right find your donors, okay?

So this is about your your donors that sorry your are like hey They're neither my quadrant one donors They're giving to me because I'm Bob and Bob and and Sam is my cousin and and you know don't reach out to Sam What we want to do is we want to convert these donors into these donors We want to make the person of people who gave just to Bob because he's Bob.

We want to let them know hey You know what? What we're doing is so incredible Okay, I'm gonna stop sharing so I could see you guys and talk about how to do that that makes sense We we don't want it to be just to personal we want to believe in what you're doing again.

This is relevant for everybody here Shop seat. I don't know if it's raining on a campaign at some point But I'm just either I'm assuming they either have or they're going to in the next

Because it's a large organization. you aren't, it should definitely be part of this fundraising strategy because you have thousands of people who are at fault.

Adam, I'm assuming you're there. just off-camera, so have better Wi-Fi. So, I'm going make my notes. So, for the campaign, when you want to do, I think you did a lot of charity.

@47:24 - Adam Lombardo

I think some of the campaign money has to go to you getting better Wi-Fi.

@47:31 - Akiva Naiman (akiva.naiman@gmail.com)

So, you want to hone in, Adam, on who are your four-digit donors? Can you hear me, my friend? Yeah.

@47:42 - Adam Lombardo

Okay.

@47:43 - Akiva Naiman (akiva.naiman@gmail.com)

So, the first thing you want to do is find out who are the donors who gave four digits. Do you have that information already?

I can get it, yeah.

@47:52 - Adam Lombardo

I'm out of right now.

@47:54 - Akiva Naiman (akiva.naiman@gmail.com)

you know roughly how many they are? Okay, so that is homework number one, the first thing you're doing tomorrow is finding out who gave five digits, who gave four digits, will also go to on the three digits, but not yet.

Not yet. Adam Ellsberg can tell you because he's been taking the course 80% of your money comes from 20% of your donors, right, 80-20 roll, all the way.

And so you want to be focusing on the larger donors to start with. So, find out who those donors are.

Secondly, you want to know who solicited those donors. was it Yaku? it Shmool? Who was it? And you're going to talk to those people and you're going to ask them the following questions.

You're going to say, you know, can you tell me about this person? Why do they give? Do you think that they would, you know, are they giving is it?

Are they giving because it's you or do they believe in the Colos mission or both? That's when you're trying to find out, okay?

Okay. So you want to know if they're giving again because it's you because it's a mission or both and You want to find out assuming you're close to the coal guys you want to say listen, you know None of us love the campaign last beer We want to make sure that we are stable and scaling and and and and we want to make sure if initially, you know set Does this have a person have capacity to give more like can you tell me a little bit about this?

They're writing a thousand dollar check on a campaign most likely almost every single time They can write a check five times as much.

They can write a thousand dollars. They can write five thousand dollars Right if you own a sink from a hundred dollars to unraw, he can give five hundred dollars to right so so so So ask what do you get?

That's the first first step you're going to be doing and compiling that information That should be your homework this week.

Okay, it only takes you two days and check in on the chat and say, do I do now? but but uh Keeping a very organized spreadsheet about all these different names.

Okay. Now. I'm going to share this Actually, I'll share it. I'm gonna share in the group chat in a moment a Google Doc can use To keep everything organized.

All right not in the moment. I'll do it after the chat Maybe even in the morning and now where you can write who is your tier one tier two tier three donors?

Okay, and then where you go from there Adam and you're gonna mark this person gave you know \$1,000 According to Yaakov, he could probably give five to ten thousand dollars But he's giving it just because of Yaakov he hates coals.

He just likes Yaakov. You're gonna write the notes whatever it might be Okay, and the last thing for you to do Adam is the last thing for you to do Adam is watch orientation videos and Module

one why because module one is all about figuring out your message Your message is very powerful and I'm looking forward to hearing more about it I'm gonna not challenge you.

I'm going to prompt you in the group chat I want to hear more about your message. Have you asked the Mayberg Foundation yet?

Yeah Okay Have you asked Ellie Horn yet? I think I have to word it better for them. I Did yeah, okay.

What about Ellie Horn from South America?

**@51:15 - Adam Lombardo**

Um, I reached out to him like I called him he answered the phone actually And he's like I already give to you can ask the people you got my number from I give a lot of money So he said no, yeah, he does he does and that's a long game right?

**@51:29 - Akiva Naiman (akiva.naiman@gmail.com)**

Allie Horn is probably not gonna get an issue over the phone But it's a long game of stewarding and it's most it might be worth it I would actually recommend that you reach out to his son Yonatan Yonatan horn because no one knows about him I'm gonna do nobody knows about him and he Ellie should live to be well to 120 But he's in his late 80s or 90s and Yonatan is going to inherit these billions of dollars and He's the guy long-term that you should be stewarding Awesome

**@52:00 - Adam Lombardo**

I have his number.

**@52:02 - Akiva Naiman (akiva.naiman@gmail.com)**

I will sentence you remind me tomorrow. tonight, please. have two more meetings after this. remind me tomorrow, okay?

**@52:09 - Adam Lombardo**

Okay, perfect.

[@52:12](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

One more is Nairla. Are you familiar with Nairla for a baby mom?

[@52:22](#) - Adam Lombardo

Yeah, sure. Okay, great.

[@52:25](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So, Nairla, what's that? We have a partnership with Olemi already.

[@52:35](#) - Adam Lombardo

Ah, I did not know that.

[@52:36](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay, so you already have partnership with Olemi. So, so I was going to say, reach out to Rabbi Abramov, you know, and the folks at Olemi to see who you could connect with.

But if you're already a partnership with Olemi, then you're already open to all of that. Okay, I'm going to pause here.

That's plenty for you. Anyways, should you over the next couple of days. Or you'll circle back with me about your own time.

And I'll post the Google, Google sheet in the chat. Good.

[@53:00](#) - Adam Lombardo

Perfect. You're welcome.

[@53:02](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

As you guys can see and as Jonas knows me, I go all the way I teach and it takes lot of energy for me and I'm slightly sick.

I'm going to get a quick drink of water and I'll be right back. Okay, sorry about that. Jonas, you are up.

[@53:49](#) - Yonasan Caller

Just wasn't the same without you there for about 30 seconds. whole room went dull. You guys are going to talk to each other with exception of Adam Lombardo.

[@53:57](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay. You know this in five minutes Adam LaBard is gonna laugh. All right. Yeah, let's go for it You just want an update for me Tell me what's been going well this past three weeks and what's your challenge for this?

Okay, so the truth is I Like you know, I was actually mostly in bed.

[@54:19](#) - Yonasan Caller

That's the truth. So it really wasn't well so I haven't really been able to move things along I I Did before that I did start reaching out You know like I had my people I was reaching out to day by day and I got the good news is that I got those conversations going and I got a few more people interested in in helping you About a number of them said they weren't able to financially But they're how we spread the world and some of them did actually spread the word a little bit was helpful

And I actually managed to arrange a quite significant meeting with what we would call, perhaps, my next Dan. In the end I was sick and I couldn't make it.

All right, you put it in group chat, yeah.

[@55:14](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

And I postponed it for the last week and I couldn't make it.

[@55:19](#) - Yonasan Caller

Again, that really took me by surprise. couldn't go and meet him until I just wasn't. And then I were meant to meet today, but he was sick.

Okay, at least he feels bad now. But the truth is, it's been a bit of, know, like, I actually feel good to him or, you know, we speak.

So when we miss the show, hopefully we'll meet next week and that's kind of my next big meeting. And is this the guy from the Marr?

[@55:48](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

No, no, that's a different guy.

[@55:51](#) - Yonasan Caller

I'll tell you about Marv. Marv, it's basically that I'm looking forward to that. I hope that will go. Well, in terms of Marv Guy, the Marv Guy, he basically disappeared from the face of the Earth for about a month, yeah, I didn't see him.

And then I saw him, this past Monster Shire from Marv. And I asked him how he's being like, know, and he said, you know, he was, he didn't really tell me, he said fine, but like I could tell he wasn't, I said you'd be sick, he's like, no, no, I'm okay.

But there's, there's something going on. I don't know. I didn't, I didn't push him, but I just said how nice I'll see him.

you know, be in touch and developing that relationship. I think that's, that's a long term. That's a, that's a, that's a long term relationship that I've still been building and as well as you know, that that way to something.

You as I you part of the. Big picture like I mean, just I'll just tell everyone here who you know Here you know this but I'll just tell everyone else that That compared to when I came in, you know already few months You know, I mean I am in a whole new place break a shame, you know now until these last few weeks were right I was having new clients die every week, you know weekly Clients and we did have a number of small donations that came in as well as that big, you know first You know thousand dollars from from Dan that they came in and I brought him so that that was that was significant And then I think the last week is kind of plateaued And I really need to start I think going down that list like you said but you know trying and and Kind of

Bring in these small donations while working big on the on the bigger relationships Um, and look I've got that organized now.

I've got my if my list of people. I've moved a couple of people into the, you know, to a different list.

I, you know, I'm, I wouldn't say there's anything specific. I, you know, I think it's, I think it's quite straight for what I need to do now.

Like, just, you know, back on the train essentially, and, and do like those daily, daily calls with the people in my network.

And, and, yeah, I don't really have any, I need to say a hundred. My friend, let's, let's let go and let Hashem in.

**@58:34 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay. That's what we're doing. Letting Hashem in. You need a big win. Let's get you a big win. Yeah, I need a big win.

**@58:40 - Yonasan Caller**

Yeah. That's a big, big win.

**@58:41 - Akiva Naiman (akiva.naiman@gmail.com)**

You got to like some fires.

**@58:43 - Yonasan Caller**

Yeah.

**@58:44 - Akiva Naiman (akiva.naiman@gmail.com)**

Not the last time.

@58:45 - Yonasan Caller

Okay.

@58:46 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Hold on a second. Um, do you, what do you have your pitch ready for Mr. Smith next week?  
Yes.

@58:53 - Yonasan Caller

Do you have Why would he give you five thousand dollars?

@59:02 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Why would he? Why will he?

@59:07 - Yonasan Caller

Why would he because I'm going to let him into my world and help him really appreciate this problem and he already likes me.

I sense that and I know that he's given something like this before. I'm also doing, you know, when we talked about where we were going to meet, so he actually was telling me about something that he started recently.

He's, you know, one of, he's got a lot of different projects going on, but he's opened up recently a new studio recording studio to help.

He wants to host different podcast that he wants to use that to help like spread inspirations throughout the world and he's like very passionate about that.

So even though technically again, who knows whether or not feature on that. That's not what I'm thinking, but I could see he's passionate about that.

And so, you know, when we're talking about where to me, I say, you know, I'd love to see the studio, like, you know, I want to go into his world and let him see that I care about him and his world too.

And I'm not planning on speaking about Jaylen for most of it. We'll have an hour. I'm planning to sit there in this studio and let him hear it.

Let me I want to go into his world. then that's my that's what I'd like to do and really, you know, I think that's very good, especially if have a full hour.

@1:00:37 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

That's great. Use that for relationship building time, which I know you're good at, so I'm not going to coach you in that.

Recently, you guys remember Rabbi Wagg Wright? Oh, no, there was no overlap. It's a client from a while ago.

So, you've been taught before I joined, you know, I spoke to him the Anyway, so, so I'm actually now helping him with his organization.

And, and, know, he just a donor who would approach a billionaire who lives in Tel Aviv who approached him who says he wants to see an app Right for what he's doing.

So we've talked about it's before right? Don't just promise a donor something just because they want it unless they're gonna literally write the check with all the overhead and everything And it's aligned with your mission right so So we made a presentation That we already had anyway Just kind of added the app and we made a little budget to kind of show that and just just a little bit You know, we're not making a big we're not making an actual aspirin that but we're doing exactly what you're saying was going into his world And what we're doing So I'm wondering you and if you can you as you're meeting with him for an hour This is good for you Adam his book because you're gonna be meeting all these people from at hand Going into their world and seeing what they're passionate about and saying I'm gonna use it as a sales pitch, okay when people call me and They're interested in a nonprofit navigator and Marc Shevner's been you know a bunch of calls recently.

God right Unless it's really not true what I'll typically say is that's exactly why we have nonprofit Navigator right that I don't know if his person Aaron is gonna join us.

Let me text it. Let's see if he's going on right Aaron So Aaron literally is making new nonprofit He's not really sure what it's gonna be or where it's gonna go and I said Aaron It's exactly why we created nonprofit navigator people who are beginning and not sure where they're going right?

So for you, understand Try to find within those 45 minutes of talking Something that you could latch on and say that's exactly why I'm doing what I'm doing Right if he says I'm doing podcast because I think it's important to spread Judaism through world You say I totally get you.

That's exactly why I'm doing I started Taylor Look if you remember the TED talk in the orientation right when you're meeting someone try to find those clues Cuz you want that you want to you get what I'm saying you want to really like

You want to get in their world saying like oh my gosh, I'm totally with you like that's exactly why I'm doing what I'm doing Exactly why you just said Right so that's the one so look for that what what number will you be happy with if you walked out of there with This part's it's feeling I Be satisfied if it was more than a thousand up Then I go these taking me seriously.

**@1:03:32 - Yonasan Caller**

What about happy happy? I think I think I'd like for four five thousand dollars I doubt that will put me Right now as you can probably sense even without the data.

I'm I'm scrambling a little Think about money now So that's exactly what I was I was eating that out of

**@1:04:00 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, here's what I'm looking.

**@1:04:02 - Yonasan Caller**

Here's what I might like new .

**@1:04:04 - Akiva Naiman (akiva.naiman@gmail.com)**

I he can write you a \$10,000. Yes Yeah, think you should ask for a \$10,000 check and I think you show him exactly Why you're asking for \$10,000 Actually, even better even better even better.

I think you should ask him for nine thousand two hundred fifty dollars a Very specific number here is what we need you could say I've already raised you know Whatever fifteen hundred thousand seven hundred fifty.

I need eleven thousand so that we can actually start right now It's you know right now. I'm I'm I'm I'm Larry Page and in a in a garage Help me get a building That's that's Google Right that I wonder if that could be the pitch with this guy you're gonna spend 45 minutes with him in his in his studio There's got to be real connection Yeah

[@1:05:00](#) - Yonasan Caller

Listen, you know what it's like, Bob, I don't know what his name is, right?

[@1:05:03](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Like, you're building something, you get how passionate I am. You get, you know what it's like to create your own thing and fill a niche in the world.

Can you be a co-partner on this? Partner is a great word for this guy.

[@1:05:16](#) - Yonasan Caller

That I I'm also wondering if I could offer him something, like, maybe because he's got a passion in Georgia, maybe I could offer him something.

then I won't be offering him money, but I could offer him value and like, ideas and stuff, money, yeah.

[@1:05:32](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

And so that's, in those 45 minutes, look for those opportunities. And either you're going to help him, you know, if he's wealthy, might not need you for marketing.

But he might, you know, maybe he'll put his podcast on all of your materials, right? There's this, you'll look for those opportunities.

I don't know what they'll be, but look for them, for sure. I'll ask you one more question.

[@1:05:53](#) - Yonasan Caller

Yeah, but, sorry, time is up, I don't know.

[@1:05:56](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

No, time is not up.

[@1:05:58](#) - **Yonasan Caller**

Because Shopsie's not going, Shopsie's not going.

[@1:06:00](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Okay, I have 20 minutes for Devin and 20 minutes for Adam. Oh, so time is up, so time is up, you're right.

[@1:06:05](#) - **Yonasan Caller**

Okay, one more question, you go for it, you're right, so I'm sorry, yeah. No, I need to find more people who, these people came out of the woodwork.

Oh, yes, don't ask your question because that's what the last thing I was going to tell you.

[@1:06:18](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Okay, Daniel Lyons. Daniel Lyons, okay. You know who this is?

[@1:06:24](#) - **Yonasan Caller**

Is he's a British? Okay, he's thought I think his parents are front of my in-laws. You don't know him though.

You did not hear this for me, even though it's being recorded.

[@1:06:34](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

And I'm not going to give you his number. Okay. That's a person you should reach out to. Yeah.

[@1:06:43](#) - **Yonasan Caller**

Okay, like, okay. How do I go about doing that without saying? Say, no introduction.

[@1:06:50](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, you just said someone, who'd you say your parents?

[@1:06:53](#) - Yonasan Caller

My in-laws are friendly with his parents from years ago. Great.

[@1:06:57](#) - Akiva Naiman (akiva.naiman@gmail.com)

Call up your in-laws.

[@1:06:58](#) - Yonasan Caller

Hey, know, I was, you know, sorry.

[@1:07:00](#) - Akiva Naiman (akiva.naiman@gmail.com)

trailer and blah, blah, blah, blah. Someone mentioned a name Daniel Lyons, you know, uh, to be, he's a daughter to H.

Maybe you could say I saw him and H, you know, I don't know if was a plaque somewhere. I don't know, maybe because you can make that up.

But, um, uh, and you could say, you know, I heard that, that he might be interested in this. You have any way you could connect us.

You did not hear from me. Like I will get in major trouble. Okay.

[@1:07:22](#) - Yonasan Caller

Fine. Okay. Like seriously.

[@1:07:24](#) - Akiva Naiman (akiva.naiman@gmail.com)

I didn't hear from you. You definitely do not. I will deny it too. You're talking about for like five figures?

**@1:07:30 - Yonasan Caller**

Yeah, that's a five figure.

**@1:07:31 - Akiva Naiman (akiva.naiman@gmail.com)**

Wow. Okay.

**@1:07:33 - Yonasan Caller**

All right. Oh yeah. Thank you. last one for you. Okay.

**@1:07:37 - Akiva Naiman (akiva.naiman@gmail.com)**

By next week, when is your, when is your meeting with this, uh, this podcast, this studio guy? He could have come here because he's not feeling well, but potentially we've penciled in next Wednesday.

**@1:07:48 - Yonasan Caller**

Yeah. okay. Great.

**@1:07:50 - Akiva Naiman (akiva.naiman@gmail.com)**

So we hope to hear from you with us. Show us the names yourself. know, I wonder if I know, I don't know.

**@1:07:56 - Yonasan Caller**

Do I? No, no, you don't know. Okay.

[@1:07:58](#) - Akiva Naiman (akiva.naiman@gmail.com)

All right. Adam, was broke down. I'm saving the best for last, but that's okay. Adam. It's different. It's a different order every week.

So don't worry. Adam Okay, well, Adam. gonna jump in and tell me if it's what you want to talk about.

You want to talk about how to communicate with Sarah? Is that what you want to talk about or something else?

[@1:08:16](#) - Adam Alsberg

You're muted though, so I don't speak mine very well No, it's it's communicating with Sarah and saying and like at the same time I can also Race funds for my own overhead expenses so that way I could actually work with her and you know She doesn't need to get the money elsewhere from executives or however else they supply their employers, but I could be part of my ask.

My only challenge is Getting her on board with it without bothering over and over again. Let me ask you a question.

[@1:08:52](#) - Akiva Naiman (akiva.naiman@gmail.com)

Has she said that she's bother? Like how do you know she's being bothered? Okay, great question.

[@1:08:59](#) - Adam Alsberg

I said I teach a, I teach a, I speak at a Kihila, I give a partial share and, um, every, uh, every Tushabasen and one of the attendants is a CEO of, uh, big fund here in New York.

So he, after shrusing with me, he liked what I had to say, I got to know him and he, um, said he's joining, I told him about me trying to get it in that, oh, he said I'm actually joining the board on Wednesday.

So he joined the board, which is great. So I told Sarah, hey, um, this is what happened on Shruvus.

Um, there anything we could do with this job? And she responded to me saying like, uh, using, you know, his name's Josh, using, Josh, uh, to get this, not the correct route, uh, to take in at this time.

So I'm like, I just didn't put it. I said, okay, thanks for letting me know because, but like, I don't know.

Okay.

**@1:09:57 - Akiva Naiman (akiva.naiman@gmail.com)**

Adam, thank you for being transparent at, uh, you know, possibly vulnerable story. I don't know if you got up to this in the modules yet, so I'll ask you to the group and maybe someone will know.

What do you do when a donor says no? You asked the donor for donation, he says no, or she says no.

What do you do? You ever know? Yes, for more.

**@1:10:23 - Adam Lombardo**

Of course you won't get \$5,000. You wanted \$50,000, right? no.

**@1:10:28 - Yonasan Caller**

When can I, when can I, when can I next reach out to you about? When can I reach out to you for sure?

**@1:10:34 - Akiva Naiman (akiva.naiman@gmail.com)**

But also before that even, I'm not, when can I reach out to you? It's, you know, it's not, it's not actually, no, that was wrong.

What you ask is you find out why they're saying no. And if why they're saying no, if it was the wrong time, which you say, oh, no problem, totally understand that.

There's a recession, Trump's a president, depending if they're liberal or, or, or, or, the Democrat or Republican, it's a good or bad thing.

And, and, and see, Would there be a good time to reach back out to you?

**@1:11:03 - Adam Lombardo**

Can I circle back with you in six months?

**@1:11:05 - Akiva Naiman (akiva.naiman@gmail.com)**

Finding out why. So Adam, there's an opportunity for you to still now, even today, go back to Sarah and say, I'm so curious, because I'm learning this fundraising course.

Here's a CEO who loves my share who connect with me. is problematic about reaching out to Josh? I'm not saying I want to, or I'm going to.

I'm just curious so that I can learn, so that I can support ECP best. OK, this is her message.

**@1:11:33 - Adam Alsberg**

I hear that, but I also want to take into account this was eight days ago when she sent this to me.

I don't want to. I think what I would, the best course of action is to say, is to say that, first of all, is to reach out to her, say, hi, Sarah.

First of she said, sorry, I'm getting lost on tinge, but here, she said for now, Gold refreshing is not the way want, right?

So, I think I could reach out to her and say, hey, Sarah, and let me know what you think about this.

I could reach out to her say, hey, you know, I'm doing this fundraising course. need a nonprofit to use as my base.

Can I, first of all, can I use the ECP to find the kind of fundraising for the ECP? And when she says yes, I'll ask for the wiring methods in the value proposition, yada, yada, yada.

And also I'll ask her to use, and can I also use it, and for overhead, can I also ask me to include my overhead?

And I'll see what she says. If she says no, then I'm just gonna pivot and do fundraising for MGE with Rob by Wildes, because he said I could.

[@1:12:54](#) - Akiva Naiman (akiva.naiman@gmail.com)

Ah, please give it my best and a huge hug. You know, he said I use it.

[@1:13:00](#) - Adam Alsberg

he said I could do he said he said he said let me know if it's he said let me know if that's needed I'll talk to him on on next time I teach at MJ which is right next week does he know you're in the course with me he knows I gave his regards from Shim and Human so I like that you're see here's what I'm hearing and then you can tell me if this is if this is accurate what I'm hearing is that are you gonna meet you just meeting with Sarah in person I already asked her to come in I really I really just don't want to mess this up because I my dream job is to go direct this program so I'm really really I really don't want to risk messing up I don't want to take time out of her day I'm finally emailing her and setting up and calling her I'd rather email her shop I email because just doing taking more time out of her day I already went into me she already knows why I'm she's impressed and she likes me a lot

and she made that claim. It's just because it's just not her decision to make. Who's this isn't? The executives in the OU that disperse the funding that the OU receives to the different departments.

So, you know, I work for the OU.

[@1:14:16](#) - Akiva Naiman (akiva.naiman@gmail.com)

So, it's I know the OU. It's a beast, okay? Yeah. So, my whole lot of monster.

[@1:14:21](#) - Adam Alsberg

So, there's a lot.

[@1:14:23](#) - Akiva Naiman (akiva.naiman@gmail.com)

There's a lot there. It's true. There's a lot of legal and accounting like it's a massive multi-meal organization. get that.

Sarah proves to go get her. I don't know. I don't know. 10 years.

[@1:14:37](#) - Yonasan Caller

Sarah, Sarah proves.

[@1:14:40](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah.

[@1:14:44](#) - Yonasan Caller

She's brilliant. I couldn't tell you something about her the whole time. Yeah, exactly.

[@1:14:48](#) - Akiva Naiman (akiva.naiman@gmail.com)

funny.

[@1:14:49](#) - Yonasan Caller

I was wondering why you had a job.

[@1:14:52](#) - Akiva Naiman (akiva.naiman@gmail.com)

What's her not husband's name? David, not David. What's that? James, That's right.

[@1:14:56](#) - Yonasan Caller

That's it.

[@1:14:57](#) - Akiva Naiman (akiva.naiman@gmail.com)

So, so, Adam, um, Um, you love this program. Okay. This is like what I do when I do it when I'm doing life coaching.

I always tell that like the personal coaching, I can't work harder than you can. Okay. Meaning like if I'm the guy like, Hey, we have a coaching call or, Hey, did you do the thing that you said you were going to do?

Like, no, you have to work harder than I'm working as a coach. You're like, okay. There needs to be a boundary where you're only working so hard for a job.

Because you want, you want, sounds to me, this is just my two cents. You really want this job. And it's perfect for you.

it's a great step into the best thing in the world, the best thing in the world.

**@1:15:43 - Adam Alsberg**

I've spoken to, I've spoken to the presidents of the U and the past presidents, and I spoke all the way down to the HR.

And it's not in anyone's decision, except for who decides to disperse the money and where, and it's just, there's more priority.

in Yachad and CSY and any other things that we use then this new upcoming department.

**@1:16:07 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah 100% right but what I'm what I'm sharing with you is that it's like dating right it's like there costs to be a point where you say like as much as this is a dream job if they're not if they're not even willing to take a half hour an hour at some point in their week to meet with me so that I can fundraise money for them.

They already met with me they already met with me but that was more like so I can introduce myself.

Exactly meaning this is a position where you're coming in this is my again my two cents you're coming in as a co-director you're gonna be putting significant amount of time and resources into this hello Aaron I'm sorry hi I'm okay you don't have to talk you're driving do you think right you're gonna be putting this time and resource into this and you kind of already said it like if it's not gonna work out I'm gonna move to MG but what I wish what I would all

Upper is you can put it in the email, but say Sarah. I this is my dream job. want to give my all to this I really do um, and for for that, you know You don't make deals over emails and you make deals in person with a handshake And I would I would offer to say, know, if this works for you by email, Sarah great Um, but I would love to actually do it in person.

I'm happy to come to you so that we can really iron us out because I want to be committed And okay, you're what and yeah, go for it.

No, no, please I'm gonna say if you're met with if you're met with something like Adam, I don't have time for this, you know, or something like, you know, it could just be it's the right it's the dream job and not the right time Yeah, but then it ruins Just does it not like Uh, I don't know Didn't mean it did.

[@1:17:49](#) - Adam Alsberg

I don't know.

[@1:17:50](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

It's not a miserable impression It's not a What what it sounds to me like it sounds to me like you're trying to get them to think something specifically about

I don't want them to think something I want that I want to keep with how to think of me.

I want to maintain that I Hear you and I feel you and that when I'm offering to you here It was just two more minutes before move to Dubbit is what I'm offering to you is that know you're worth my You're very good with people.

You're an extremely hard worker and you're humble and you're a loyal And those are really good qualities right either co-director or employee or whatever is And if you're gonna bring those to me where with the guy who wants you and he's giving you the time of a motto if Sarah proofs is gonna give you the time of day also motto, but imagine if she's not already now What's that gonna look like two months down the line or a month down the line?

Well in a month down the line It's she she or at a few months on lunch.

[@1:18:52](#) - Adam Alsberg

might have to go head to hire more people And if I and if I've been pestering I guess you're right if I've been trying it if I've been showing my passion

Exactly. You're showing it.

[@1:19:02](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Testing and passionate are two different words, right? And you can even, you know, you never know if you're pressing in person unless they tell you so.

And sometimes we have our stories in our head. It's like, oh, I'm going to bother them if I call them.

We're really like, oh, would have, they would have loved the call from you, it's everything, you know, like that's everything.

And you could, if you want, you can say, Sarah, if this isn't the best mode of communication, I know you're so busy.

If this is bothering you, not if it's bothering you. That sounds a little, you know, me. But if, you know, there's a better way to do this for you, or if this isn't the right time, like maybe we should meet in a month from now, you can put that ball in her court.

But ultimately you are bringing value and you should, and you should hold to that. Shkaya, listen, I don't want to take up any more of our other stuff.

**@1:19:42 - Adam Alsberg**

All I ask is, can I send you the message that I draft? Yes, I was about to say, please reach out to me personally.

**@1:19:48 - Akiva Naiman (akiva.naiman@gmail.com)**

And also, you can post always in a group, you know, like, this is a question, like, this is, you know, how do I get the start?

You don't have to post personal things in the group, but you can send it to me, but it was everything other relevantly possible.

If it's relevant to send in the group, then I'll leave that up, then please.

**@1:20:04 - Yonasan Caller**

Just chime in here.

**@1:20:05 - Adam Alsberg**

I don't know if I can be helpful, but I know a whole family.

**@1:20:09 - Yonasan Caller**

I know a parents who are, know a brothers, I don't know if it's shy or not, but if that can help you in any way, let me know.

I'm happy to put in a message or a call, see if I can move anything over. You know what?

**@1:20:22 - Adam Alsberg**

Honestly, me being like a two-week check could come back to you and say, hey, if you want to just reach out and say, you know, I brought up your name in the course, and he's a really impressive engine.

You could say whatever you want. I'm literally nothing, but you could say whatever you want with anything. What is it that you're looking for?

**@1:20:42 - Yonasan Caller**

I didn't get it clear. What's the result? Can I have a one-on-one call with you maybe after the session?

**@1:20:49 - Adam Alsberg**

Perfect. I'm going to make sure I want to give you, thank you, Adam.

**@1:20:57 - Akiva Naiman (akiva.naiman@gmail.com)**

going to give one minute over to Aaron to our I'm just going to introduce aren't because he's driving, but our own welcome coming in actually where you live nowadays, not Cleveland.

Yeah. Hey, Oh, you can go. Lakewood. Give us one year where I'm not gonna be able to coach you because I already allocated the time for everybody else.

So you can, I guess, let me know if you're going to come back again next Wednesday and I'll do a little bit of coaching with you are and give us one minute about what you're looking to build on starting up a new nonprofit.

You give us this an elevator pitch.

[@1:21:31](#) - **Aharon Brejt**

Put me on the spot. I'm still working on my elevator pitch. But basically, honestly, right now, it's really just speeding my projects.

just been also having to do like this type of small stuff in the neighborhood with my community, my company, Shiva, and I really just needed a way to channel the money not through my own organization.

You know, that's my own bank account. That being said, I see that there's a lot of room. I guess, you know, I said, like, key river hike in my car.

like you're craving in a way like I feel like you know barf shad like the community in general that a great place um as a whole and then there's always like where we could be better you know that's why I called it a leah you know stiking growth um and a leah fun just to try to you know fund these projects uh for example right now I started my habura um guys they're very good guys you know learning kind of hard for bunch of years and Kyle and now and now I just started a small incentive program like you know guys should write up you know they should write up and I'll be published every other week and put out a little a little book with a contrast um we have a hotline where you know guys have options to put a recording of their habura on there and you know like a friend of mine told me like there's a guy's a serious guy you take a learning seriously he's like now I have to start learning you know like now not like now that people are gonna see it so that's just uh one one project for doing yeah thanks I love that the guy

[@1:23:00](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

is to be like, oh, now it's public. I really have to, like, investigate. Like, that's very, very cool. OK, Shkaya, I apologize for a little more time for that, but I'm being tempted to think of what's happened.

Maybe I'll make sure to allocate time for for next Wednesday. OK, good. But hopefully you'll benefit from seeing everyone else coached right now.

All right, David, welcome. There's a lot to unpack what we're talking about today. Board? OK.

[@1:23:25](#) - **D Gross**

OK, so let's just do, let's plan goals for this week next week. Next week, we are trying to get a family in the door.

The board is going to invite a family in, and they're going come and tour the office, not much, but couple of offices.

Over to setting them down, I'm going to prepare a pitch deck about what the organization is doing, difference that we're making, and the need for it, and then sort of meet a little bit of an agenda, like, find out.

then we plan to ask them for the significant amount of money, right? They're a wealthy family, they got four brothers and parents.

They can come in as a group, can come in, match each other as siblings, however they want to do it.

One of the brothers has a daughter in the program. The other one who is more in control of the money gave a little bit, at a campaign, just sort of like a token.

So we sort of want to get them buy-in. So number one, I want to work on this pitch deck.

I sort of have a sample that somebody of a very successful pitch deck that somebody sent me online. So I'm going to try and adapt that to non-profit and follow the metric.

A pitch deck is a short slideshow that explains the opportunity and how you're making a difference and why people should buy-in.

So it's usually used for else? Well, yeah, sales change.

#### @1:25:03 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

No, I use them in nonprofit all the time, and you'll see a module one to make them with AI or just, you know, on your own.

Very good. Okay.

#### @1:25:12 - D Gross

So number one, it's, it's, I guess, really adapting it, like sitting down and just planning it. And then I gotta get it made, you know, graphics and all for next Thursday nights.

And then, I guess they're just, like, I'm not sure how formal the agenda should be. Hopefully we'll have, hopefully we'll have, you know, as many board members as possible, I asked them all to come because they're all well known people in the community.

And the more people, you know, if all five of them could show up and they're asking this together, shows the importance.

And really, my goal with this is to try to get, I don't know if there's to be a family that can give, you know, five, six figures.

But, but if we do monthly, I have to build relationships with these people in this community. Nobody knows me yet.

I think that I know I spoke to another recent fundraiser in town. And he said that he had his board members, you know, make individual introductions with their friends and they came down to meetings.

He said it didn't work because was very nice. I met him beautiful, but I'm probably with him. I'm not friendly with Toby.

So, Toby's wonderful guy. know, Sean, Melissa, but not getting into Mike. So I feel like over here, first of all, it's a buy-in, we're asking them, all the board are there.

That's very impressive. I mean, it's very important. They know these people are. They're going to come in. We're going to ask them not just give us a donation, but to buy-in, to take ownership of a program, know, sponsor something.

We'll call it, you know, whatever family, you know, simple program, call for call, whatever it is, which I need to come up with exactly those opportunities to figure those things out, exactly what they should be.

We don't know. Yeah, the price point that we're going to ask, but yeah, so it's planning this Thursday night event, getting the pitch back done, figuring out tone of the evening, and then coming up with what the opportunities are based on what the ask would be.

And then the goal is, if we can do this, then I can carry the relationships throughout the year with each of the siblings and like they bought in and then like it gets me going, I think if they're, if they're really that bought in and they're like in a big way part of the organization, then it'll be a lot easier for me to grab that relationship from the board members and then pick it up.

Because I think what's going to be little bit challenging is building relationships, especially with the bigger donors. It's all, it's all, you know, relationship giving at this point.

[@1:27:55](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

so thank you for presenting. And this is going to be relevant. Also for Adam, Lynn Barnard, we're talking about moving donors who are giving a personal level to cause, one second, so you can

send a message with her, yeah, so okay, so moving back to your question, okay, first of all, just write this down.

In the course, what you now have access to, module 4, which is about fundraising, okay, in the segment that's called Making the Ask Part 2, if I remember correctly, there's in the text there, in the description, there's a list of questions that you can ask donors, and they're really good, and they're meant to be questions that are both conversational, and you can look at it too, maybe for your question, or your meeting on one side, there are questions that are built in a way that are conversational, but they are also questions.

that I touch upon the philanthropic reason that they're there. So, you know what, me, let me actually, oh, have it right over here, one second.

I'll give some examples. That, that, that, that, that, that, that, how do I need to pitch part two? I think this is where I put it, one second.

Yes, okay, I'm gonna share my screen two seconds. Cause I think this will be, in terms of like, we're talking about the agenda and relationship building, these are the types of questions that are building a relationship.

Now, this is actually important for everybody. There's, there's too much in building relationships in terms of fundraising. They're both true.

There's like, a little, a little different, looking kind. I prefer this. I think the second one is more and it's too more money.

There's the types of relationships where it's like, we're talking about bicycles and skiing and we both like golfing and whatever.

that's good, right? You're connecting on a human level. But that is the type of relationship to quote Todd Cohen from Florida, if anyone knows him, where the, the gift is the relationship.

Okay, the relationship is the fact that they're giving is relationship. That's why you're friends. would you have been friends in any other scenario?

No. They're friends, your friends, your friendly because they're giving to your organization. Okay. So that, so look at these questions and that is why I think the second one is more, is better because you're not looking to be friends with these people.

You're looking to be friendly and build relationships and can be close. But ultimately, the whole reason that you guys are getting together is because of the women and men that you are helping.

So if you see here, right, module four, nine, right, how to make the pitch, how do you describe, okay, this is, this is, well, no, they have a daughter in the program.

So what have you ever taught to anyone about the name of our, which one is it, which organization is it?

MSI.

[@1:30:48 - D Gross](#)

So, you know, how do you, how would you describe MSI to somebody else?

[@1:30:51 - Akiva Naiman \(akiva.naiman@gmail.com\)](#)

know, what, what results do you expect? not the relevant for this one, right? What do you, what do you think are the biggest challenges?

is facing older singles today for older Jewish people today, right? What type of organization permission most excites you, right?

Again, depending on how close you are, look through these questions, but does that will build the conversation around them?

Now, you're not going to come there with a list of questions, be reading off of your arm, you're like, well, that's your thing, so what excites you about, right?

Like, they're going to be organic, you want to fold them into the conversation, but those are the types of questions that can start building towards your pitch.

Zahat, that's one. Two, a couple questions for you. Do they know that you're making an ask?

[@1:31:37 - D Gross](#)

They will, probably. Meaning, they're welcoming and changing.

[@1:31:42 - Akiva Naiman \(akiva.naiman@gmail.com\)](#)

We're inviting them.

[@1:31:43 - D Gross](#)

They know that.

[@1:31:44](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay, they know that. And who and who is, you mentioned it, all five board members. Are they close with all five?

Um, all five know them.

[@1:31:54](#) - D Gross

They're a big family. One of them is, so, it's very comfortable to call them in. And ask them to come down.

Okay, sorry, they're already coming or he's still going to call them and ask him to come?

[@1:32:05](#) - Akiva Naiman (akiva.naiman@gmail.com)

He's supposed to follow me, he didn't call him yet.

[@1:32:07](#) - D Gross

This is tentative, we don't even know their schedule. It's attempted for two-bit shots just because the board said we have to get out of the calendars and that we hold ourselves accountable, but it's really going to turn out to be whatever they're all available because you know we have to see if works with the calendars.

You have them out.

[@1:32:23](#) - Akiva Naiman (akiva.naiman@gmail.com)

Are they visiting or they live there?

[@1:32:25](#) - D Gross

I saw your question. Are they live there? They live there.

[@1:32:27](#) - Akiva Naiman (akiva.naiman@gmail.com)

It could be anytime. might not be this week. It depends on what's going on. Okay, there's three things that we're always looking for in an ask, in an AS solicitation.

the individual and typically all of them, three things. You should know them already from people who have watched, of course, specific, urgent, Not like sue me, but just sue.

Specific, urgent, and emotional. so I'm wondering what sense of urgency you can create here, David. Not only for the family.

guess in a minute, but for your board member. Your board member. not called them yet and they could have called them two weeks ago.

It could have called them a month ago, right? It could have called them a day after the command and said, let's ride this baby.

You know, we just paid back this last six months. We do not want to get in the black and the red again.

So there needs to be urgency for the board member. What urgency can you share with the board member? So that's the urgency.

[@1:33:22](#) - D Gross

We call them and said the money has been good linked down and we are behind on, know, payments other than actual payroll.

Out of board member.

[@1:33:32](#) - Akiva Naiman (akiva.naiman@gmail.com)

How did the board member respond to that?

[@1:33:34](#) - D Gross

They said, okay, let's go. What's the, so I called them off the video. I told them, I said, listen, this is what we're holding.

I said, we need a plan. You guys, you know, here's the list of leftovers that either, you know, either gave very minimally to the campaign or didn't give it all when we invited them to a pilot meeting, know, so these are people that are significant donors and go after.

all have somebody here to have a relationship with them because they were going to invite them to that. So go through the list, see who wants the who's comfortable, call, contact. So, you know, they did. So he sat down and he said, okay, I'm happy to call these people.  
think that we could do a family ask. Okay.

**@1:34:11 - Akiva Naiman (akiva.naiman@gmail.com)**

So, family asks is for sure six digits. Like, this is not a five-digit ask, right? Pasha, 100% is a digit ask.

And I wonder, again, because I'm new to your organization and your kind of new to your organization. I wonder if there's room here for the board members to really feel and get emotion, right?

What it's like for your staff to not know if they're going to be able to afford to score series this month.

Because that's what it comes down to, right?

**@1:34:44 - D Gross**

There's people- Well, I shared messages from, you know, ShopCon and that asked for payment. And they're, you know, they're owed for, you know, of dates and stuff that they've made.

they're like, hey, it's been like two months. Are we getting paid? Like, what's the deal?

**@1:34:58 - Akiva Naiman (akiva.naiman@gmail.com)**

So that's different, right?

**@1:35:00 - D Gross**

That's and I'm not saying they're wrong.

[@1:35:01](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

They're for sure, you know, when I taught in a bay there were months when we didn't get paid  
But but and I get and I get that but you're most like it could be that you're born members Don't  
get that because they're wealthy.

They're not going shopping like you think they're going shopping. They're not going shopping,  
right? But most wealthy people in America are self-made.

don't inherit money So they probably know what it was like once to not know where they're you  
know to not always have money.

I Think there's this room here and again you can push back because I don't know  
enough Yeah, there's room here for you to say, you know, I was brought up to make our  
organization not just Survive but thrive and for a musician thrive just like a company to thrive It  
means that that we're always looking three months out and are set for the next three months  
Anyone who listens to David Ramsey will tell you you need three months in the emergency fund  
and that me right?

Right you need to have that money in emergency fund and not only do we not have it we're in  
not even poised to even to start filling it up and our organization will close down if those  
milestones don't get hit right if you don't go another two months like this god forbid three months  
for this and there's no money coming in and we'll close down but you don't want to be in a place  
where we're constantly chasing our tail we none of us want to be in that place right so so you  
say listen we're we're we're almost at that place where we'll be in crisis and none of us  
want to be there again and i want to take and tell them i don't want to take organization where  
we're moving from surviving to thriving we're going from survival to survival so i think there's  
room to tell that to the board and say you know our shuttongue don't know where their next  
check is going to come guess what's good i guess what they're going to do they will quit they will  
find other side gigs and then where do not where do we stand and more importantly we're the  
single men and women standing that you're on the board to help like i think there's room for you  
to say this tonight about you

It's the single-minded women.

[@1:37:04](#) - D Gross

I sort of did tell this guy, you know, I said, hey, I love this idea. I think that if we did this enough,  
you know, building my relationships and eventually the board will not have to be in this, you  
know, crisis mode and I'll be doing the fundraising.

So, you know, you put in the time, if you guys put in the time and effort now, then, you know, it'll pay off pretty quickly and I'll be able to pick it up.

And, like, we do this every spring months, you know, like, until we got here, until we ran the campaign, it was like, oh gosh, there's no money left and then they started giving their own money just to make payroll and then, oh gosh, there's no money left and they go collect this.

oh my gosh, there's no money left. let's get into the pattern, too, where we're dealing with the important hundreds and things.

Listen, take a second, talk to Chad GPT, it will make the pie charts for you.

**@1:37:48 - Akiva Naiman (akiva.naiman@gmail.com)**

Show you, tell them the, tell Chad GPT numbers and it'll make the imagery for you. Tell it where you're holding and what happens if we, you know, tell Chad GPT to present for you, what's going to happen if we...

we'll say in the death cycle. We don't want to say in the death cycle. And what do we need to do to get out of the death cycle?

To get out of the death cycle, we need to, we want the board to not be acting in a crisis.

You guys don't want to do that, right? And here's what you need to do in order to do that.

So I think there's, and there's visuals, like I showed you earlier, the visuals are very powerful. So that's, okay, that's enough about that, but I think you understand where I'm coming from.

think it's important. Two is, let's talk about this pitch deck.

**@1:38:23 - D Gross**

Okay, so you have a pitch deck.

**@1:38:24 - Akiva Naiman (akiva.naiman@gmail.com)**

Listen, once you start tweaking it, post it in the group chat, you know, you feel comfortable just so we can all, we've all done pitch decks.

the coaches have done pitch decks before. We can give you some, and feedback on that. You need to, you definitely need to do research on, you know, how much to ask them for.

And it sounds like it's going to be one, two, three, and a thousand dollars. And here's a couple of thoughts on that for you.

One, don't know, this is just my gut. I've learned to trust it, even that sometimes it's wrong. But this is my gut for this family right now.

It's, I wonder, it's. like to me that they will respond well to a monthly giving amount instead of a one time gift.

I don't know why I'm saying that, but that's what it feels like to me. So see if you can use some research to see if that would work.

If you said, you know, for \$25,000 a month, this and this and this will happen. Like really break it down for them.

Here's our expense every month. We have H.A. we have, you know, who on average are making one a month or whatever days again, I don't know the numbers, right?

And they're running one event. So for \$25,000, you will be helping 5500 women and 20, don't know again, making up numbers, right?

And that is what we need right now. And without that, we will not know what we need. And without that, this and this will happen.

Because we're coming as a family, I don't know, this is just kind of like, I got a smaller number.

They're a family, right? means they're a very wealthy family. That have passive income. Okay, so that means they're in real estate or they have, you know, significant investments, whatever my real estate.

It's real estate. You don't know? Oh, you've got to know, you've got to be re you're asking for \$100,000, hopefully more, you've got to know everything about these people.

What do they do? Because I'll tell you why you want to know how they think, if they're real estate people, right, they believe in buildings.

You asked me, I'm not a real estate investor. So I'm not a big believer in buildings. I think programming should be mobile or digital.

Right? But if they're real estate, they believe in buildings, right? They believe in physical products, right? And they also believe that in the long term, if they are, if they make, they make, you gotta find this out as an inheritance, but you gotta find it.

you gotta learn about them. And you're going to tailor your pitch to the way they again, host in a group chat will help you out.

Okay? But a pitch where it's a family. Oh, my point was they clearly have steady income coming in every month.

Almost for sure right like you're probably not wondering like where the next hundred thousand dollars are coming from it's not like sporadic money coming in It sounds like it's something more It's a deal consistent that right, you know You gotta find out you gotta look up their name on Google you gotta you gotta look up these articles about them You gotta check them out in hatch for donor search I don't know if you know this but hatch AI is free the trial and donor search You get a free account with it with nonprofit navigators.

So email me for your free account if you don't have one already but Words \$25,000 a month is probably it sounds it's a much smaller ask or like you're kind of just walking into this And it's monthly.

So you're getting two hundred three thousand dollars here And then you don't have to worry every month. Where's my next twenty five thousand?

was coming from like you know you have a quarter of your monthly budget done for a year You

**@1:42:03 - D Gross**

that's and I might not be 25.

**@1:42:04 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay, you need to do more research. So what, what's on your docket right now? One. And I just want to quickly go to Aaron's question that he asked.

One is, who is going, who is going to be making the actual ask. You have to talk to the board member that's closest to them like at the walkthrough is it yours at the board member.

And you need to do more research on this family. How do they make their money? Where's their money from?

Or do they typically give to? And it's, and maybe speak to this board member. It sounds like to me that a monthly ask, but a monthly can, you know, continue a lot.

know, only can ask it once, a recurring contribution is going to be the way to go. Perhaps what that number is and what it's for.

And remember, specific, urgent, We don't get those \$25,000. We'll never be able to grow with confidence. Well, if we get that, then we'll know in six months from now, we'll be able to X, Y, and Z.

If we don't get that, even if you make a donation today, we won't be able to help X, Y, and Z.

And I don't know what X, Y, Z is that's for you to fill in. Um, especially with the daughter, um, the daughter should be part of the ask.

Like the daughter, you can't just call the daughter and be like, Hey, tell your parents. So whatever, but like the daughter should be there and talk about how she's benefiting for sure.

Um, Ad Khan, does that sound good? Okay, please lean on the chat for support around this, especially with a donor like this moves management.

We saw cats, Vinny Mariles. Um, those are the two coaches coming to mind right now are our pros at all.

And Allison Hopper are posed at this kind of ask. So they've all made six, seven and eight digit asks in the past.

Okay. And gotten into not just asked, but also gotten them. Okay. So, so lead up the group chat. All right.

We're going to close with you. The last question you asked, which is, I'm sorry, pulling it up was, how does one differentiate from making someone feel used for their money?

So, so this, the answer to this question, relevant for everybody. So I'll answer it. You'll see an orientation and orientation video.

Adam Ellsberg, you probably already know the answer for this. It's a mindset shift for you. When you shift your mindset, that will come up, oh perfect, my meeting is running late.

going to end anyways, but I'm not rushing. It's going to come up different for you. When you take on the following mindset, I'll use Jewish terms, you're a cleat, you're a conduit between a value that your organization represents and the philanthropist, the donors, values, and that's why you weren't here before, but share this screen again, right?

That is why you're trying to find people who align with you, either they align with you are on, right, cousins or friends or whatever, or they align with your cause, right, there's a cause align, I align with, so I'm happy to give you, because you're my cousin, you're my son, you're my mother or whatever it is, or I'm happy to give you because I love what you're doing, or I'm happy to give you because I've benefited from what you're doing, or I'm happy to give you because I believe in

and I want to see Lakewood grow, and I live in Lakewood, and so I want to donate to a LeoP, right?

The point is that there's an alignment here, and it's nothing to do with you, except for the first one where it has to do with you, but there's still a line with you.

So you're on mute, I can't hear you, but that is how you make them. So as the more you do that self-work, and you're coming to a meeting, when I brush them, I can say I've done this work, when I come into meetings then with donors, there's nothing to do with me, and whether they feel uncomfortable is most likely, only in my mind, it's not true, act in actuality.

I'm just giving them an opportunity for something that they would love to fund regardless. Is that any question? Oh, he left, it must have been a really bad answer.

He's back, it's a great answer. Did that answer your question? No, I'm sorry, was really doing my page because my mic was off, I wasn't working.

**@1:45:55 - Aharon Brejt**

Yeah, that was very helpful, actually. mean, that's great, hear you're a line in the calls. That's telling a friend about this, you know, by breakfast in the coffee room.

He's like, yo, here's \$100. I love this.

**@1:46:05 - Akiva Naiman (akiva.naiman@gmail.com)**

Great, you when you said the work cousins, by the way, so when you said that family email, I was like, Oh, cool.

I'm going to just pause for a second. aren't I have five more minutes because I still have prep for my next meeting.

I'm going to spend five minutes with you. Anyone who wants to stay is more to welcome, but time is up and anyone can go as well and Shalom, but anyone is also happy guys.

**@1:46:26 - Aharon Brejt**

I just asked you a keyboard.

**@1:46:28 - Yonasan Caller**

Can I have a two minutes? Well, I don't mind what it is, but over the next two days, it'll just be helpful to have a two minute check in on something one on one.

It's okay. That's fine, but is it two minutes or is it 15 minutes?

[@1:46:39](#) - Akiva Naiman (akiva.naiman@gmail.com)

I think it'd be a fair question.

[@1:46:42](#) - Yonasan Caller

I think it's a two minutes or the you might say to me, this is the 15 minutes, but why don't you give people a comment?

[@1:46:48](#) - Akiva Naiman (akiva.naiman@gmail.com)

What's that mean? What it's about? that way I know that's fine. Yeah, yeah, yeah.

[@1:46:51](#) - Adam Alsberg

So would you mind putting your number in your chat?

[@1:46:54](#) - D Gross

Sure.

[@1:46:55](#) - Aharon Brejt

Yeah. Also, by the way, Adam, if you don't mind, MJE Manhattan Jewish experience. is that what I came in you are you trying to a job there something is that I teach their Wednesday nights and uh, and Chavez, you know, bus in motion first, you know, I think he's not there.

Okay. I could maybe I wanted to like PM you about that. don't know there's a way to do that.

Perfect. Uh, let me put my number in the chat to a week.

[@1:47:18](#) - Adam Alsberg

Uh, Aaron still has to sign up.

[@1:47:20](#) - Akiva Naiman (akiva.naiman@gmail.com)

You got to tell him to sign up.

[@1:47:21](#) - Aharon Brejt

I'm gonna, uh, I'm going to first see a great in person pressure like I love what you're doing here and it's something I would want to do.

I don't have the time right now to like allocate to this, but it is something I probably would want to do.

You know, um, here's my number.

[@1:47:34](#) - Adam Alsberg

The items number that I'm on.

[@1:47:36](#) - Akiva Naiman (akiva.naiman@gmail.com)

What's that? Okay, great.

[@1:47:38](#) - Aharon Brejt

No, so you can connect.

[@1:47:40](#) - Adam Alsberg

Can you send us You want to send on? Thank you so much.

[@1:47:43](#) - Adam Lombardo

It's super helpful. you. welcome.

[@1:47:51](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay. Take care, man. All right. Um, I don't know if shops is on, but I guess if he's listening, so I don't.

Yeah. So, um, where are you still here? Okay, great. Yeah, please please be here. Shopsie. Also. I'm realizing now.

I do wonder if it's gonna be I'll give me a second Are you rushing our own? Oh not rushing rushing, but I have a few minutes, but yeah Shopsie, wonder if there's a way for you to get on the WhatsApp group without having WhatsApp.

I'm gonna look into it, okay? Okay, thanks Well, are you know something about that? no, I don't I don't think there is but I mean, you can maybe always like I would have a coder Food something maybe like mirror the messages to Google groups or through nasty that unless probably some half we could do I'll have my sister look into it.

Okay. right. do you um, let me think it So me just general like just general questions.

[@1:48:45](#) - Aharon Brejt

I mean, yeah Tell me how I could help you with the you know, where you honestly like I think I listened to your voice I listed a couple times like just like you're saying firstly.

really like how you put that down How you explain the word thunder like what? the means and stuff like that.

I think, I think, I mean, that is really my first plan of action, kind of to like, again, because like, the reason I gave that like the preface that, that comment, because it really is like a lot of those are really extra credit, to be honest, like, I really, the main reason I did this was like, just because like, I was channeling money through and being kind of didn't want to do that.

Like, let's make a nonprofit, you know, yeah. then I also realized that there's all these free products that these companies give, like, Canva, et cetera, you know?

[@1:49:29](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, yeah, look at text. Yeah, Adobe, Microsoft, know, yeah.

[@1:49:37](#) - Aharon Brejt

But I think, I think, I think that is the first thing, the first line of order, right? I mean, you probably say this like to figure out your mission, you know, define your mission and solidify it.

My vision, honestly, like, I really, my vision is like that, just kind of like helping good, like, and I kind of want to, I want to create, I really would like to create like a very,

general thing that could like really be broad. I want it to be broad because I want it to be all to encompass lot of different things, which is all just helping to go of like spreading terror, you know, the core root of it, like helping people realize their potential, realize their essence, you know.

As I honestly, I think about it, mean, I think about how to word it in like a mission statement, and maybe, you know, they all, you know, work with you on that.

I find that thing maybe could work. No, I mean, what's what's your thoughts?

[@1:50:29](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Tell me more. It's not about the word. You're approaching it, I believe backwards. Tell me what you do. Let's say I come into organization.

[@1:50:37](#) - Aharon Brejt

What do I see?

[@1:50:38](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

What happens? I still don't understand it.

[@1:50:42](#) - Aharon Brejt

Well, as I'm saying, you don't understand because that's what it is. It's not anything. It's just funding my products, whatever.

I felt like it's something that's beneficial doing that like it's not like a specific like helping should open, you know, that's you're saying you have, you are and have a few different things that you're doing for college.

Right. And I'll be off fun.

**@1:51:00 - Akiva Naiman (akiva.naiman@gmail.com)**

People. can donate to Alia Fund and that will that will fund all of those things.

**@1:51:04 - Aharon Brejt**

Basically, like I'll say partial playlists right put partial playlists in the same box as a thing, you know. How many things do you do?

Right now um right now like officially through this, I'm doing the partial playlists, I'm doing the cards of new to stick with and my next.

**@1:51:31 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay, one, partial playlists and that is, is playlists. What is that again? Say it again, one sentence.

**@1:51:37 - Aharon Brejt**

been making playlists, a great one coming out today for a partial off. I mean, it's all my Hadooshim, like there's other people who do this, like Spotify hasn't had it.

Just play this with your partial. Your songs, you're collecting the songs to the partial. Like me, somebody's the way on a show this week, you know, lot of those, that's what

We've been doing McGillis and we've been doing also, maybe we're going branch up to Davening, to Hill, you know.

Next is, um, it's called, we're calling it Kerenzer from Nihuda. That's up to my grandfather. Um, we're, we actually did this in the Khabur a while ago, basically just like a weekly gillion, a weekly newsletter, just like, did retire from the guys in the Khaburah.

It had a lot about slagha that was last year, that was like before I started the official non-profit. So there's like a little bit of spinoff with that, like on a bigger level, we take, let's say, 10 to 20 pieces from the island.

I'll, um, print it off. This, I mean, just started two weeks ago, fresh off the press. Um, so there's that.

Um, and then my next thing, this depends on some things. Like, if I end up seeing a liquid for an hour, hour, whatever, if I get the funding, if I work on it, and that is, I'm calling it the Shabbos.

Um, a friend of mine, Penny Cohn, his brother was one of the, one of the boys that died in their own a few years back, Yassif.

So it's all the name that came to sepsis, Yassif. but he was like really that type of guy like he like he really enjoyed life enjoyed Chavez he enjoyed and and he specifically I would want to be working in BMG on this that in BMG one of the one of the drawbacks it has is that the Chavez situation is like very well I would say she was for Chavez no you know and like and because of that there's a lot of like unutilized Kifus and potential that a lot of these guys have that just doesn't you know I was single I got married 27 I was I was a BMG buffer for like three four years I'm like I feel myself like I feel like I didn't you know I didn't necessarily utilize all the time I had partly and in part because of that that like there wasn't that home feeling there wasn't that way of making friends like camaraderie it was a very big place and I see a lot of guys who also who you know from the levels have to tell me my next thing what's the program what is it so no oh sorry yeah so so that's that's the the goal the the way to do that

Firstly, I have a bunch of younger guys that I know and she with that like came to sleep and like camp or whatever.

So the first step is really I need to do is like kind of call infiltrate the rings, you know, get the connection with guys.

I haven't fully decided how to accomplish it. I think a very simple way is really small things like, you know, get funding, give out free, like just, you know, you see, if it was pretty good, but like, give out free liver, like, you know, make things nicer.

What happens is people on the cheering and then there's like a camaraderie. Maybe make like a Klamash Kabura, you know, every other week, that's part of Let's say in the DMG dorm, like it makes like a way of people meeting each other.

I don't know, know, see what happens, how much of this, like, be able to specifically like, they might like this, you know, it depends, you know, have to navigate that well, but that's the goal.

That's the ideal. I think, I think it's very much Google. I think it needs, buying the stuff, you know, sponsoring the talent, whatever it is, um, those types of things.

Maybe if I have to start paying other guys to like, you know, do one of these also. So that's, uh, that's our current projects.

Go ahead.

[@1:55:18](#) - Akiva Naiman (akiva.naiman@gmail.com)

One second. I'm using AI.

[@1:55:21](#) - Aharon Brejt

I mean, like, I have a certain vision, let's say, I would maybe let's do a Thursday night, do Wednesday night, but like, bring a few guys together in like a dorm room, bring some chalen, know, say like a Fumish tickle, someone else will say Fumish tickle, whatever.

That's the whole thing. And then like slowly create just like an atmosphere of like, oh, hey, we want to be getting married.

We want to be moving on with our life. But also right now we're here and like, Hey, what's your name?

Like I have other friends, but like I'm happy to make new friends, you know, I'm not sure this thing everyone likes as it can't be done.

So, you know, but Oh, it can totally be thought. I don't yeah, I don't know.

[@1:56:03](#) - Akiva Naiman (akiva.naiman@gmail.com)

You know, the name and gene is Thrives on being told it can't be done What name DMG I said the name in gene premium gene.

[@1:56:13](#) - Aharon Brejt

Oh, the name and oh, yeah Yeah Do you work with a guy Florence and Lakewood you saw Florence? No code you're called non-profit navigator because he actually he's an account that he also has a company called non-profit navigator You're just okay.

No It's like it's like it's non-profit spinoff where like he was like more like he helps non-profits, you know for in opening In Lakewood Yeah, I mean that was that was where the money was sent You saw Florence F.L.O.R.

A.N.S Florence immac- I don't see any website No, I don't see as a website it just like his non-profit that like too funny

[@1:57:02](#) - Akiva Naiman (akiva.naiman@gmail.com)

I mean, here's my mission statement. It's coming up and we make tour come alive through music, shared insights and uplifting experiences, partial playlists, feel the partially through curated music, or collect the music.

Carries it when you go to L.A. by sharing cool insights with the world to somebody who's from Shabbos at B.M.G.

with warm, run a great food. It's going to come up with, this is not so good here, AI, what it came up with, it would need more input from you.

Do you have chat GPTR?

[@1:57:30](#) - Aharon Brejt

I don't, I think I noticed, I think, I think good stack gives it for discount. Does that make sense?

[@1:57:37](#) - Akiva Naiman (akiva.naiman@gmail.com)

Probably, probably, yeah, yeah. So you're an audio guy, so it actually has an audio button so you can just talk to it and we'll do it for you.

So that way you don't have to type it out. But what I would also add to that is what I would suggest for Ali App Fund, for the website, which will just make it clearer for you, is Ali App Fund.

funds, well, better word than that. All you have fun, distributes yorza.gov to worthwhile causes that enhance Torah in an experiential way.

Yeah, I like that.

[@1:58:14](#) - Aharon Brejt

mean, something like that effect. You like that.

[@1:58:16](#) - Akiva Naiman (akiva.naiman@gmail.com)

That's the top line. And then you have three boxes. Okay. One is the BMG box. One is the CFSO, but one is a partial playlist with a short description.

And it says, to support this initiative, click here. It doesn't matter that all the money is going to the same place in the back end.

You just have to keep track of it. And that way, it gave me something just sorry to start interject.

**@1:58:43 - Aharon Brejt**

I got quick books, so I just don't really have to use it, but I have to figure out a good way to keep that up.

**@1:58:48 - Akiva Naiman (akiva.naiman@gmail.com)**

Listen, if you need a bookkeeper for non-profit, I know someone great and cheap. Yeah.

**@1:58:53 - Aharon Brejt**

Yeah.

**@1:58:54 - Akiva Naiman (akiva.naiman@gmail.com)**

Very, very good.

**@1:58:55 - Aharon Brejt**

Maybe someone who could help us, and he set it up one time, and I should be able to input it out.

**@1:59:00 - Akiva Naiman (akiva.naiman@gmail.com)**

So that you know what's that me what you need now for to Tim and I'll see if we can do it for you Um, but um one of the things I have to go after we run my mission a minute Um, but that's what I would say you would do and that will help it will help the clarify player for youtube And then any

any new idea you have you just throw it in a box on the website and then people can donate It's just it's item to build your website on wicks is it wicks?

No, it's not wicks.

@1:59:21 - Aharon Brejt

No, it's not even a website It's it's foreign to zephi. It's a fundraising. No, it's a zepi page, right?

@1:59:27 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Yeah, so you can make a wicks or a google website for free and what we're talking about is not complicated It's a link button goes to your zepi page and don't and then it's just a landing page for people don't have to run Alright, listen think about joining the course.

@1:59:39 - Aharon Brejt

Um, if you don't have the time, I really would love to I'd really just don't I maxed out right now.

I just don't know but i'm saying, but yeah, you she adds the two o'clock.

@1:59:47 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Anyway, so when it for you Oh, no, no.

@1:59:51 - Aharon Brejt

Oh, mean like that. mean If I was you know serious about and like I want to invest more time, I could theoretically get a little early but I don't you know, that's I'm saying like I don't uh, okay

for safe, but No, I just I don't have the extra time to let me know you let me know I'm wondering I think what might be helpful for you is what I I have never done this with anyone yet But I'm just I thought of it right now What if you got the video courses and the worksheets and you can watch in your own time you can join a WhatsApp group Which you can also do on your own time Yeah, it's not like that might be thing, but really don't have some saying I don't have the time right now Okay, you'll let me know you'll tell me this something I would I would want to carve out the time

like maybe be in his mind I don't know like it is something that I would want to do just not this exact second.

That's all I get Yeah, same good.

**@2:00:41 - Akiva Naiman (akiva.naiman@gmail.com)**

Let's see All right shop see I'm gonna Sorry Hills coming this week.

**@2:00:48 - Aharon Brejt**

No, next week who's coming this week a hill I mean text me a while ago. He'll marry. He's coming Oh, okay

Hi Chapsi.

**@2:01:01 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay. Thank you so much. You're welcome.

# **Weekly: Nonprofit Navigator Coaching - February 12**

[VIEW RECORDING - 99 mins \(No highlights\)](#)

[@0:00](#) - Adam Alsberg

She said send me an email of everything you need so I'm going to say here's what's needed I need the mission statement vision statement the Explicit values your road map, which I'm going to say what goes into that seven points I'm gonna say the pitch deck with that includes and then the one pager and then as well as the wiring information and contact me So let's go She said yes, mean everything you need and he's also said Don't worry Adam.

I'm still gunning for you. I just need to like I said to be patient I haven't forgotten. I'm just waiting to hear back from that verse That's amazing.

That's amazing.

[@0:36](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So she was not upset at all, right? No Like can I help you and fundraise for you for free?

Exactly Exactly We'll start in minute. Yeah, what are you saying Adam?

[@0:54](#) - Adam Alsberg

I'm also thinking of like let's say I'll say like ethical to fundraise, but also keep my own, like, give myself a salary with the funds.

That's a great question.

[@1:10](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So I'll answer your question, and then we'll jump into what we're talking about today, then we can circle back to it.

You have, it's a rewiring of, it's a rethinking about how you think about funds, okay? Meaning, that would be like, imagine if you worked at sales for a company, and you're like, is it ethical that I keep some of the money from a salary?

What do you think of that question?

@1:36 - Adam Alsberg

What's that about? It's different because at the sales company they'd be paying me for my time selling for them.

Exactly. The same thing with a non-profit.

@1:45 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

There is payment, there are donations going to the non-profit. The non-profit is paying you a salary. But they're not.

Oh, you're saying they're not paying you a salary. You're asking if you could take commission? That's what you're asking?

@2:00 - Adam Alsberg

for free.

@2:01 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Oh, I got what you're saying.

@2:02 - Adam Alsberg

My goal is 500k and I raised 600k. Could I take a 100k? Got it. Great question.

@2:11 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

It's a question of the both of it and Garrison. So I'll answer it and then we'll dive in. The answer is that if you Google, I don't remember, it's like universal ethical codes of fundraising.

I don't remember what exactly it is right now. It is unethical to fundraise with commission only. So not only is you asking what's ethical, it's considered unethical.

Now in the Yeshivish world and the Hamish world, it is still done and it's still done. It's coming more and more old school from what I understand but it's still done here and there.

I will already tell you that the OU will not work on commission because I work for the OU so I know that they don't work for commission.

So there's no way you're going to be able to work on commission. What I would suggest to you though is to not work for

Especially not \$500,000 right is that you should say hey I'm having fundraise for you for free you know to help you get it off the ground At a certain point of my fundraising I would like to have a I would like to get a job description of the salary With the w2 and a regular whatever bone whatever benefits any salaried employee would get either as a salaried employee or as an outside You know contractor like a 1099 if these terms don't make any sense from what I'm saying But but the idea is that you're now working for free and you're not working for commission You can show your worth and then you could say hey, you know, I already raised \$10,000 or it's enough to be \$50,000 We're 10 or \$20,000.

#### @3:38 - Adam Alsberg

I like to I like to start with the salary now Otherwise because if I'm raising so much for them they say no that I'm saying okay, this was I know I could do You know quintuple this amount I'm gonna just make it.

I'm gonna just do my own thing and then I make no your way No, you're worth my friend. No, you're worth.

#### @4:02 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

You are you are are just for me to do these events myself without You can't Understand you could listen again.

work for you. is a massive amount of benefits But there's a lot of drawbacks, right? not in charge. You can do a lot of red tape There's a lot of legal stuff.

You could go create your own thing You could go create your thing talk to that guy that you spoke with I forget his name Yeah, and they say hey, know what I'm starting something a little bit

niche a little bit quicker a little bit and You know amazing 150k to get it started and then a hundred percent your penguin salary not commission You're paying your own salary for sure.

So you open up your own five one C3 module two We'll tell you how to do it, and you could totally go that route.

All right. I'm gonna pause with you Adam We started we started eight. I want to just make sure there isn't anyone waiting room.

There is not Okay, we'll see what I've been joins on grab a grab Gary show nice to meet you You

Can you hear me? You're muted. Okay, this time I'm not crazy though. I'm still might be crazy, but not yet.

I can feel that for you. You're good.

**@5:16 - D Gross**

can beat up pretty well. Or I'm double while he's unmuting.

**@5:22 - Akiva Naiman (akiva.naiman@gmail.com)**

Did you listen to my voice note that he did pretty long?

**@5:25 - D Gross**

don't Oh, Varshan. Okay, great.

**@5:31 - Akiva Naiman (akiva.naiman@gmail.com)**

So I'm going to start with you today. I want to make sure you get a good chunk of time, but we're just going to introduce the CRM, and then we'll start with you, David.

I'm very long. Yes, we did already.

**@5:45 - D Gross**

So we literally just finished in time. Phenomenal.

**@5:49 - Akiva Naiman (akiva.naiman@gmail.com)**

I can't wait to get started. Okay. Varshan, if you unmute, just interrupt any point in time. And he was trying.

He's trying. And maybe leave and All right, come back, I don't know that'll help. I'm just checking on Shopsea, you want some of the link, should be there, new link, Shopsea card, okay, fine.

Okay, so we've talked about this a bunch, and I actually had an older version that I'm about to show you.

And over the last couple of weeks, I made a newer version, which I think is much better, I'm really happy with that.

I'm actually going to be moving, I'm gonna be starting to use it personally as well, for NCSY, moving everything over to it.

The idea is this concept of, there we go, concept of keeping things organized, one, especially for you, it's actually so relevant for both of you.

Adam, it's especially relevant to you because you're just getting started. Don't make mistake, that's so many non-profits, myself included.

was like, oh, I only have 20 people. Oh, I only have 50 people. I'm oh, this project's right there, man, I'll get to it later, later never comes.

You always get busy, ask up it, I'll tell you, he's busy, right, there's no time for like, I'll just, I'll just, I'll just crank the power.

So like, you know, we're gonna. This is second. It's not going to happen. Stay organized from the get-go. Get a shot.

Can we hear you? Nope, still nothing. So sorry. Okay, well, you know, there we go. Listen, you can listen.

This is a listening. It's a shaman saying, it's time to listen more and talk less. Although that's, you know, fundraisers, we know the 80-20 rule.

Not only 80% of your money comes with 20% of your daughters. In your meetings, you should be speaking 20% and listening 80%.

Unless you're teaching this course, and that's me. Shall I have your own essential? shocked. I'm sorry.

[@7:33](#) - Yonasan Caller

I've got confused with the links and I'm sorry. It's not your fault. still don't know how to delete the other one.

[@7:39](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Maybe you can help me after this when you notice that. Maybe I'll just take Sam for two seconds with me.

But okay.

[@7:45](#) - Yonasan Caller

No, the link I didn't join was not the link on the water group. Well, then how are you here?

I joined one from the calendar that didn't look like the one on the water that I just saw now.

We'll pause this conversation if you don't mind.

[@8:00](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Not welcome welcome and so we're talking about staying organized from the get-go Or like or like David where you're at right now and making sure that you're organized Especially with all the influx of information that you've just gotten from your crowdfunding campaign So here we go.

Yes, I'm glad you're joining us this week because this is perfect for you to see So this was posted already in a WhatsApp group and it's been added to module 4.

I Love it honestly it was research it was I'm gonna show you two tools that you can do with it.

First of all donor first game donor last name. Okay, easy to use This is the type of donor This is this is the hack that actually like when I started building this course back in June or whatever it was I'm gonna start holding on profit navigator.

It was all based on this entire concept But this was that stuff that really started the entire course knowing what kind of donor you have will help you figure out What is your pitch?

Okay, who is making the right? Who is making the pitch? Who's in charge of it? Whatever that might be.

So is it a person, like I'm not going to go through this too much?

@9:08 - D Gross

Is it a person who's giving it because it's you?

@9:10 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Is it a person who's giving it because of the cause? Is it person giving because they've benefited or can benefit from the cause?

Or is it person who believes geographically they live in Muncie? They just want to see Muncie thrive? Are they tier one, tier two, or tier three daughters, tier one being the highest level of daughter?

I've shown this to you guys before so I'm not in it. The one he sent out does not have column C.

Yes, I know. Thank you. I appreciate that. So that's said it was only for Wednesday. So you can just add it on your own because they hadn't finished yet, but it doesn't matter.

Don't delete what you've done already, Devon, but you can add it on your own afterwards. okay? You want to make these?

Whatever. You can just add that on own.

@9:53 - D Gross

There are two things I have.

@9:54 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

No, it's just one thing, just as I added. For you, Devon, you should also probably, and everyone else can listen to this if you're working.

the team, you might want to add a column that says relationship manager, right? I already see you now. It could be, I told you, don't remember.

Okay, so tier one, I do not write down how much a tier one donor is, because like Yoda Sun is a or Adam, you're in new organizations, your highest level donors might be like 1,800 or 2,500 dollar donors.

For you, David, right, you definitely have some 20 or 30 or \$50,000 donors in there. I don't know the exact numbers.

So that is, you're going to have to look at your data and see, who is your tier one, who is your tier two, who is your tier three?

I wrote other, although there really should not be another, right? you should be focusing on the top on tier one as much as you can.

If you don't have enough in tier one, you should be then going on the tier two. I'm speaking a little quickly, so give me a thumbs up if you all are tracking me on this.

This is good. It's not rocketized, but a lot of information. Oh, shop, see with the thumb. Wait, do we lose Yoda Sun?

We've lost him.

**@10:58 - D Gross**

No worries, and we're back.

**@11:00 - Akiva Naiman (akiva.naiman@gmail.com)**

Um, okay projected ask projected amount to ask for uh, dub it in yours. says project amount to ask for it was a typo projected amount to ask for.

Um, How much do you think, right? can give like, you know, if you looked at mine, for instance, like I have this number next to each person, like I think they can get \$10,000.

That way, when you start building your, what's called your portfolio, you can see, you know, I think that this is how much we're going to be able to raise by the end of the year, assuming we get all of them, which never happens, right?

Well, you have a portfolio that, well, that's the right number. Um, oh, it is the right number, right?

**@11:40 - D Gross**

You have a portfolio that's, okay, I'm going to be able to face \$22,000 this year.

[@11:43](#) - Akiva Naiman (akiva.naiman@gmail.com)

Hopefully it should be more than that. Data, okay, I'm not going to, this is all English, so there's really not much to know about here.

date of, date of meeting donor notes, definitely want to have donor notes, right? He loves dogs. They have three kids, a 10 year old, right?

Whatever you're going to be right. you want to know that information. I cannot tell you how often I use that information.

Note when I go into a meeting, I want to know, I want, I want to remember what they told me last set.

Why? Because they remember it. They don't remember, they told it to you. But I sat with this guy, the press who here remembers Atari, Atari Gaming Station, just me, right?

you don't, you don't remember it. know of it. I'm 39. Anyways, Atari was like what I played growing up.

I'm that old.

[@12:31](#) - Adam Alsberg

What?

[@12:33](#) - Akiva Naiman (akiva.naiman@gmail.com)

I've seen some.

[@12:34](#) - Adam Alsberg

Yeah, really? For real? Okay.

[@12:35](#) - Akiva Naiman (akiva.naiman@gmail.com)

So I met, so the president of Atari, the past president of Atari, is one of our donors in Northern California.

They also own Casco. So, I sat with him. It was an hour long meeting, 95% of the time, he was talking.

I just asked him about why he's passionate about where I use those questions that I haven't imagined before. Why are you passionate about Palo Alto?

Why are you passionate about want want What challenge did you freeze me? How did you even get here? He told me his whole life story Which I of course as soon as I left the house.

I left a massive beautiful house I left myself a voice note and wrote and said everything to myself and wrote it all down later Donor notes pledge amount is the pledge right that means they haven't given it yet.

You had a meeting right? I'm happy to give a thousand dollars. I'm happy give a hundred thousand dollars That's the amount and when it was and then of course you have to follow up and make sure the gift was actually given Donor birthday You want to know when that is etc etc etc now, let's move over the spirit to moves management This is what you're doing every so you want to map out for the year.

What are you doing with each donor? So we have right right now. We are in the second week of February right then an email with a short nachos story From the Shaba tone, right?

I just did this today I didn't even think about that when I was writing it, but I guess it was I'm either

and subconsciously send an email to Eve, upload it, Eve Gordon Ramex, she's giving us, thank God over six digits over the years, she has, I sent her a couple of pictures, a video, three sentence email done, it was one minute of my time, and that one minute is, you know, hopefully \$25,000.

I sent two pictures of kids on the bus to two donors who each gave \$8,000 for buses. Why? I don't know, they're passionate about but those pictures and that email is one minute of your time, but it's worth, it's worth all the money that you bring in.

Well, how do you stay organized to do this? That's over here. Okay? Now, you don't want to, you don't have to do something every week, right?

Obviously not, right? want to probably do once a month, something like that, but I broke it down for a week in case you have more events or whatever it is to me what you might want to do.

I'm going over here for a second, and then I'm going to go back. Examples of moves, moves management, being very real with you, I went over them, they're good, but they're with tax EPT, right?

Gershin, welcome. I love and live. and breathe AI. So your AI should be trained on your nonprofit and then ask it, what are some good news management?

You could also train it on the specific donor with any information you have and then say, well, would be a good news management for this person.

So here are some examples, right? Holiday or birthday card, easy, you know their birthday, et cetera. If you want to have got more, what you call it, more automation or with an intricate or with email sequencing?

Sequencing means that they have automatic emails going on throughout the year, it's little bit more, if you're a solo entrepreneur, if you're working with this a lot, might be little bit harder.

Again, I'm speaking a little bit quickly so we get through to everybody. The rest of this document is not about fundraising, it's just about running your nonprofit.

So here is a budget setup. wrote instructions how to do it. And if you type over here, it affects all of the budget over here, as well as here.

And you can see, it's hard to see, but on the bottom of this page, you see the green. means all of those are connected.

then over here, this is a separate budget. This is for monthly. That was for yearly. It's for monthly. Here's a standalone event budget that you could do, where if you type things, that's not a real number.

go. It affects everything over here, and it will show it on the graph, cetera, et cetera, cetera. But I'm not going to mess with that, because so people can copy this.

And your project management in this was not supposed to be here. Let's really ask my assistant to move something over, and I guess he misunderstood what I'm saying.

Second, I'm so glad I'm going through this. That was all the worksheets from the course. OK. We're going back here for a second.

going to show you two more things, we're going to dive into the coaching. These aren't important. I know it's going pretty quickly, but that's because you all have

this document right now. It's also now in module four and you can, excuse me, in module three and you can also play with it on your own.

Two things that you might not know. One is extensions. Okay. Google Sheets has multiple types of extensions. Okay, so if you just look up, extend, you have to type first.

This has been happening all day. is not letting me type. So we're extensions for Google Sheets. Okay, there are lots of different lists, lots of different options for extensions for Google Sheets.

The 19 best Google Sheets, you can just take a look or if there's something specifically you need. Like, let's say you wanted to have a reminder of Google Sheets extension for to send me a reminder email.

Check it out. There is a one minute and 21 second video, I already watched it. It easily shows you how you can integrate into heber.

Oh, you can't see my screen, thank you. But easily, you can easily see if I just googled Google Sheet extension to send me a reminder email.

You'll watch this video, it's a minute and 21 seconds. Go back over here and you go to that one specifically.

That's the one you watched.

**@18:28 - D Gross**

Yeah, sure.

**@18:29 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, 100% second. That was I'm going ask you, does this sheet, two questions.

**@18:38 - D Gross**

One is, does the sheet integrate with your calendar? Let's out the calendar, I know it's Google, but probably not Outlook, I'd imagine.

**@18:48 - Akiva Naiman (akiva.naiman@gmail.com)**

Right.

**@18:50 - D Gross**

Number two is, does the first sheet, the CRM, does it create donor profiles? Can I look up and how would I ask?

And let's say a second donation from the same donor and have it linked all to their profile. So when I look and I do, I pull them up, I see all their past given, just one each donor profile.

Very good question.

[@19:13](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm so glad you asked, because it's exactly what I want to show for the second one, OK? So that's perfect.

So let's say we have here, where's the gift, right? Amount of gift given, OK? Let's say this guy gives a second time.

What are you going to do? You want to be able to see this clearly, right? I'm going to give you two answers.

The second answer, OK? The second answer is to use an actual nonprofit CRM for donations. There's a lot of them.

We, you know, through nonprofit navigator, you get a CRM for four months for free, called Go High Level, and we can build the end, you can use that.

Or there's ones that are specifically built for nonprofits. There's donor perfect. There's simply ones. There's one called Less Annoying CRM.

There's Zoho CRM. M's are the bane of not of everyone's existence, and I am on many nonprofit what groups and the talk the conversation about CRM's is constant.

Okay, which is why I see a w or none of your head. I'm on even other WhatsApp groups of it.

And there's also constant there. Okay. So there's no simple answer. There's no, there's no answer that is 100% exactly what you're looking for and easy to use and whatnot.

However, that's why I created this Google sheet, because it's easy to use. Is it the most robust? It is not.

So you have to think about at what point will you make this switch? But let me show you something cool.

I'm so glad we're recording this because this is known. love AI. So man, I've given let's say you were to change this again, you would do this on your own Google sheet.

Number one, okay, you could then add, insert column, right? You would call this number two, okay? And then you could do another one, column, left, total, given, okay?

You could and have for each of these, make sure, one second, have it equal into here. Again, this is not the most robust.

You could do this a couple of ways. You could also just have it be a amount of gift given.

And you could just go like this, equals 2,000 plus 5,000. And then in the dates given, when the dates are given, you're right at the two different dates, right?

This is not a tool that's going to last you for five years. Like if you're in a nonprofit, you're going get too complicated, you're going to need to set it up.

This is good to get started, to get yourself organized, and it'll help you also when you move to the script to migrate the data.

There's one other thing you could do. And then with that, we will, I mean, if you have questions for sure, but we'll close, which is Apps Script.

Give me a thumbs up if you know what Apps Scripts are. Thumbs up or thumbs down? You're way too tacky for us all.

**@22:03 - D Gross**

Hold on, but that's why I'm teaching. This is why I'm showing you what to do, okay?

**@22:06 - Akiva Naiman (akiva.naiman@gmail.com)**

This is why I'm here. You don't have to use this, but it's so easy, okay? Check this out. Let's say I go to chat GPT.

I have a Google Sheet with multiple donors and all their information. I, again, you could also use an app extension, but let's see, you want something a little bit more.

what would be something a little bit complex that you would want your Google Sheet to do?

**@22:29 - D Gross**

I would like to give it like a database, like a dashboard of all my donors and they're for each individual donor and they're giving amounts, they're months that they like to give, what they like to give towards.

Okay, yeah, that's most likely a CRM, right? It's most likely a CRM.

[@22:47](#) - Akiva Naiman (akiva.naiman@gmail.com)

But let's see, let's try it out. I want to create a one new tab that will have a dash dashboard of all donors.

who have given, let's say, more than \$5,000. Okay, let's say, let's say wanna do that, right? How can I build this?

Wait, how can I build this? Let's see what happens when I say I have to build this, let's see.

Let's see what it says. Oh, it's gonna do with that app script, so it's likely, but let's see. Okay, so this is showing you, but forget about app scripts, it's showing you exactly step-by-step how to build your dashboard.

[@23:35](#) - D Gross

What, I can see your screen.

[@23:37](#) - Akiva Naiman (akiva.naiman@gmail.com)

Oh, man, I totally forgot, because Zoom, oh, fine, sorry, one second. Thank you for saying that. Okay, I typed it into chatubt, and it is showing you exactly, cell A1, typed this, typed this, put it in this, just copy paste, it'll do it all for you.

Creative pivot table, show you how to do it, et cetera, right? Insert chart, it'll do, it'll literally walk you through exactly how to build it.

Okay. Look, now would you like me to create a script or automate this in a more advanced way? Yes, please.

Okay, now watch. gonna create a script. It's so nice that you say please the chat to each other. One day when they take over the earth, when AI takes over the earth, they're gonna remember it.

Not him.

[@24:18](#) - Adam Alsberg

him live.

[@24:19](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

He said, I always say thank you. I always say thank you.

[@24:23](#) - Adam Alsberg

Elon Musk is listening, right?

[@24:24](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Then now watch. Click an extension plus Apps Script. Look at this, okay? Watch. You don't have to know any of this, okay?

You don't have to know what any of this means. You'll just press copy. You'll just press copy, okay? And again, it's gonna tell you, go again, extensions, Apps Script, delete any of the code.

gonna tell you, can even say, you know, make this, make this clear. I didn't understand the steps. I'm gonna go back now, I'm gonna press copy, okay?

I'm not really gonna do it, so I don't mess with the fields here. I'm back over here. Sharing this tab, you'll go to extensions.

You'll click App Scripts. Here, you can see I already have add reminders. or find someone for five bucks, literally, well, maybe not five bucks anymore, but five, 10 bucks, and they will do it for you.

Right. If you have something specific, you want your Google should do, and you keep using it, you keep thinking like, Oh, I wish you just, I just wish you did this, either an extension or child TPT or someone if I can build that for you.

At some point, in a year or two, you're going to have to move to a CRM, assuming you're doing well, but for now, it should work for all of you.

Okay. Questions, comments, thoughts, or recipes? No recipe.

[@26:34](#) - D Gross

Thank you. You're welcome. I hope that's very helpful.

[@26:37](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

It should be, it should be, if anyone was wondering, like, what do I do today? How do I spend my day?

This is the first thing you should be doing. Right. Garshan, for you, like, you should be getting all the information from a base seller, and you should be putting it into here and start, uh, uh, left team, you're starting lighting it up accordingly, right?

And then you just, you just go through each one. What is my move? or this guy, how many, or woman, how am I moving her to a larger gift next month, or next year, or whatever, Alrighty, I'm amazing.

Le Chaim, and we'll start the group coaching. Here's a question to clarify. That's how we do things here. We always start off with a new tool or topic or just diving into how to do something.

50 to 20 to 30 minutes, and then we go into the coaching. So we have four of you, Kirsten, you're not getting coaching today, I'm correctly.

Obviously, do you want to be coaching today, or do you want to fly in the wall again? I just want to thump it up, so I want one of the shoutsy thumbs up, but I don't know which one you're thumping for, though.

[@27:42](#) - A K

I think I'm learning so much from everyone else, that's good for me. So you're good for now?

[@27:47](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Yes. Seder Gomor. At some point, going to have to happen, that's fine with me. Okay. right.

[@27:53](#) - A K

Come on. You're fair.

[@27:56](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Um, um, Devin, Laura is

@28:00 - D Gross

Yours the stages yours Okay, so I'm putting together as you know together this Let's call it a Presentation for my board on exactly what my plan is going to be for Sunday I'm not gonna be able to help them raise all the money that they need but we're gonna try to get as much as possible done Good Good more more more information, so what are you doing for that presentation so what do I do?

Well, I am creating a nonprofit navigate is the donor sale room. I am uploading all of the moves management As much as possible and then I will be letting them know that they're going to fill up the Relationship manager fields that's gonna be added and we're gonna do that And we're gonna plan the moves and the project their asks we're gonna fill it all out and then we

be really serious about dedicating time monthly or weekly or vibe or whatever it is to sit down with me and actually go visit the donor, make the introductions, the emails, come with me to the meetings, know it's not like go here, just you know go reach out and here's the contact information and not to haraba.

You need their active involvement, it's only your firm vote.

@30:31 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Couple questions for you and then is it or are we going to be able to look at your board together to see your own together?

Sure.

@30:38 - D Gross

Okay, okay. Question number one is graphic design.

@30:41 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

you have someone that is going to be able to take your thoughts and put it into a Canva? For Sunday?

@30:46 - D Gross

I don't have someone. Would you like someone?

[@30:51](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

We love someone. Can you do it by Sunday? Let me ask her one second, but yeah one second. I'll text her right now.

I would say, I'm just going to say the worst note.

[@31:08](#) - D Gross

I mean, can they help me throughout what the boards should say, what each slide should say, I sort of have to have them hand them everything?

It depends how much you want to pay, right?

[@31:22](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

You want to, you know, really, I like her work that she's done for me. It's 70, sheckle an hour, right?

But she's going to, you're going to tell her basically what it is. She'll basically do it. You want someone who like has fundraising experience, who, you know, knows this stuff, and like, who can work with you and then put it on the thing?

It'll take more time and it'll take more hours. You know what I'm saying?

[@31:42](#) - D Gross

You're such person probably doesn't have so much available, you know, Sunday.

[@31:47](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Probably not between now. I happen to know one, and I'm actually by willing onboarding her to non-profit navigator to be within the group that everyone will have access to her, but she's on vacation this week.

So I know that she doesn't have time, unfortunately. But let me, uh... He made the pitch because I don't fundraise for other organizations, but I was there and helping with the consulting

aspect and the first said yes to the to the donation just because it was a personal donation and a cause donation, right?

But in order to now kind of just an hour conversation where he trusts him like you could just kind of make that pitch.

Now we have to create something that anyone could see, right? And anyone could understand to either make a donation or even better for this original donor and say like, look, we're really getting serious.

And so I spent four hours this, that's not true. I hired so much. spent four hours this week to create this presentation.

I spent two of those four hours with them together. It's worth it. It makes all the, I can see the can but if you like, it makes all the difference.

So having the, having the, let me show you just, I do, I do want to actually show you, want to show you because we put a amount of time in it and, and it's worth it to see how you can understand something so visually.

second. One second, I'm going to spend a lot of time on it, but, um, and this is before, uh, spell, spell checking, but, uh, the concept is here, right?

This is, this is the concept or digital communities, the challenge, the model, right? If you imagine, if you had, you, here's our challenge, right?

here's our opportunity, right? We're doing, should do it again. What's our, you know, what's our model? I'm showing you how, in different slides, you can easily present something that looks professional, it looks like you thought it through, um, it's kiddai, in my, in my opinion.

Um, one second, she's writing me back, she's texting, um, so I do think it's going to be worth it for you to do, and I know you're going to have long hours between now and Sunday, going back to our, um, Additionally, not in your presentation, my humble opinion, not only should you be including the moves managed, but great, because we have multiple different kinds of donations, we lose care, We've lost him.

We have multiple different kinds of donations, right? have one-on-one solicitations, right? That's what a lot of your donations are going to be.

You have events, right? don't know if you're right. It could be year one. It would be very hard, I would imagine, to run a Parlor meeting or dinner event, like you have all this other stuff going on.

But, you know, you can say like not for year one But for year two, and I've thought about it, but it's not for year one.

It doesn't make sense strategically. Great, you have your crowdfunding campaign. Posh it, Posh it, Posh it that you're doing that a year from now, right?

And you want to have like that was a successful campaign. Definitely do it again. Four is sponsorships. Did you ever get a sponsorship from a member?

had a whole strategy for that guy for the event and the gift bags. Welcome bags. Yeah, I never got the sponsorship.

**@35:45 - D Gross**

didn't work out, but yesterday they got an eight-year sponsorship for This week's meetings, which I created a little like nice what type of a nearest that has this month in Europe Shabbos starts, Shabbos ends on the bottom says, know, this week's meetings are fine

served by the ex-family, you know, that's a plus four, yada yada.

**@36:03 - Akiva Naiman (akiva.naiman@gmail.com)**

Those are uncomfortable.

**@36:05 - D Gross**

I hope that first of all, well done.

**@36:08 - Akiva Naiman (akiva.naiman@gmail.com)**

And I hope that that item doesn't cost \$1800, right?

**@36:13 - D Gross**

The meetings actually cost significantly more. We have five meetings a week, and it costs us \$5,000. But to get regular, one of the most people paying that weekly, not going to work, so I have to make it affordable.

So it's better we get some money to get no money.

[@36:29](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

No, 100% what I'm offering to you, hold on a little bit back to you straight, what I'm offering to you and I'm offering to everyone, again, hopefully everyone is learning from the process with Dubbit is you never, if an item costs you \$2500, of course, each \$2500 to print a safer, you don't want to be having a \$2500 sponsor only.

You need to make money, right, for your nonprofit, right? So if you have five different community events a week, then each one should have their own sponsor of \$1800, 100%.

right now one person gets uh it could be too late for this but then you could have multiple sponsors on that page the idea is that you're making money yeah what we're gonna say oh look like you're gonna say something sorry does that make sense yeah i mean right now we're gonna lose money i mean we're not losing money but it's it's about whatever but yeah essentially you know a new program we should aim to the ahead of the game i'm inviting you exactly you just said i'm inviting you to step out of the crisis and putting up fires that your organization has been in for a long time and say guess what if we keep doing this we'll keep getting the same results if our five thousand dollar program is worth 1800 we will always be thirty two hundred dollars behind the ballot always we need to start thinking about the long game where our five thousand dollar program is broken down into eighteen hundred dollar chunks five eighteen hundred five eighteen hundred dollar chunks which is worth nine thousand dollars and now we're ahead of the game yopey and again we have talked about this with your digital content

You can always have names on there, right? can always have different areas, right? so make sure to do that.

I'm not running back yet. Okay, that's one. Okay, oh, sorry. We were doing through your presentation. So we see crowdfunding, no-dinner events, one-on-one solicitations, and oh, it's monsterships, we covered it.

We're good. Those are the four things. Okay, FM mode. And so you're gonna wanna write different types of different items.

You've been thinking that you could sponsor if it's swag, if it's, if it's, you know, tea lights like you said, right?

If it's, if it's digital content, like we just said, whatever it is, put those on their ideas and you can write amounts next to them.

If you know them already, if you don't know them yet, you can say TBD, say, I'm still bringing this out, guys.

You know, that's okay. You know, you're better to have a TBD than a number that you don't want it to.

Gershin, can we hear you yet? I think so. It happens.

[@38:58](#) - G F

Actually, that's it. Like, shut down that computer and open a different computer. I spent the first 20 minutes just messing around trying to get the settings sorted out.

So I sort of missed the most of your first presentation into the shame. But at least I'm interactive now.

[@39:13](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

You're here now, you'll get the recording and I'm happy to send that to you. But it was a very good, like that was a very good tool that I put lot of effort into.

So I'm glad you got it. You'll see it because I'm going to be good.

[@39:27](#) - G F

I'm done with it.

[@39:29](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

that's the fourth thing you should also have in your presentation. Next, in terms of the active involvement of the board, okay?

Man, if you knew the struggles I was having with my board right now, I mean, you get like its boards can be a struggle, can be a struggle.

And that is what some organizations never really interact with the board. choose not to have one on an unofficial level because sometimes your board though is worth it.

There's some great content. don't remember where I was watching it. When I was researching and building the course, I watched, I don't know how many dozens and dozens of YouTube videos, hundreds of hours of content.

And I remember this one woman, not a Jewish class I was watching, her approach was like, have the best board ever and put like 50% of your time into them.

Now, for you, like, I don't know about 50% of your time, you'll have to determine that and that's something you could probably only determine as the time goes on.

But what I do know already is that your board is worth the investment. They have brought in hundreds of thousands of dollars or millions of dollars already over the years.

Just from your board, that's a board that is dedicated and that's a board that has connections. Sometimes those two don't, you know, you've got both.

So that means that, and I know you've been doing this already. I hear how often you talk about your board, I'm saying, don't, don't give up the board for all the other things you could chase, right?

For the \$5,800, \$1,800, whatever, really working on your board and with your board and saying, listen, here's how We're gonna get ahead of the game and you guys are at the helm Empowering them and also asking them how does how will how could this work for you?

would you be looking to do? Do you have three hours a week? Whatever it might be that is where you're gonna get?

The biggest ROI well we talk about right 80% of your money comes from 20% of your donor You're gonna see that you're gonna see that With your board that's gonna be 20% of your your donors Okay, I want to Yeah What is the board?

Sorry for getting my occurrence I'm glad you jumped in cuz I was literally in the middle of saying let me pause and checking with Geraschon because there's a lot going on here So I'm really happy that we were on the same page.

So before double get to your CRM Geraschon So when you're in this course you get video content, okay for to watch That's that's the actual course with worksheets where I explain all of these concepts and topics And if you don't ever know when you you don't understand what I'm saying You can go to Google it for sure, but that is what you know So you the basic structure here you're watching the content you're coming

to the group coaching and and you're getting the individual coaching all of that together you're going to build it there's a lot of terms here that you'll learn but they're not rocket science right so the way a nonprofit works it like CRM I was saying CRM customer relationship management that's just a way of keeping all your information together the way a board works I managed to google wet lunch okay okay so even on mute he was able to multitask right um so a board a nonprofit has a board the board is essentially in a way shared owners stakeholders of the non-profit work similarly in a company but this were equity and well so in a nonprofit the the executive director or see of their boss or bosses essentially is the board right and that board so that's that's a if you want to be a registered nonprofit in Israel or America or anywhere in the world you have a board in america's three people Israel seven people um

@43:00 - Yonasan Caller

And what is that for half time seven by the way the beginning in the beginning for you at five right?

And then you have to go to seven.

@43:06 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Yeah Module two It's a legal requirement. Oh What's that?

@43:18 - D Gross

I didn't know that I currently have five What no, no, don't have to add more in america to minute three Uh How do people how how they appointed like how do they get the That's a great question.

@43:34 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Um So you're about to say something Um, no, I was Keep looking at your message. Oh I'll just be talking.

@43:43 - D Gross

Uh, how do they get appointed?

@43:44 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Um, it is never it is not always the same between nonprofits Sometimes it's it's there's a donor who picked the guy and said hey go build my dream and go build a board Sometimes the donor wants to find the board sometimes is a guy who builds the board.

I have been involved in all times There's no one way do it. Okay, that answers that question. What does the board do?

That is different with all different kinds of boards. In the course, you'll see examples of bylaws and applications for a board.

Bylaws just means like the policies that this board goes by. And that could be anything from, you have the fundraise, like I've seen board applications that you have the fundraise, either give or get, or give \$100,000 a year, or get \$100,000 year.

I've seen some that say, you don't have to donate at all. I've seen some that say, you have to make a meaningful contribution, or one of your top five contributions.

Some that say, your job is to make sure that we are all legal and ethical and transparent. A board is essentially non-paid, almost always non-paid, people who are helping the organization grow and they believe in it.

That answer your question? Yes, perfect.

@44:51 - **G F**

Thank you. Awesome. Awesome. If there are parts of this you feel little bit lost.

@44:55 - **Akiva Naiman (akiva.naiman@gmail.com)**

First of all, you can always chime in. You'll also will learn this in the course. That's why. Here's the course.

So don't feel too out of depth, out of depth, breath, whatever, out of anything. OK, David, if you could share your screen, we'd love to see what you started building today.

Sure, maybe second.

@45:17 - **D Gross**

Here go. So I filled out all the names. filled out the tears. They happen to be already done that in a different system.

OK, What system? We already have it in.

@45:37 - **Akiva Naiman (akiva.naiman@gmail.com)**

Monday.com.

@45:38 - D Gross

But I'm not at You like this better than Monday? Monday could be great. I think it could be like a template with like three boards.

I never really figured out how to like interact. So I guess we frustrated. So I just had to figure out a little more.

@45:56 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Yeah.

@45:56 - D Gross

Well, I'm in the middle of a project, as we speak.

@45:58 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

we're debating Monday at Google. And we're all like, Google Sheets are just easier. So I'm with you. OK, going.

So I put in the projected amount based on what they gave.

@46:10 - D Gross

But again, this is just what I decided. Some of them were moved, some of them weren't. Depending on, I know some of their situations.

But I tried as much as possible to up everybody in some level. And it created the amount of the gift given the date, given, I don't know how many per day but we have their donors, emails and cell phones, files information, but whatever information I have.

Now, I just have to import all the moves, which actually, I'm going to export from Monday put them in here because last night I took your moves and planted them all into Monday.

I don't understand how I I'm all back in here. I'm if I'm well done.

@46:52 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I mean, it's a lot of information but actually like it was easy for you to extract but you downloaded the CSV.

What is your, what's the total of projected, oh sorry, actually before that, what's your fiscal year, meaning when is your year start for your organization in the January?

@47:07 - D Gross

No, so they were created in August, so it usually runs Augusic Live, but I think that for some of the donors when they ask us for like their donor summary and they want to know what they've done and when they've given, it's just easier to calculate from January to, you know, the south.

Yeah, so that's because so that's so different organizations have different fiscal years, right?

@47:29 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

kind of like in the summer, some start in January, some might start in a random date, depending when they want to be.

It's not about only really when they start it, it's about how they want to look at your year and see why it starts in the summer as well.

Your donors, though, they need your tax deductible receipts for the IRS calendar year. So they're always going to ask you at the end of the year or January, whatever, for, you know, I need my receipt for a donation.

The benefit that it gives you, though, is that you're not on their calendar right? So you're in the middle of your year when you're asking for a donation.

In December, it's the end of their year when they're trying to get all their money. have to, you know, what I want to give it to deck of money for the year.

And it's still in the middle of your year where it helps you plan ahead. So right now we're in February.

When was the crowdfunding campaign? It's September.

@48:19 - D Gross

Let's at your tier one donors.

[@48:23](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay. When did let's go? just going to do the we'll just do tier one donors for now. Let's start with the top one.

Okay. Okay. yeah. The top one. Okay. Jeff and Chevel. What we have.

[@48:35](#) - D Gross

They pledged it at the campaign, but they had given us last year, last January. So we went they said it was coming on this January.

So you can actually give it just a couple days ago. Oh, so go. So that's great.

[@48:48](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay. Good. So that's great. And how much did they give last year? Was this it was an increase that 25,000.

[@48:54](#) - D Gross

So 25,000 and they pledged it on.

[@48:56](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay. they gave it on February 5th and they pledged it on what date. So, Sorry, I missed that.

[@49:00](#) - D Gross

Oh, uh, the pledge of nine, nine, OK, the pledge of five months ago, they only gave it now. Yeah, good.

So that means that you're going to be asking them again most likely in September.

[@49:14](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

And they might give again in February, right? You might want to determine, like, when do you let, like, I have donors who I know they like to give uncertain times.

Like, I have this donor give a 30k a year. They like giving in a spring. That's when they give.

That's when they write their grants, right? If you can find out, it'll also show them respect. We'll say, like, thank you so much.

This is a perfect time, because they know you're not about to ask them for money, right? they just gave you money.

So there's no, like, not that tension in the room. Hey, thank you so much. You know, I just wanted to check in.

You know, we asked you in September, do you just on a phone call, not on an email? We asked you in September, you gave it now.

I just wanted to check, is there a better time for me to follow up with you throughout the year, or a good time, or February a better time?

that way a you're showing them respect right you're getting to their world like oh actually thank you for asking we like to do our chat we have our annual family meeting in blah blah blah right and you're already putting in the date that you're going to ask them again right and then after you say oh you've august amazing thank you so much thank you again so much for the donation have a great day you follow up with an email great speaking with you i'll make sure to follow up with you in august here is a quick tidbit from shiruka this week have an amazing day you see what we're building here then when august comes you follow up you reply on that email you say hey got ping from my crm system uh it's reminding me to be in touch with you in august that did this work for you circling back would you be able to you know increase your you know whatever that may be you see how we're already we're thinking way

head. This is how you build your nonprofits people by thinking way ahead, right? You guys know that I have been working with some donors for years who have not yet given, but they might given five years from now and they're just every few months.

I just kind of check in with them. All right, so let's go. So now let's put that in your CRM.

Let's put all that information in. So donor notes.

[@51:24](#) - D Gross

We're here. Yep.

@51:34 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Yeah, so I would say if you have their phone number, give them a very quick phone call. Did you already thank them for the donation?

No, I didn't ask for it either.

@51:44 - D Gross

What um, he's a very, he's a cousin with a board member. He gives a lot of money, doesn't like talking to the people.

I asked the board member not to help me establish relationships. He told me reach out and follow up because he already donated.

I did with the board member on a text message and he ignored me. So then he said, okay, I got him.

So a little backfired. But I did find out that he does everything via email. Another organization told me that they get money from him.

He does his email guy. Perfect.

@52:20 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Then that's great. Then definitely not a phone book. You know he's an email guy? Yeah, follow up his lead.

Hold on, I'm just texting the graphic designer. Then we are going to move on to Yonesin. We're not going to get to all four.

But you get the idea of what we're talking about here. And then you can even, again, you can add your own columns.

If you wanted to write an action item as a column or email reminder and then you'll use either an extension or whatever to email you that reminder in August, whatever it is you want to do, you can build it here.

Okay. Sound good? Great.

[@52:57](#) - D Gross

Amazing. Well done. Well done. You're taking this seriously.

[@53:00](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Talk about man Okay It's here for dub it guys. He is i'm serious like dub it has been thrown into a very very Not complex but but full full situation and he's and he's telling it be honest not easy not easy what you're doing um, all right, you can stop sharing your screen list you want us to write down all those names, uh And um jones and color Or Come on, man.

It's been a full week in your life. Let's hear it.

[@53:34](#) - Yonasan Caller

Thanks. Thank you kiva Um, so i've uh all your investment and all of us. I appreciate it that she's amazing I look forward very much to To get getting getting my hands stuck into that um, I I again, I also think you do google sheets for now and I guess i've Customize my own way of tracking but I will for sure be It's rising go beautiful

tabs there. It's a square color. Okay, so a little bit of a summary, I guess, on so far. So we met last week, I was a little bit of a downer, and it wasn't well for a few weeks, and I didn't really have any money coming through, and I wanted to take in this and now, and now, you know, it's got to a good start.

was exciting. We got number of people involved, and now we hit a bit of a rut. So, um, so, you know, we asked Chad GPT last week, and a key was spot on, with his Hadracha, of, you know, just, just going down, Burmsham, I am blessed with like a relatively large network of people, even though they're able that.

of a calculation, actually, just to give myself a bit of a chisel, which is, you know, I went down my list of first degree contexts, I don't mean like LinkedIn, the actual people that I really know.

And you know, let's say it's 500, 600 people there. And I realized if I can get every one person, again, might take some time, but even just \$100.

So that's already that, you know, that's that's \$50,000. So that's like a, that made me feel it was much more in reach.

And even if it would take me time, I didn't, again, some of those, he'll be more than that. But that's a, that was really a source of chisel that although it's already beyond it.

It's already essentially within my, within my close network, the money is there. I think that's true for a lot of people that we, that there's money there.

is money, like literally surrounding us. just about getting on the phone. And that was obviously a hard thing for me.

And I got a cousin from Akiva and then I actually, you know, I've been pushing off from having my coaching sessions that one of the, you know, big plug here for the nonprofit navigator, one of the big miners, is the one-on-one coaching.

And I guess part of it was I was all nervous, really, take that next step. And I, you know, I got straight away on the show, him, I messed him again, then we got our first meeting.

And basically, he was, he basically told me to lock myself away in a room for three hours and just go down the list.

Like, you know, just start going down the list and make, and start making the schools. He said to me, we need, you need \$1,500 tonight, another \$1,500 by Shubbers.

That's it already, that's 3,000. Now the truth is like, you know, again, I was happy to go for it.

I knew that was a little bit over-realistic for me. But what it did do, I, you know, took it seriously and I logged myself away for three-

hours. And I just started going down the list and really, you know, making, I started making the calls most of time I didn't get answered, which was kind of expected.

And I started to follow up personalised, follow up message. I managed to speak to 12 people in the three hours, one of those people was for an hour long.

And, you know, you never know what's going to come up. And I didn't get so much money. I got a number of small donations, you know, like mid-double-digit decisions.

I got a lot of responses and basically, it basically forced me this whole week to be engaged with 12 people back and forth, voice notes, text messages ranging from time back and forth.

And now I've had about 10 meetings within those, since Sunday, Monday, Tuesday, I've had 10 meetings with people. And

And I would say, only a few of them were genuinely not in a position, you know, to give and understood.

I've got several good four, five small donations and then I've got a couple of potentially big donations but they need more work.

I ended up as well as part of this 12 people. I also had a few very long meetings, like a few like turned into like at an hour and basically my emphasis based on the hajracha that I've heard here really was really just giving them that time to talk about their life.

know, for many of them it was I haven't really owned them for a good six months and they were filling me in.

was appreciating that, you know, they, you know, they, in some cases I was, you know, was there a red beak previously and it was a good option to find to reconnect and they asked, know, their own questions and one of the guys actually, who was.

phone to just today and my way home. He actually, when I put it to him at the end, we really connected, he was in my sheer number of years ago and he actually went off the derrick a little bit and he kind of started to come back.

And he basically told me this is exactly what he needed. He needed me to read. You know, I've reached out now and again, say, happy birthday, listen up, but like he said, I just needed this talk to you.

I needed the very end of the conversation. basically wasn't about Jalen at all. It was all about him. And, and, you know, kind of just, he's been through it at the very end of the conversation.

I, you know, when I told him a little bit about Jalen, I asked him if he'd been interested in either, you know, actually, you know, considering learning, it was a client or otherwise, he said, both, I want both.

want both. I want want to help, you know, I need this for me. I want to help you be so good to me.

It was a whole, it was a real lesson in like, it was 98% time on Ellie, name and 2% on Jalen.

for him that he was crying, out for this call from me as someone who, and he told me I'm the only one who reached out to him over the years.

He's been through a time and it was like a, well, it was an amazing thing. Even if no money comes through, like that was a very important conversation, like the change to mind.

And the bottom line is when I asked the question, he said he wants to earn and it was like the first person like that.

Like I want to be a client, I want to be a donor, and he even told me his grandfather's foundation, he gives the awesome air, and he's going to speak to him as well, maybe he can help.

I'm like, where does come from? So that could be, I think there's real potential there, which is amazing. I didn't ask him for a number, so I didn't ask him for a number.

I asked him, but I only had like a minute ago, I said to him, so let's, you know, I'm going to send you the link basically to the client for me to, you know, kind of set up the learning.

I said, then we'll talk properly, and you know, would you open then to talk about possible different sponsorship options, yeah, I'd like that.

So that's going to be like the real, you know, conversation. I feel like that was a big deal. That just came in literally just a few hours before this session.

The other big guy, I think, was a big potential, was someone who, he actually, I've never got this on.

Even though I heard you, I keep imagining this all the time in this group. I haven't been circling to hear this answer because this answer was always something that, I guess I'm only in touch with regular small donors.

But this time I asked him about giving his, I know he's doing well, know, his job. he basically said to me, look, I've given a lot of money towards the end of the day, lot of my money.

And now he needs to give a chance to build up again. So he called me back in a few months.

So I promised him that was a very good sign because he didn't just say his \$100. So I feel like, you know, had a good opportunity for a good, pants up and I feel, I feel now like, I feel like I'm in the game, really.

I'm in the game properly now, you know. Now, I will learn from this strategy, I mentioned at the key of that, I think this is a strategy that can work for me every week.

Like I have one session that I literally pound, call off to call a message off the message, and then the rest of the week, I'm basically working on those relationships, that was, basically they gave me a week's work, I don't think I could do three hours in the truth is like overextending myself, this week has been a little crazy for me, but in general, the concept is true, I can take, you know, whether it's an hour and a half, two hours, let myself off, make the calls, send out the messages, then during that week, you know, work on that, and I think that will be, I think that will match if I do that for a good number of weeks, but as well as them organically, I'm going to bring in some small and some larger donations, and that will basically build the donor base that I'm really looking for, and so I kind of took from that also now a new strategy for me to

forward. I've basically found the strategy for myself, which I never had before. So I think, I think I'm going to basically just put some time in my calendar every week, beginning of the week on a Sunday.

And interestingly, I know you said something's good. It was for some people, but other people, it was like, don't call me today.

It's my family day. It was fine. So we made another time. was just interesting just to have a funny because I was actually discussing this with another fundraiser.

@1:03:25 - Akiva Naiman (akiva.naiman@gmail.com)

don't remember who now. Oh, Straw Cats. We were having a debate. We just recorded a bit for a mental nine, which was being edited as we speak.

But, and we had that in my focus. He's like, I call people, I call people during the weekday.

@1:03:38 - Yonasan Caller

And I was like, I try to call people on Sunday.

@1:03:40 - Akiva Naiman (akiva.naiman@gmail.com)

So you're gonna, you're probably, we're probably both right, right? By the stage of life. Yeah.

@1:03:45 - Yonasan Caller

Research shows 10 a.m.

@1:03:47 - Akiva Naiman (akiva.naiman@gmail.com)

on a Tuesday or Thursday is the best time of coffee.

@1:03:50 - Yonasan Caller

In the middle of work, like, yeah, but it's not Monday. So it's not the most, you know what I'm saying?

@1:03:59 - Akiva Naiman (akiva.naiman@gmail.com)

you're, if it depends. like, yes, they're in the middle of work. So it's funny. That research really shows more about sales, right?

So it might not be true for fundraising, but the idea is to call people when they're not stressed. if they are, if you know that they're driving to work, like you might not know that, right?

830 might be a terrible time, or it might be they're in their car and they're super relaxed and nothing going on, right?

You make the call and you say, when is a good time, right? And we know that you always ask is now a bad time, not now a good time.

Now a bad time is a better question to ask than is now a good time. Right, to get the no out of the way, here I should, that's what we're referencing a past class where you want to get them to say no first.

So that next thing you ask them for is a yes. Okay, words. Okay, my comments to you, sir, before we move on to Adam.

First of all, I'm so happy for you that you found a schedule that you will work for you. Beginning of the week, you double down, and that gives you kind of your homework for the week.

Building a donor base exactly like you said. You do not know when, excuse me, sorry, but then you do not know when someone's going to say, I love that.

And you know, my cousin just won the lottery. You just don't know. your only way you're going to know is ABC.

Always be connecting. Gersha, for you, Adam, for you. Oh, know, uh, uh, uh, shop seats. I've been a little bit less for you guys because you already have a strong donor base, but always connecting, right?

First, I'm not proper navigator. Tell it to basically everyone I speak to just, you know, comes up. yeah, here's what I do whatever.

It's always connecting. Thank you.

#### [@1:05:45 - Yonasan Caller](#)

I, by the way, on that note, that guy, Ellie, um, Miss Gemma, and Tony, and Foundation, you know, so he actually said to me, he said to me, you know, because, you know, because it's so nice whenever you message me.

saying how I'm good. I know I haven't replied. I mean, I've heard this a few times, but like, it was such a chisel.

I said, you know, I don't know, because often I don't know if people really root because you should know it brought me back to my time with you in your share, like, just hearing you say how it was like, he's like, you're the only one that's done that.

Like, and again, just so you know, I haven't, I wasn't, I wasn't ever in the, in the, in the headspace of a fundraiser all these years.

This is the first time. And, but it gets, it wasn't done as a, as a fundraising touchpoint. But the, but the point is that that's, that's really true.

Like, it's, uh, it really helped him. think that also was what, what got him so excited that like, um, that, uh, yeah, well, right.

don't want to say to me, I'm not, no one said to me, the only person, ironically, the only person who's so far ever said to me, it's not really my thing.

It's the guy who's donated the most money. Right. everyone else, including the people that they couldn't, it's just so that sounds really amazing.

Just in this kind of spot right now, but right now again loved it. He just loved it as a for-profit concept.

[@1:07:05](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Exactly. Yeah, exactly Yeah, he didn't love it.

[@1:07:07](#) - Yonasan Caller

No, no, that's true. That's right.

[@1:07:09](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Showed and this is I lost my train of thought that I was gonna tell you, but okay, you're listening anyways Anyways, so so my point is that my you get your like you're gonna ask people for money for the coal L Want to give just because they can't give doesn't mean that they don't want to People want to help all of us in the room someone asking for tobacco You'd love to give them even if you can't you'd love to anyways I taught it for for years in Northern California before I started asking for money and that teaching is what brought me the money And still does today because the warm relationships that were all about the Torah and teaching and taking care of their kids and whatever Was serves you for literally forever in life And you don't know which of

your past students has a grandfather a grandmother or they themselves are now Yeah, mama sucks me.

I never remember again. You recharge who said this is again and got about long from strategy like You're saying with Devin, you reach out to a student right now who's 24 and they're making you know, whatever, you know, five bucks an hour.

But if they're starting to become a doctor in 20 years from now, which Jayla will still be relevant, that's when they're going to be giving you \$20,000.

**@1:08:16 - Yonasan Caller**

Yeah, she said to me, another guy, he told me, because he's got two years left medical school. said, so I'm going to get something small, because in five years time, I want to be giving you big.

told me that first. So you write that in the notes, you write that in the notes, and this is the guy who you are.

**@1:08:32 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay, so now let go, it's my next point. So segmenting donors for sure, right? What type of donors, who's giving what, know, how much can they get, et cetera?

Here's something important for you to have to figure out, okay? There's no easy way to figure this out. Time is money.

It could sense that you had a lot going on this week, which is why I'm going to say my next line in a moment.

But you spent a lot. Hours on jail this week and it's could die right it launched you and it's getting you going and it's could die Yeah, but you might be a phone call for an hour with someone who gives you an \$18 donation right now That person who knows in 50 years from now or their grandfather like you can't ever know right?

That's on one piece and then the other shoulder. It's like I also just care about him as a person You're gonna you know, I walk by I was I was getting my car Tested today and I was walking and I see my friend who I haven't seen in 20 years and and I'm on a zoom call Of course at the same time y'all know me and and and and he's like I'm I guess going he's like well God is really testing me.

What am I supposed to do with that? Like I'm on a zoom call and I'm going to get my car tested like But I need it to I pause the zoom I pause the test I sat with him for three minutes and then I

voice it afterwards because we have to Can't we can't lose our humanity for sight of the dollars, right?

or so You have to be able to think about you and a son you're about to go into your three-hour session

change two hour sessions segment your donors beforehand. I'm going to go get in this phone call. How can I end it in 15 minutes?

Okay. And if you can't end it in 15 minutes, okay, you have to at least recognize that your time is money.

And that it could be, you know, if someone's if it's your schmoozing and catching up or whatever it is, and if someone is really opening up and really needs you like this guy, Ellie clearly did, then again, you respect this or someone you can say, Oh my gosh, you know what, I have a phone call coming up in like 10 minutes or in three minutes.

Can we make a separate time and talk about us? I'm taking a bus in three days from now. I'll call you from the bus.

I'll have all the time in a while. You have to start thinking about your time that way or you'll get too much and you'll burn out for bit.

That happens.

**@1:10:48 - Yonasan Caller**

I've burnt out many times.

**@1:10:50 - Akiva Naiman (akiva.naiman@gmail.com)**

It happened, right? Quick story got a donor who I just asking this morning for a donation by text, which is typically not how you're supposed to do it.

like Devin's guy, you know that they want to do by text. I asked him for a five-digit donation. He said, well, think about it, whatever.

I'm going to ask him. I followed up and said, you know, no problem. For sure, let's discuss it more.

Can we meet for coffee this week? But one time we went for a walk, it was post-COVID. His business was not doing well.

I didn't know this. I thought we were going for a walk, and I was about to ask for my next \$80,000 donation, like I did every year.

And for an hour, he cried. He, I was like, we don't even have this kind of relationship, man. But he just needed someone to talk to.

And it was nothing to do about runners in the end.

**@1:11:35 - Yonasan Caller**

He's like, I'm sorry, I really can't give you.

**@1:11:37 - Akiva Naiman (akiva.naiman@gmail.com)**

I'm like, dude, like, we're not talking about money right here. Like, we're talking about your life. Like, it's okay.

So, you know, so in a terrible way, right, part of my brain, then the Shama part is connecting with him as a human.

The brain part is saying, this is someone who's going to die to spend an hour with, regardless of your organization.

If someone is going to give you, like, we have a donor, we call them. uh, not a donner, a parent who used to call her the parent of the year every year.

She couldn't give a dime. She was on full scholarship for everything. will always give her the time for she's single and she's human and she's Jewish.

And when I can and we'll admit the M, I'll give her that time of day. So that's important for you to, because you understand you're so warm and you're so friendly it is to your benefit and your detriment.

You have to learn how to about juggle that and there's no right answer all the time. Right.

**@1:12:27 - Yonasan Caller**

Okay. Next, this goes back to this.

**@1:12:29 - Akiva Naiman (akiva.naiman@gmail.com)**

This is going to how much you took on your, on your, on your shoulders this week and on your chest.

Remember your why this is for everybody, Adam, you as well, for sure. Shops to you as well. Um, why did you get into this?

Right. of the projects I'm working on stepping stones. Um, you know, we had a big, big pivot this week, uh, in a, in a pretty negative way.

Um, and I got all the staff together. Uh, uh, we went up for sushi, which is the only way you can get it done.

And, uh, and we just spent a couple of hours reminding ourselves like, why do we get into. Like, why are we still, why are we charging through the trenches?

And I did it again to the end of Zoom with them because you're in a nonprofit role or reason and you have to remind yourself of that reason.

Type it on a piece of paper, put it on your wall, whatever works for you. like, here's why I'm at working extra hours.

I'm working extra hours because I care about kids who, you know, have mental health issues or who are, you know, developmentally behind or who are post call, you know, professionals who are in call out or who did she do him or who are McConcom and can't support their families.

Boom, I went through all of your organizations, right? That's why I'm in this, right? That's why I'm in this, remind yourself of that.

Even though it's hard and it's always, you know, it falls on a wife and kid, whatever falls on something, there's always to be a sacrifice.

#### @1:13:48 - Yonasan Caller

Adron, look at Adron.

#### @1:13:49 - Akiva Naiman (akiva.naiman@gmail.com)

He sacrificed one of his kids, right? And I'm not talking about Yitzhak. I'm pretty small. That was a big sacrifice for him to go focus on everyone else in the world.

Something's going to. Or I'm at home. Same thing with the Xbox. Same thing with the Akko. Something he's going to give.

Have to find the balance. God forbid it's never affect our homes. But there's a big why that drives you.

@1:14:10 - Yonasan Caller

That's something I want to through through this. I mean, I haven't made as many calls since it felt like a calls match campaign just without the poppers and refreshments, you know, like the one you celebrate with Popper that you can get go to Zazzy.

I want to make sure to give Adam his time as well. Tell me if I'm up if I'm.

@1:14:30 - Akiva Naiman (akiva.naiman@gmail.com)

No, no, no, wait, three more minutes. Yeah, last last point for just you said, he says, follow up between a few months.

Don't follow up with him in a few months. What should you do? It's a trick question. What should you do?

Who can answer? What should you do with the guy who says follow with me in three months? Send them a message and say you're going to follow up.

Okay, that's that's for sure. Like thank you for meeting for a time in the August what ask him for a time and date Time and eight also good.

Yes, we're sure he might not know yet because he said like yeah But it's a good idea of can't it might not hurt for her all over the month Yes, callers got the answer.

I never all get it. Well, but then a month Shop to the thumb right father the month you don't vomit three months and a month from now tell him the naja stories not the For it Put that up your CRM make sure it happens, babe.

@1:15:32 - Yonasan Caller

Okay, but one I was just for the island I'm just yeah, I yeah, I found through the calls that even though they sound them were nerves and some of them were low donations I feel I'm in a much better.

I've practiced my story now so many times. I've refined it I feel like I've got a good I'm confident in my story telling my my pitch that I Hadn't done it so many times in such in such short spaces

time. I feel like I couldn't get on the phone now with anyone and go straight into like seamlessly from what I'm doing into why I'm doing what I'm doing and why I need you.

So I feel good about that. Very good. I love that.

**@1:16:14 - Akiva Naiman (akiva.naiman@gmail.com)**

I love that. And Shopsie, this is super relevant for you. Okay, I would say this is relevant for all of us.

But Shopsie, if I were to give you homework right now, would be five friends this week and give a practice pitch on them.

You're new. You're not going to get it right. Okay, you don't even know enough about the organization yet. But five friends who you can mess up with.

right, like not five potential donors. You're not going to really, you're not really going to give you a donation yet.

Start for all of us. The more we practice, the more it's kind of just right on the tip of your tongue.

So you have somebody mentioned it. I'm ready to do more than five.

**@1:16:49 - A K**

I ready to do way more than five. Shmak, perfect.

**@1:16:53 - Akiva Naiman (akiva.naiman@gmail.com)**

That's great. Oh my god. don't know why it's good. It's good. Shmak, The thing I brought up an idea before we got moved to Adam for people to doven for each other for each other success.

thought was a beautiful concept. So I had Yoda sent in mine this morning when I put on spell and etch my hallelujah.

Yoda sent I hope you had me in mind because we did the thing together. If anyone wants to privately message someone on the group or shop CEO for email it's a beautiful idea.

We can message him.

[@1:17:27](#) - **D Gross**

Adam, can I grab him for you?

[@1:17:31](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Boom. 100%.

[@1:17:33](#) - **D Gross**

If you doven for others your prayers get in for the first. That was the only since point.

[@1:17:38](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Adam is dovening for David. That was for Adam and we all win. has not yet tied up officially. Shopsie, if you want to pair it you want to pair with someone else.

[@1:17:47](#) - **Yonasan Caller**

I'm gonna have a suggestion to sign up. No, there we go. I love not sure if I'm gonna doven to sign up or not but I'll bet you that one for you.

[@1:17:59](#) - **G F**

Thank you.

[@1:18:00](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

You can still dive in for Shopsie. It's free. It's free. It is free. It is free. Shopsie can do with the rubidoids.

No. Well, he's also another person, hopefully standing up tomorrow. And in addition to Gresham, shameless plug. Okay. Adam, you last week, you have been emailing Sarah.

Last week was the challenge. I need to get to this ball.

[@1:18:32](#) - Adam Alsberg

I need to get it on top and on the right ball. I continue on with the course. And I could enhance my fundraising skills.

I, so I emailed her and we worked this past weekend. was the schmooth. It hit every nail in the head.

was beautiful. think it really knows what he's doing guys in Gresham. He really just made a message. Much better.

That's right. tweaked the message.

[@1:18:58](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay. Yes. Mark. Yeah.

[@1:19:01](#) - Adam Alsberg

Um, and then, um, we, uh, I sent it, I didn't hear, I sent it on Monday and I heard back to, I had to follow up with her this morning.

And I heard back from her, followed, Hey, do you have time to speak at noon? So I got on a call with her.

I explained the whole massive. And she said, Okay, this sounds like amazing. Um, and so I haven't forgotten about you.

you know, still want you on my team. I just need to wait for the higher ups to get back with budgeting.

Um, and then, um, she said, let me know whatever you need. So I sent her an email saying this what's needed.

And I also provided, I hope that's okay. And I can also quickly undo the send. But I provided an exam, I provided her this was needed, the roadmap and then some bullet points of what's needed.

And then I put the example from non-profit navigator. Hold it. Okay. Appreciate you asking like, yeah, for sure.

[@1:19:56](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So I did the same thing, but with the pitch deck, everything.

[@1:20:00](#) - Adam Alsberg

In the pitch deck I sent the example pitch deck and then I sent the one pager I said I need a one-pager to that's what we bring to the donors for them to see the pitch deck is for them If they want to see it will show and bring run them through it But that's for them to see at their own time and to go through after meeting them and the one-pager So she is gonna get back to me I think I anticipate that she doesn't have all of these important details I also suggested I'd love to come in to the office work with you It shouldn't take me more than now or to compose everything I she doesn't know I have all these AI tools that you recommend it And that's where I'm at now I'm as soon as she gives me these details I'm gonna plow through multiple two and and I already have I already have people to fill in my chart of donors to college Awesome, that's amazing.

Oh, oh, here's okay I guess I can do all the time in this way this Sunday This Sunday I'm going to a wedding at the Upper East Side without me sitting on

But that's a hub for very, very wealthy people. Zach, my time is not going to rush.

[@1:21:06](#) - Yonasan Caller

I tell my close Talmud, a close Talmud. I was nearly there. I actually learned with him. He's actually so close that he wants to learn with me.

So I accepted. took him on as a he's actually a long client. And but he's very much more than a very close Talmud and friend.

Yeah, my mom is so excited for him this week. Yeah, we've just in touch a few minutes. Just before.

He's a great friend. you know that?

[@1:21:32](#) - Adam Alsberg

He's been a great friend of mine since YU. just really, wow. And everything we've just, somehow just keeping in touch, running and feeling.

you know what?

**@1:21:41 - Yonasan Caller**

Please give him the, on his wedding day, the biggest hug for me. I will, I will. Thank you.

**@1:21:48 - Adam Alsberg**

And I also want to capitalize on the opportunity when people ask what I'm doing. I want to answer and say, I'm actually, right now I'm in between jobs, but I'm right now I'm fun working on fundraising.

Okay, take it away. Not that, not that.

**@1:22:02 - Yonasan Caller**

Before I answer your question.

**@1:22:04 - Akiva Naiman (akiva.naiman@gmail.com)**

Yona Sun, shame on you. You know this guy is connected to donors? I didn't know it was connected to donors.

**@1:22:12 - Yonasan Caller**

Oh, okay.

**@1:22:13 - Akiva Naiman (akiva.naiman@gmail.com)**

It's puzzle of the shul.

**@1:22:16 - Adam Alsberg**

I know it's a ritual, but I didn't know.

[@1:22:18](#) - **Yonasan Caller**

You're the cause of never rent shul.

[@1:22:20](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

You know. Okay. know who to schmooze with.

[@1:22:23](#) - **Yonasan Caller**

I didn't know it was such a ritual. don't know.

[@1:22:26](#) - **Adam Alsberg**

not have to recommend it.

[@1:22:27](#) - **Yonasan Caller**

My question is shame on you.

[@1:22:28](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

I was more excited for you. I should be excited. actually feel excited for you. I'm excited for you.

[@1:22:33](#) - **Yonasan Caller**

This guy is somebody.

[@1:22:35](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Maybe I should fly for putting Kafka on.

[@1:22:37](#) - Yonasan Caller

I don't know about that. The text of a monster for sure.

[@1:22:39](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

voice number. Call him. Right. before the day of the wedding. And then when this guy is about to be really happy for at least a few weeks.

Call him after his brother. Tell him what to me now.

[@1:22:58](#) - Yonasan Caller

And now I'm talking to you.

[@1:22:59](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm. I talked to Adam too, but you know what I said if you're so close with this guy He's gonna be so happy.

He's I don't know if he's gonna be giving my sur money from his wedding gifts They'd have a lot I say you know, you know in honor of Your way on say in honor of your wedding of that, but like this is what I'm building You know we'd have to tailor a pitch.

I don't want to I want to spend good work back to Adam But you just you know the send him card or something.

should send him something yeah I know yeah send him something, but this is a this is an opportunity you to capitalize on a hundred videos I can add you notice and you can post in the group chat and we can we can all of Brainstorm Adam great thinking in terms of like how to capitalize in this again.

Let's let's focus in on humanity Obviously, make sure to enjoy the wedding and be there as a friend and what not.

important of course first and second I Would I would offer to not share that you're in between jobs. I'll tell you why I It's not exciting Okay now

People, you know, life can be a little bit mundane sometimes, right? It's a daily slog. If you're a wealthy guy, depending on what type of wealthy guy, you might be making \$2,300,,000 a year, but you're going to work in nine.

You're coming home at five or six or seven. like, you know, you're at a wedding. Things are a little bit different.

You want to hear excitement. People like being excited for other people. Instead of I'm in between jobs, if you say I'm creating programming for you, I'm not on touch.

What's the word I'm for? And for young professionals who are on what's the word? Young professionals. I'm not engaged under engaged.

**@1:24:39 - Yonasan Caller**

I'm creating Jewish programming for under engaged young professionals in New York.

**@1:24:44 - Akiva Naiman (akiva.naiman@gmail.com)**

That's exciting. How do I? What? They say, okay, for who?

**@1:24:53 - Adam Alsberg**

You can say, you can say actually right now.

**@1:24:55 - Akiva Naiman (akiva.naiman@gmail.com)**

I'm starting off with not I'm sorry. C-E-C-P, right now it's for E-C-P and we are creating, we'll do it a second, you're not hired by E-C-P yet to be honest.

Have you taught? You taught? You teach at M&J. I teach three times a week for different programs.

**@1:25:25 - Adam Alsberg**

Tell me this, Adam.

@1:25:26 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

If I gave you quarter million, someone's wedding says that's amazing, I want to give you a quarter million dollars.

@1:25:33 - Adam Alsberg

What would you do with it? I'd create a massive shop of tone, cater to the importance of inspiring the importance of Amatora, Cussed, Mentorship, and they would, the objective would be, these people who attend massive and be incentivized to attend with all the luxuries of such an immense budget.

They would come and they would leave. The mission be them.

@1:26:00 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

lead taking on finding a mentor to learn the kavruso and and finding ways to get involved with cusset you know so cusset focus cusset focus and tomatore focus you're gonna love this you're ready i don't mean to take that we can we can move on it if needed by that that's all i have here's the last guy you see this remember i told you about lovable or should you unlovable what you can make check that ready click here for a new cusset idea this is taken from a Mormon website by the way do you want bring something to someone on the bus during a phone call it doesn't make any sense while waiting in line bring something to your daughter while waiting in line there we go right new idea that all right new idea

I wonder if you could I wonder if you could figure out a way this took two and a half seconds to make I wonder if you could figure out.

Here's here's where I'm going with this, okay? think you I think it's exciting people love hearing ideas people love new things right even this thing I just showed you it's like oh, that's cool right like you know what in your mind was like Well, this is boring.

I see showing me this it's new. exciting. I would say to talk to these owners and say I'm creating a program for under Under-engaged young professionals who have a shop.

It's very simple concept and you could even say it like this You know, a lot of organizations that do this one There's still more do still more college kids that exist within more than organizations and two I want to keep it simple We are a one-stop shop.

We do one thing you come to a shop atone finish with a subverse up. That's it You learn about Torah and kasen That's it

what I would offer to you is lead with that and if people say oh well what about MJE or what about this or what about the OU what about you know whatever so yeah those are organizations I'm looking to build this with in partnership with or collaborate with because in fact Adam you don't know if you're gonna work for ACP and you don't know if you're gonna work for MJ you don't know if you're gonna start your own thing because if someone gave you a quarter million dollars you would start your own thing and you would collaborate with MJE and ACP you would let it be your dream just because you just be just because if you wind up working for ACP or MJE or someone else doesn't mean it's still not still your dream it's your dream if you decide if you get a quarter million dollars and you decide oh we're gonna find mentors for 50 kids that come to my chef of town you'll call Jonas and caller and Jay learn will happily you know set up those mentors it doesn't mean that it's not less than your dream because you're collaborating with another nonprofit, of course. That's part of it.

**@1:29:04 - Adam Alsberg**

I would say that's how I would capitalize in the wedding. I would say it as if you're the, I can't hear you on the phone, right?

on the phone, sir.

**@1:29:15 - Akiva Naiman (akiva.naiman@gmail.com)**

Who me? Oh, you're noticing you're saying anything, anything, you're good. I was just saying that Kiva is not probably not what he's doing.

**@1:29:22 - Yonasan Caller**

Take care of the mama's entire world through these different organizations. They're seriously, it's mama's amazing. are you doing? We're bringing together the polish, mama's amazing.

This is our tissue.

**@1:29:32 - Akiva Naiman (akiva.naiman@gmail.com)**

That was one of my, like, sub goals, like they just help people connect and be like, Oh, we do the same thing.

[@1:29:37](#) - Yonasan Caller

We can imagine, like, we can form a partnership, Adam, like, I could be like people who I'm setting up for learning, I could have them engage in more programming through ECP.

people who need to be engaged through more learning with one-on-one, repayment and educators, mama's a win-win. It's uncapped potential.

[@1:30:00](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

That's because she took him through through David But we got the whole concern to the car law that uh, and then when they get married, make oh, yeah, they got a guy's And then the kids will go to lam day and we'll get lam day any tutoring from our tomorrow lam day We'll join tomorrow.

[@1:30:18](#) - Adam Alsberg

I'll main I mean then they joined non-profit navigator and we do the whole cycle again Exactly Um Okay, so this is what i'll take the last minute of my time to inch myself as a I'm sorry.

[@1:30:31](#) - Yonasan Caller

Didn't we take anyone's time?

[@1:30:33](#) - Adam Alsberg

We have to end 45.

[@1:30:34](#) - Yonasan Caller

You have 10 minutes go for it.

[@1:30:35](#) - Adam Alsberg

I do want to do something else That's how it is Yeah, okay, so you say hi Hi, my name's adam holes, okay We're schmoozing a little bit some good small socks banners established.

You you like the enjoys my presence Adam, what do you do? So I'd say well, what you do? Let's role play adam.

What you do?

[@1:30:53](#) - Akiva Naiman (akiva.naiman@gmail.com)

I love me.

[@1:30:55](#) - Adam Alsberg

actually currently i'm in the process of creating and establishing a program that caters The unengaged young juice professionals here in New York City, there's an abundance of them, and they all need something to do.

They're all looking to enhance their juice connection. They don't know where to go, and that's where I come in.

[@1:31:14](#) - Akiva Naiman (akiva.naiman@gmail.com)

I love your enthusiasm and that you're taking a dive here. This is relevant for everyone, so if you're not listening till now, check it out, okay?

I was freestyling it. No, of course you are, but you want my feedback, no or no? Yeah, please, please.

Yeah, lead. Everyone, chop seed. Always. Lead with the pain point. Always lead with the pain point, right? Adam, what do you do?

Ask me, Adam, what do you do? Adam, what do you do?

[@1:31:46](#) - Adam Alsberg

You seem very passionate.

[@1:31:49](#) - Akiva Naiman (akiva.naiman@gmail.com)

Do you know how many young Jewish professionals there are in New York? Give a guess. Go. I'd say a good billion.

@1:32:00 - Adam Alsberg

Not a million, but there's over 25,000.

@1:32:04 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Do you know how many of those are completely not engaged in Jewish programming of any kind? There's not an exact number, but it's well over 10,000.

What you ask me what I'm doing, I'm actually creating right now programming for those people. And it's very simple, if you have a tone and you finish with a kavruta, all of my research has shown that that is the biggest ROI for the smallest amount of programming, but the largest amount of change for these kids' lives.

And then you shut up. What would a response be?

@1:32:40 - Adam Alsberg

Wow, that's amazing. How long have you been doing this before? I'd say yes. What do you work here? Where are you now?

a current project.

@1:32:50 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

You would tell him, right now, I've been establishing, well, that's me. So I've been establishing collaborations with an organization called ECP.

Not sure if you've heard of it. No, I haven't heard of it. Okay. No worries and MJE. Oh, yeah, I've heard of that one.

Okay, amazing I've been teaching at multiple locations building up a large network so that I can build this organically through the wide piece themselves, the young Jewish professionals themselves so that when I'm ready to launch when we get the funds for our kickoff shop atone, we are good to go.

The hardest part for most of these nonprofits is finding the individuals. I'm taking it the other way around finding the individuals first.

And once they get the funds, they'll come blocking to the door.

**@1:33:34 - Adam Alsberg**

And then just stop talking.

**@1:33:35 - Akiva Naiman (akiva.naiman@gmail.com)**

This is recorded, right?

**@1:33:36 - Adam Alsberg**

This is all recorded.

**@1:33:37 - Akiva Naiman (akiva.naiman@gmail.com)**

Go get the recording. lead with the point you also have talked. I don't know if I've talked about this here, pauses are the most important part of a conversation.

Right, it is something I learned from as a black who where I learned public speaking from crucial, crucial. about pauses.

My wife's uncle is nothing seagull for those who listen to the nothing seagull network. So something he's told me, he's like you should know you're one of the only not one of the only people.

I love having you in the radio. been with him couple times because you know when to stop talking. You should almost never be talking for longer than a minute unless you're teaching a class.

A minute is a long time. You pause, so I'm doing it the other way. wow, this guy's super unique.

He's collaborative. He's taking the opposite approach. He's young. He's dynamic. And he's just waiting for funds. And he says, well, that's amazing.

I wish you a lot of us. And then what do you say, Adam? What's your call to action? Don't let that slip through your fingers.

What do you say? I say, thank you.

[@1:34:48](#) - Adam Alsberg

Do you have a business card or something? I'd love to reach out to you and continue this conversation. There's a pleasure talking to you as well.

That was good.

[@1:34:56](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I will give. I'll give a passing grade at that. I'll give it a pass. It's, it's, it's, here's what I would say, you say, listen, I appreciate you asking me, and I see that you're passionate about this too.

I'm not fundraising right now. But over the next few months, I'm going to start so that I can start, so I can start to shop a tone.

Then, do you have a business card that I could be in touch with about words for? Yes, good. But started off with, I'm not fundraising right now, because I'm first still building up the connections with the YGPs.

But when I do, could I be in touch? Brilliant.

[@1:35:39](#) - Adam Alsberg

It lowers the, yeah, it lowers the tension.

[@1:35:42](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Yeah. And it's true. Truth is always helpful. Yeah.

[@1:35:46](#) - Adam Alsberg

Thank you. This was fantastic. I'm going watch that. Okay, press the mind.

[@1:35:53](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay. It's got to stop complimenting me so much. I'm never going to have to have you off the course.

Like, what? You understand, you're stealing shops. thing. can't do that. No, no. Shopsie can do the emojis.

**@1:36:06 - Adam Alsberg**

Mainly because we don't know what he looks like.

**@1:36:09 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay. There we go. said. Oh man, get smacked. Okay, I want to actually share this. It's it's not fully ready, but it's ready enough.

Always for non-profits. You're never going to be fully ready, but you're ready enough. So this is finally ready enough.

And thank God, at this till this point, I wasn't really ready to scale.

**@1:36:41 - Yonasan Caller**

But it's really let us know we'll make a donation.

**@1:36:45 - Akiva Naiman (akiva.naiman@gmail.com)**

Now this is my website.

**@1:36:48 - Yonasan Caller**

Wow. Yeah, yeah.

**@1:36:51 - Akiva Naiman (akiva.naiman@gmail.com)**

Some tweaking on the pictures still needed and whatever, but like there's some work that still needs to be done, but we are getting there.

[@1:37:00](#) - **Yonasan Caller**

Good to see it with an emoji on this one. You have to say something.

[@1:37:06](#) - **Adam Alsberg**

Oh, it's been amazing building this with you guys.

[@1:37:08](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

serious. I got all the plans here. You guys got in at the right time. The plans have gone up.

[@1:37:14](#) - **Yonasan Caller**

I look forward to sharing my testimony on the website. Yes, down here. This is where I'll be at it.

[@1:37:20](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

And that's it. That's the whole website. Got some of your logos up here.

[@1:37:23](#) - **Yonasan Caller**

Oh, nice.

[@1:37:25](#) - **Adam Alsberg**

Beautiful.

[@1:37:28](#) - **Yonasan Caller**

I hope that's okay.

[@1:37:29](#) - Akiva Naiman (akiva.naiman@gmail.com)

Actually, I realize I never asked maybe I should have asked, but hope it's great. Do you want it off?

You can see me. It's a link to our website.

[@1:37:35](#) - Yonasan Caller

No, I should do that. Would you guys like me to do that?

[@1:37:38](#) - Akiva Naiman (akiva.naiman@gmail.com)

No. yeah.

[@1:37:40](#) - Adam Alsberg

We totally do that for sure.

[@1:37:43](#) - Akiva Naiman (akiva.naiman@gmail.com)

Why is the picture of ladies?

[@1:37:46](#) - A K

Why is the picture of ladies in the top?

[@1:37:48](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yep. That's what I said. I'm going to picture still neat editing. Also, I think this is amazing. Also, at some point, this is going to be probably picture of me teaching or something like that.

But, uh, This is not such a great picture, whatever, but we're getting there. I just want to show Which we use, what tool do you use?

[@1:38:09](#) - Adam Alsberg

I use the tool called Joanna Shahap, who made it.

[@1:38:13](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

have no idea. That's not where my expertise lies. Anyways, thank you guys. This has been amazing. I will post the recording in the group chat and Gereshan, I will send it to you.

Gereshan, do you want to stay on for two minutes because it's a huge thing through?

[@1:38:34](#) - G F

Yeah, that'd be a good idea. Thank you. Thank you. Thank you everyone. Bye.

[@1:38:38](#) - D Gross

Take a great day.

[@1:38:38](#) - Yonasan Caller

Bye. Good job.

[@1:38:40](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

It's thank you guys. I'll stop her up Adam, Sarah.

[@1:38:43](#) - Adam Alsberg

Thank you. I'm going to send your regards.

[@1:38:45](#) - Yonasan Caller

Please, please do. Wait, wait, How is that? I'm regards to Sarah and James.

[@1:38:52](#) - Adam Alsberg

I'm not going to I think I think it's time. I think next week you should say, hey, a kid in my a very Preston could get in my class, uh, your name. He's very highly views. He's Adam Alsberg. He's a great guy full of fashion.

He's, it just made me think, you know, to send that. So let me know when to, when to send.

Perfect.

# Impromptu Zoom Meeting - February 19

[VIEW RECORDING - 68 mins \(No highlights\)](#)

**@1:00 - Akiva Naiman (akiva.naiman@gmail.com)**

did he leave you guys in a cliffhanger for next week no okay good all right I can't see me it's very weird I can't see you cuz I don't even see your name hey David how's it going great how are you I'm okay just waiting for my luggage and then I'll be a little bit more relaxed but uh see where I'm gonna go I'm gonna come in again okay okay let's give it a shot I was your flight I was good it was just a shickle delayed I'm the way yeah yeah it was uh you know a lot of you what's doing I'm not now in San Francisco but uh yeah it is there what's that no time is it is 8 40 p.m.

nope that's not I'm still on Israel time it's 10 p.m. of Israel age we are searching for my bag everyone

Well, it's going to happen. Ah, let's see. Once I find the right carousel, OK, have to have it shops, see what's going on.

So I want that thumbs up. I want that thumbs up. I'm going to see. Oh, here we go. L.A.

L.A. is this me? This is not me. One of my methods senior, Let's see. Oh, here we go. Los Angeles.

So just. How long is David from the rest?

**@2:38 - MSI Meeting Host**

Whatever full of those full.

**@2:41 - Akiva Naiman (akiva.naiman@gmail.com)**

It was that good. No, it's not eight. It's not. Sorry, now I'm with you.

**@2:45 - MSI Meeting Host**

What did you say? What's about Dave? Yeah, how long is this full of course on this?

[@2:51](#) - Akiva Naiman (akiva.naiman@gmail.com)

How long is this?

[@2:51](#) - MSI Meeting Host

What? How long is this normal regular course on this on these seven steps?

[@2:57](#) - Akiva Naiman (akiva.naiman@gmail.com)

Oh, he's going to say it's going to do it in the next half hour next week. How did it go?

Are you telling me?

[@3:04](#) - MSI Meeting Host

Oh, so I mean, he went through, ran through them in like 10 minutes, I guess. OK. just gave us an pocket, but he was, you know, saying all the way first, and we wouldn't come.

So he just told us what they are.

[@3:17](#) - Akiva Naiman (akiva.naiman@gmail.com)

He didn't tell us, you know. OK, fine. yeah, so between this time and next time, hopefully he'll go through the mall.

Oh, I see.

[@3:23](#) - MSI Meeting Host

OK, the bags are here.

[@3:25](#) - Akiva Naiman (akiva.naiman@gmail.com)

right, I'm going to sit down, then I'll be with you guys. OK, see the same color in. And two protein bars.

Excited to go by some actual food, and maybe some gatorade. All right, we're going to get started. Hello, everyone, so we can see you now.

It's your lovely face. Shalom, okay. Oh, let's get let I'm just gonna jump right in to be my you know respectful everyone I know I'm late, so I apologize and thank you everyone What let's just jump in the dub it.

We jump in with you looks like we're three people today All right was our Adam and Adam coming were they on the call before yes, they were Okay, so let's assume they're coming but double let's start with you.

I'm just pulling up your notes, but you can start talking already It looks like you had a win. looks like you had a win.

#### @4:30 - MSI Meeting Host

That's what you were posting, right? Thank you Okay I realize that I have to rely I less and less and less on my board and do as much as possible, I can myself and that's it.

I don't know how it's going to take, but just keep running away because some of our board members and biggest owners are less than me.

They're not excited, they're not happy. We grew too fast and we're not getting the service that they want. And at the end of the Who's in that game of this service they want?

donors, the constituents, beneficiaries. Well, to be honest, both.

#### @5:34 - Akiva Naiman (akiva.naiman@gmail.com)

Okay.

#### @5:34 - MSI Meeting Host

Fair point. Most importantly is we need our donors on board and them to be happy so that they can continue to support us so that we can actually fix it for everybody else too.

So the challenge, we've got to figure out how do that. Ultimately, as much as we do for people, they just want to see their daughter's marriage.

don't care. So you can tell them. Even though that's not what we promised, you know, we tell them we're making opportunities and activity and trying to get them dates and we can't control the game.

But at end of the day, that's all the care left. It happens. It doesn't matter if their son or daughter met 50 people over the last year, or they never met anybody and this is the one.

All the care is done. They just want to meet that guy. You can go on the work. That's a big problem because that's, you know, that's where we're at.

It's a tough, tough, tough situation.

**@6:30 - Akiva Naiman (akiva.naiman@gmail.com)**

Not that. Okay, one second, have a thought and I'm just putting it down. Can you? Okay. Okay, so one second, I'm adding in at them and who is Robbie?

Does Robbie guess? Okay, let's see if we're, you know, to get hacked or not.

**@6:51 - Adam Alsberg**

Robbie, Robbie, I accidentally sent the meeting. I think it's Robbie's sentence.

**@6:58 - Akiva Naiman (akiva.naiman@gmail.com)**

Oh, here that, oh, we've lost it. Wait, who's Robbie?

**@7:02 - Adam Alsberg**

I accidentally sent I was trying to send it to my phone and I sent it to Robbie. Yeah, he's one of my best friends and we do business together.

**@7:10 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay, cool beans. guess you don't need to to Thomas Falls. He's going to come in. Anyone's going to Bumbard.

Exactly. Precisely. So so, but I haven't thought on that, but tell it. Do you want me to just jump in and kind of give me give you my two cents?

Was there something specific you wanted to ask within that? I have some thoughts on it.

**@7:32 - MSI Meeting Host**

No, no, no, just letting it or rat.

**@7:35 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

Yeah. So a couple of thoughts. One is I really appreciating the Ina Dumber to Louis L. B moment, right?

like you wait and you wait and you wait and no one's coming. No one's going to ever take the job as seriously or as much time as you are.

Because it's your job. mean, even if they do it better in less time, ultimately, no. So I'm glad like Canada was that coming to Moses moment.

for you to be able to say, like, okay, I've just got to double down. That's one point. Two is, there's something very real about growing too much, too fast, too quick.

Too much, too quickly, I apologize. I'm off of many hours of traveling. So I've seen it happen, and it doesn't always happen.

A lot of times, nonprofits are like, Hall of I, I should have too much money that I can grow too quickly.

But I have seen it happen. It's happening. It happened with the nonprofit that I ran. We really did get, you know, good amount of money, and we were like, okay, we're going to go through all these things.

It was too much. Non-profits need to grow slowly. And I was this morning because airplane rides, I, you know, Jewish geography like crazy.

So I was talking with someone who has their own nonprofit. Obviously, I was, I was up by first class doing my thing.

And then the lounge and Adam Alsberg shout out to you. I was out of. for the last week, I was channeling my inner Adam, got some really good connections and about this guy who is a non-profit and they're actually pausing this year just to get their bearings.

Just get their bearings. They're like, we know we're doing, we're not we're not quitting, but we're pausing because we are in debt and we need to like we need to get our stuff together.

And he even said he even he knows like a billionaire who could like he told me like they're close whenever and he asked a guy for like whatever was a million and a half dollars he said like I'll give you your second million, he said I'll give you your second million, but I'm not gonna give you your first million because you're not organized enough, you're just not there.

So I'm thinking I'm not just standing up to the space. So you know with you David, I'm gonna tell you something already, but you came into this organization that had just raised an enormous amount of money even though 80% of that was kind of accounted for for past things.

You came to the organization that's been running kind of on fire, right? This is after crisis, you know, like, how can we get out of, you know, the problems for two years?

remind me, I apologize.

**@10:05 - MSI Meeting Host**

Yeah, two years.

**@10:06 - Akiva Naiman (akiva.naiman@gmail.com)**

Two years, right? That's a significant amount of time. Is there an executive director?

**@10:12 - MSI Meeting Host**

No, right? Like, you're essentially the most senior staff. I'm the executive director.

**@10:15 - Akiva Naiman (akiva.naiman@gmail.com)**

Right. Right. There isn't like someone who is. Yeah. I'm inviting you to, it's actually exciting. So I get excited when I say things like to say, like, I'm the fundraiser.

I'm the executive director. And the and the most important thing we're doing, we need to, right now is not to fundraise.

The most important use of my time, its time, is to get this place in order. And if that means we have less staff, if that means we have less events, it only means that we're all going to have more staff and more events down the line, right?

It's kind of the idea of like a break one shot is to keep many type of a thing. And I think it's really powerful.

And that is what your board essentially probably wants. They want to hear a sustainable and scalable. They don't want to hear meaning.

Maybe parts of them want to hear the quick wins now, but ultimately, your board wants it to be a real long-lasting organization.

**@11:07 - MSI Meeting Host**

There's two parts to that.

**@11:09 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

Yeah, I still have one more thought, but go for it. Yeah. No, no, no, go for it first.

**@11:13 - MSI Meeting Host**

Yeah. One is that we took off time, but the employers have been catching, except for the director of operations who just want the movement movement movement.

Everybody else has been catching. We need staff because we can't give people the time and attention that they're so we have to stop taking more people and just service people that we have.

So I think it took like three months until that like resonating with her and she finally like stopped making events.

Now, I also was initially, you know, the first three months I came in after extremely random campaign was over.

They said, okay, operations, operations, get replaced in order to get in order, right? And then they, I came up with a whole bunch of, you know, different ideas and different ways to.

it's the model so that we can handle the growth and all that, but ultimately, the board shut me down because they're too, know, is, you know, like, don't ruin things, it's too big of a, it's too big

of a, you're too ambitious, you're too ambitious, take it slow, I thought it was piloted, but whatever, they ultimately, they, I think they came around to to idea and they're willing to try it, but it's going to take long for this lady to, to execute on it, but ultimately when they did it, they told me, okay, forget, they, and they had me three months in operations, they said, okay, forget operations, we're crashing, we need funding, so now you're sending a hundred, hundred, percent of your time funding, so that idea, so that operation, exactly how the operation, no, the funding would be like, they're running over, they're cheating the tail.

[@12:50](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

They're chasing the tail, but this is, this is an opportunity for you to say, listen, you know, I, I appreciate that you guys have been here for two, and it's going to take a little bit of like, you know, gods, but at

Again, Adam Alberg kind of did this this past week, right where it's kind of like you have to say like I know, I know, you know, I might be wrong, you know, there's this great line.

I'm sure I've said it here before, right? A leader is not always right, but he's not afraid to be wrong.

You are leading this organization for all intents and purposes. Your board is not leading this organization. They're not spending eight hours a day or leaving this organization.

They're not. They hired you to do that. So you have to say, listen, you hired me to take this organization and take the \$1.2 million budget.

We have which is no small fee and you want me to make it sustainable. I'm going to do that.

I'm getting trained. I'm in a group. I have a personal coach like I've been doing everything needs to be done, but you but and here is what from all the advice I've got from all the way from what I know me, I do it.

No, this is what we need to do. And I'm going to say a little bit. It's not that you have to do operations, right?

don't have to do the daily or whatever, but you do you are the executive director. You you create the road map.

You create the vision. Here's our six months vision or six months vision is 10 dates. Or whatever, that's very, very small, but like, we need to be able to build in a way so that we can do 10 days and six months and about days and 12 months.

Again, I'm making those numbers up, right? That would, that would be one thought to really say like, it's not going to be 100% operations and it's not going be 100% fundraising.

It's going to be 100% first roadmap. Really ironing that out, right? And then it's going to be probably 80% fundraising and 20% operations, making sure things are moving smoothly and executed the plan.

I'm the executive director. That's, that is literally the directive of an executive director. And I know because, yeah, I'm an executive director, but I'm also like right now meeting with a lot of people happens to be just about executive director positions like that's what you do.

If you were 100% fundraising, then you wouldn't be called an executive director. You'd be called the fundraiser, you'd be called director of development or whatever it might be.

Okay. I want to go back to the second piece over here, which is about your messaging. You said something really important.

is relevant for everybody here. Obviously, hopefully everything is relevant for everybody here in You know, I'm actually going to pause myself like, you know, son, you are the executive director of your organization, right?

When when when what's his face when don't dead Dan said, I think this should be a full for profit.

said no This is my this is my dream. This is my vision, right? when you know, is untold amount of podcasts You know, countless amount of podcasts of non-profits for profit startups where people are like, you know, blah blah blah No, like no, this is my vision, right?

Zuckerberg was offered a billion dollars like a few years into Facebook No, it's gonna be worth way more than a billion dollars Anyways, what I'm trying to say that would is I'm offering you a billion dollars for your non-profits and you control I'm gonna offer you a second billion.

I just need to be more organized so you get the first Oh Man, I'm so good. Thank you. Thank you so much.

So So, um, um, um, what were the words I was saying, who, so let's think about this, right? You know what?

I want to, I'm going to, anyone who wants to do this, I'm not even going to post it. If you want, I just read on the plane, you can Google online, there's a book called Gap Selling.

Okay. And it's all about sales. Okay. If you want to read the summary, it was like five pages long, very big files, like very, very short, and the summary was phenomenal from what I found online.

Um, um, uh, if I find the link, I won't be able to do it now because I believe it or not have another call right after this call, um, from the airport, and then I have to go rent a car and then mute the donut of Berkshire.

Um, so, but it was, it was really, really, one of the things I really benefited from it was about just, what are you selling, right?

And it can't be about people, it can't be about like, well, I'm so great. So you should buy my product, right?

That is a book about sales. And the same thing goes for, for MSI, right? The whole concept of the gap selling is we don't sell to people what they think they need.

We sell to people where their gap is from where they are to where they want to be. They don't often know what they need.

And my point here is that you're messaging. They're like, well, the donor or the board or whatever it is says, like, I know the messaging, the message, I know what's important.

I know what MSI is all about. It's about she do him. It's about marriages. And we need to figure out a way where we help them see the KPI.

The wins is not marriage. It's not it can't be about that. I'm going to spitball the first ideas that are coming to my mind.

And then and then we have, I'm just dividing it up at the time. Yeah, we're good. And we have five more minutes.

One, right? To quote one of my coaches, right? It's 100th whack of the hammer that makes the statue, right?

Actually, he does it normally with a bamboo. like a bamboo. takes a, oh, it's like a bamboo. takes a hundred days to grow or something like that.

You have to water it every day and you don't even see the first sprout. Like after it till a hundred.

base much because that the idea is that we are looking at every day as the win. So every date has to be a win, meaning maybe we shouldn't maybe like maybe intentionally MSI doesn't ever measure shaduk him like it could be right now in your brochure it's like we've made 36 you know in this past year like no more of that maybe again I'm really just spitballing here but maybe like we only measure dates we only measure dates or that's one idea okay idea number two we only measure feedback okay so that means that every time a girl or boy gets a date right there's a or an inter into MSI and then one month later they get a three-question survey.

Do you feel like you're more supportive of this community? you feel more optimistic that you could get married or whatever it is and we're measuring real people's emotions and so in your in your KPIs and your website and your brochures whatever it is there's pie charts 86% of people not about shaduk him not about.

that marriages. Because if you're going to measure marriages, you're going to have a small number. And it's exactly like you said, you can't control the outcome.

And if you are at any company or not on profit, you want to be able to control the outcome.

And you can control the outcome. You can say that according to our either algorithm or criteria, I don't know how you measure the thing up to determine who's going to go through.

You know, we have 36 touch points, you know, per person. And we, you know, we have, you know, 1500, 2000 potential dates coming through our, you know, doors every single year, because we have situated ourselves to be the place for older singles.

So it's about shifting the messaging, and that'll take some time, right? And it could be, you'll have a door that pushes back and says, well, what about the marriages?

tell us how, okay, talk less, you know, talk less. I remember someone one time said to me, one of my bosses over the years, I won't say who.

And he said to me, it was like, you had a great year, but it's just why I would ever think, yeah, he's like, he's like, know we don't like to talk this way.

But like, talk less, how many kids are Shumra Shabbos? I was like, what, and I was like, no, like, I know, like, like, like, let's, let's be talk less.

Yeah. I feel like he had a donor he needed to get back to or his boss or something. And I said, I'm sorry.

I'm not going answer that question. And I didn't, which was gutsy for me at a 26 year old kid.

And I said, I'm not going to answer that question. That's not how I measure success. I could tell you how many kids came to events.

I could tell you my kids, the kids, you know, feelings towards this is why I don't measure success in results because it's not up to me.

I didn't say it as eloquently back then. But that's, that would be my two cents, to be on that.

#### @20:32 - MSI Meeting Host

Okay. I appreciate it.

#### @20:35 - Akiva Naiman (akiva.naiman@gmail.com)

Someone to think about for sure. Okay. are moving on. have one, two, three, shop seat. Are you stepping into the limelight this week or are you staying in the observer mode as an observant?

You just want to deal with the rest of the time appropriately. I'm always stepping in even when I always speak.

We'll be dropping on care. Yeah, now I didn't hear what you said.

**@20:57 - A K**

I'm always stepping in even when I'm not speaking. no pressure pressure pressure but i'm saying do you want to do you want to let would you like any individual coaching today um sure um ask now just to like get out as an i'm not really i didn't really start actual fundraising you know going down to perspective don't i just like on the side i have a split project that i'm raising money for pace i'm sure i want to know what happens when i went to a donor last year and he said he's going to give me three thousand dollars and he backed down like he gave me a few conditions you do this this and i'm going do that i'm going to give you three thousand now came pace off came after pace off i went over to him again and i still didn't see that money it's a year later now i want to cash in on it on that promise from last year and how can i go forward and getting this amount or even more since last year he didn't he didn't uh give me nice which this has to do with every single thing in a fundraising not only in

**@22:00 - Akiva Naiman (akiva.naiman@gmail.com)**

It has to do with this radio too and I do MSI and everything that's an amazing question Has anyone ever give me a thumbs up?

Has anyone ever dealt with that before? I know that I'm here has a no So I dealt with that this morning.

I've only got with emojis So this morning someone backed out of an eighteen hundred dollar pledge, right? During COVID I had many people back out of pledges so a couple of one quick clarifying question Do you have any writing was there ever an email exchange between you and him or a text exchange?

**@22:27 - A K**

No everything is done in show Right, right.

@22:30 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm Shabbos I'm so so point number one and this is for everyone and for shops you to moving forward of course always do a follow-up conversation Excuse me.

That was exactly opposite of what I'm saying always have a follow-up in writing from a conversation Right. was so great to see you on Shabbos, you know, Nish Shabbos, correct, know It was I'm thank you so much for your \$3,000 pledge, know I'm looking forward to you know hitting the criteria of X Y and Z and I will I think I'll you know

I'll look forward to being in 2015 when it's done and that way it's in writing, you know, it makes it more real for you to be able to reference back to it and it makes it way more real to them.

Yes, sometimes it could be on the Shabbos morning. He was schmoozing, you know. I was recently talking. Oh, remember this donor I flaked on, this 10k donor that I wrote the wrong email, remember I was chatting about it in the group so someone gave me, so I spoke with someone who's very accomplished fundraiser.

And he told me about a similar story, a mistake that he made even with the word part with whatever with the word partner in the email.

And he said, listen, this guy never wanted to give you money. He found an excuse to not give you money.

So now here's an excuse to me told me whole story about it that happened to him in his life, but I'm not going to spend the time to tell it right now.

So Shabbos, here's my question to you. Do you know that this guy wanted to give you money? Like, do you still have relationship with him?

Tell us more about that. Like, do you see him?

@23:56 - A K

I can't really, I don't really know like, I know when it's. Know the past it has been you know the guy running the shul and running everything, you know All the you know, it's a big big kill.

It's like you know like going on So I know he told me yet you get you get I want to see get that three thousand hours You get it.

So I know he's a tough cookie And have you seen him since I'm saying this is been a year.

So you've seen him since I seem every day Okay, okay, and what exactly I am he knows my father 40 years ago, you know, know Okay, and what's the 3dk for like what is it exactly for what you mean?

[@24:35](#) - Akiva Naiman (akiva.naiman@gmail.com)

What's the three thousand four like well, you said you have to do certain criteria.

[@24:39](#) - A K

Well, is it?

[@24:40](#) - Akiva Naiman (akiva.naiman@gmail.com)

I told him that I want to give I want to do coupons for you know getting 40% off in the shoe stores and I want him to sponsor, you know The shoe stores for the kids children \$3,000 would cover that Yeah, Here's what I would say I would say I would say You know go to him next time you show mama's tomorrow

There's no time like now or today if you're gonna see him later today say hey mr. Cohen You do you and I spoken about a year ago and I asked you a full time to stand about this \$3,000 pledge Oh, well one second I didn't tell you condition you want to hear the condition?

[@25:16](#) - A K

Sure So he told me that he doesn't want to give like, you know It's very nice to give coupons to people that you get off percentage off But if you can get a coupon for a shoe, which costs you 100 to 100 to 150 dollars and you get 40% off is beautiful But if you get a shoe, which cost you 60 dollars and get 40% off that that makes it easy for people to you know To make young to so he said if you get if you get a store which gives cheap good quality cheap cheap amount Then I'll do it when I came back to him after pays action.

He's like I told you need to get three stores Well, you never said that it gives me three options from stores to pick Which are cheap Hey, okay, and do you have free store?

[@26:01](#) - Akiva Naiman (akiva.naiman@gmail.com)

I can't get three stores and makes it very difficult for me because I don't have time to do this right right now, but you know, okay, so here's what I would say, this is again, I would have a go to him and have a frank conversation, a very frank say, you know, when we had originally met this year ago, so it could be I'm not remembering right it could be, you know, whatever, but I had

understood that you want me that, you know, I'm, you could say, because you're not good, this is a volunteer thing you're doing right.

Yeah, man, you don't say man, say listen, I'm doing this at the goodness of my heart, I'm volunteering, I noticed so much that options, but this is something I'm passionate about to help people have shoes for young, so this is what I want to do.

I have the store that will give from what I what from what I know and what I have time to be able to do from my volunteering hours from my my sir of my hours.

This is this is a story that will be able to help children have shoes for shavas, throw in the word children, don't forget fundraising is emotion, right.

Last year you'll offer three. We weren't, you know, for whatever reason it wasn't able, it didn't happen. Pesach is coming up.

Could you give \$3,000 this year? And then pause. Even if it's uncomfortable, just stop talking and let the... Okay, Some people have lot of uncomfortable feeling comfortable during that silence.

**@27:22 - A K**

She had to have guts.

**@27:24 - Akiva Naiman (akiva.naiman@gmail.com)**

Good. Oh, I like that. She might have guts. I'm going to... That's a t-shirt right there. All right. So, so, so, so, smart to be.

You should make them guts. That's what I would say. Be very frank. Don't be hudspedek. It's his money after all.

He doesn't have to give it to you. here's where I'm at. I'm a volunteer. I'm trying to help children for a young son.

Would you be able to... I wouldn't ask for more. I wouldn't ask for more. would say try to re...

Try to grab that 3K that he had originally said.

**@27:49 - A K**

Okay.

[@27:50](#) - Akiva Naiman (akiva.naiman@gmail.com)

When can you do it? Can you do it today?

[@27:53](#) - A K

If I'm eating... If you do it today, then sure.

[@27:56](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay. me know by email.

[@27:58](#) - A K

Okay.

[@27:59](#) - Akiva Naiman (akiva.naiman@gmail.com)

We'll do. Okay, let's go guys. Who's Dovin for Shopsie? Who's got this one covered?

[@28:03](#) - A K

Dovin's got it.

[@28:04](#) - Akiva Naiman (akiva.naiman@gmail.com)

Up and up.

[@28:08](#) - A K

Up and up.

[@28:09](#) - Akiva Naiman (akiva.naiman@gmail.com)

I why? Okay. It's what? good. That's the best. Yes, fat.

[@28:14](#) - A K

Yo, I guess the people who need it too.

[@28:17](#) - Akiva Naiman (akiva.naiman@gmail.com)

We all need it. Right. The children, I mean, talk to listen, it's very special. You know, it's very special.

know, buy clothing for a child for Pesach. mean, does it get any more special than that? I don't know.

We're going to go order my screen. Thank you, Shopsie. Great to have you talking. One day, I'm excited to meet you.

[@28:35](#) - A K

Next, hopefully I'll have my office set up. I'll have it on video, possibly.

[@28:40](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, I'll be an LAX. Hopefully speaking from the quant test lounge, assuming flights are on time. You understand, take us away.

[@28:48](#) - Yonasan Caller

All right.

@28:49 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay. And after you own a symbol, be Adam. Okay, go.

@28:54 - Yonasan Caller

Okay, not have any basic news. I've had kind of Remember what said next to me and he did that and we schmoozed as schmoozed as schmoozed And he and i told me about j-labs um now i didn't make any ask i was just kind of it really was just kind of reconnecting and And then when i told him i j-learn he you know he seems quite interested and i asked me a lot of questions um and then i asked him for atus you know like kind of you know he's he's quite senior business person himself and i asked him talk about this i even i even told him i told him you know at some point i'm gonna be fundraising i didn't that line at some point if i was raising i didn't say can i come to you i i said to him i said to him what do you think would sound more kind of to a potential donor you know essentially essentially what i was presenting him was nice was uh basically fundraising for the market to to spread the word j-like and more clients etc also

sponsoring people who can't afford to learn and I want to engage in that and he left he gave me his like, you know, five takeaway eight to six I need to do before next summer so I'm going to do it happened to be good.

But it's like he's going and speak to me again about it. But I felt that I was like a good relationship building time.

I haven't got any like any splashes. I do feel it was 50 said which I resonated with me and I think it's something that maybe you maybe you said earlier a few sessions ago was that it'd be good for me to fight me to be to focus on getting clients and that you know, he said to his very same line, happy client will bring donations, like, and so he's basically saying it's true that it's for profit and he's happy.

That's enough profit, but looking at like a business and he basically me to speak to 10, he said, go find 10 people who run businesses and had started with a small business and expanded and speak to them about how they went from 10 clients to 100 because you've got to do exactly the same thing.

And then he goes, and then you don't even really, and then because donations will come through that. And so it was a relationship will come through that from the from happy clients through happy clients, I have a hundred happy clients, then then besides the fact that the jailer will actually be running, come watch this I riff, then he goes, he goes, he goes, he won't have to stop basically calling person after person, especially because I guess unique to Jaylen is that if this works, the business model is, you know, allowed for a good amount of revenue to come through.

Like most of the, again, I leave you aside people who sponsor with which there are some, you know, most

the money. If we set up properly, then it's not like it's not like other proper profits where they have no revenue coming in.

Most of the revenue should be coming in through people paying for the one on one learning. So anyway, I don't really have any, I don't a couple of a couple of thoughts for me.

**@33:34 - Akiva Naiman (akiva.naiman@gmail.com)**

One is, first of all, call about to you and a son, you know, like, you're grinding, man, you're really you're putting in the effort by the way, sounds like rafouche lamas or rafouche lamas.

It's not easy, it's not easy doing what we're doing, all of us. So, so, you know, skaya kandat for sure.

One is, oh, where do they go? Hold on, where do they dance? Ah, Okay. Just right in the middle.

Okay, one of the differences between a profit and a non-profit, right, is that in a profit or profit, you, and this is where businessmen sometimes don't get this.

I have friends who are in business, which kind of regular people in business, and when I tell them I'm in non-profit world, people who I meet, they're like, wow, I don't know anything about the non-profit world.

for me, like so passionate, I'm like, I'm in a non-profit world for so long. One of the, maybe the biggest difference between a for-profit and a non-profit is that a for-profit sells to a customer, and the customer gives money to the company, and that's it, it's just two people involved.

In a non-profit, the company or the organization gives the product, whatever the value it is, customer, and then there's this third-party guy who comes and pays for it.

It's a huge difference, right, because, one second, this person is calling me, and... is one second. Jacob I know I see you want to call me I'm an urgency my cant talk and I'll call you as soon as I can.

**@35:10 - Yonasan Caller**

It's jail.

[@35:11](#) - Akiva Naiman (akiva.naiman@gmail.com)

So what?

[@35:12](#) - Yonasan Caller

No, not Jacob.

[@35:15](#) - Akiva Naiman (akiva.naiman@gmail.com)

No, or anything. They're like sparing me everyone in the office urgent urgent time sensitive urgent I'm like, Hey, guys, just go away.

So no one's if no one's life is at stake, everyone can chill out and wait. So so it's important for business people to realize this because I'm not saying you have to go and educate him.

But let's say you got 100 clients right now or like, let's say me in Northern California, I have 1200 NC as far as this year.

That doesn't mean I have 1200 people who are willing to make a donation as happy as they are as happy as their parents are.

Not at all. So it's so yes, it's great for you to have 100 clients. But I don't think that that will be the answer to you having a sustainable organization in terms of a nonprofit.

We built it like a full profit, maybe, but not as a non-for-profit.

[@36:04](#) - Yonasan Caller

But he's basically telling me go and go and get, like, say, those golden satisfies, of which I have one, because he's basically saying to me, go and find a hundred of those.

And I just realized that part of that, it's quite nice to hear that because I hear their model that could work without me having to do as much work on fundraising.

But part of what I don't like about that is that is I feel like it's a missed opportunity, a missed opportunity in Hushbar and all those people who won't have the right.

[@36:48](#) - Akiva Naiman (akiva.naiman@gmail.com)

Right. Exactly. That's that's kind of one of the ideas about a non-for-profit. A lot of times and a lot of times that it makes things of free or affordable.

And so...

**@36:59 - Yonasan Caller**

I told him. I lived on this, I had a guy, I said to him, I have a mama chef, a guy right now, right now, who backed out, who's been learning twice a week, and he grew up from went off to there for years, started to get back into things recently, got engaged with a more religious girl, and he started learning twice a week, and I got a text from him last week saying, can't do it, I'm getting married, I have an Israeli salary, I'm getting married, I just can't, so I, what I want to do is step in and say, don't worry, I've got you covered.

I told him this, I didn't, you know, and I, he's a type of person, I think we'll be able to afford, but I think he's got much more money in there, so I kind of, I don't want to pounce on him, but, it gave me, it gave me that number, it's a real, it's not a theoretical thing anymore, I can, the

**@38:00 - Akiva Naiman (akiva.naiman@gmail.com)**

we had talked about, right?

**@38:02 - Yonasan Caller**

Sorry, I cut you off.

**@38:04 - Akiva Naiman (akiva.naiman@gmail.com)**

No, no, it's all good. So and I applaud your your your goal here of keeping it affordable and or you know, whatever, or free, you know, with a scholarship.

I'm going to connect this to my second point, which is that, you know, at this point, you're gonna say a lot of big, a lot of names of people who have capacity, I don't know, probably five or 10 names at this point.

I don't know what their names them.

[@38:30](#) - Yonasan Caller

What's the Shabbos guy, this guy, the guy with the studio, you know, the wedding, the zach guy. Studio guy.

Yeah, he's he's not on the stream.

[@38:38](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

He's not what?

[@38:40](#) - Yonasan Caller

He's just not responding to my messages.

[@38:43](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Studio guy. But the people who have, you know, people who have capacity, whether or not they have warmth to your organization or to you or you know, whatever that may be, those are the people that's where 80% of your your organization is going come from.

So keep track of those people. make sure that you are keeping track more importantly than than than all of your millions of folks are also good to do and to keep things moving and you never know who you're gonna find next but make sure that those are the people that you're doing the moves management with this guy today make sure that there is another touch point in two or three weeks not just a touch point like hi how you doing but a touch point of like hey you know we have 10 people on our waiting list and we can move forward with them um i was wondering if we could get together to discuss it again right or if you don't feel like he's ready for that yet say you know we actually i just wanted to let you know a donor just stepped up to cover a couple of guys you know who are Israeli and and really needed to help um i know you and i talked about it and i knew you were passionate about it so i just wanted to share the good news you're not asking for money you're just inching him along the way and that's what you should be doing with all these top guys um um ultimately do you see a time over the soon hopefully soon but then not not in too long like it should be soon

where you're coming to all five of them. This is what I do sometimes, okay? This is a politician, move everyone listen up, if you're not listening till now, okay?

You're a politician, it's an iron, it's not, why'd I give it a politician's? I'm gonna give it to iron a coin, right?

I don't know if you heard A, but B said he wants to make up with you. And then you go to B, like B, I don't know if you heard, but A said he wants to make up with you.

And then they meet. And everyone's like, great, all happy. You can do that with donors too. Like, I don't know if you heard, but we got a \$2,500 match for our upcoming campaign.

We're trying to get, we're getting to, we have to get to 10K so that we can do X, Y, Z.

Could you match this guy? Or could you do that too, right? As soon as you get one win, well actually, let me ask you guys, how much have you raised till now?

2,500, 2,000, how much you raised total?

**@40:52 - Yonasan Caller**

I'll say around 1600, something like that.

**@40:57 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

1,600 total, right? Much better. We've got to get. We're at 1600, let's call it 1500, it's nice rounded number, right?

Make a \$6,000 pitch deck, one page here, okay, one page. Make a 6K one. Go to three guys, say, hey, we're at our first 1500.

We need to hit 6K. We're getting, we need three more guys to each give 15. Could you be in, in order to do X, Y, Z?

Could you do that with any of your top guys? It's no 10K, but it is 315s. When I say 15, mean 1500.

**@41:44 - Yonasan Caller**

If you're ready with any of those guys, you think it's the right time? I'm not, I'm not sure about it.

**@41:54 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

Okay. Yeah.

[@41:59](#) - Yonasan Caller

Say again the move.

[@42:00](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Obsess it say Take in the theory what's what what are you doing here? What I'm doing here is instead of what I'm doing here is trying to it's trying to clay doers off of each other Right you go to Bob.

We'll call them. We'll call them I bring it's like nakko if you go to Avram and you're like Avram yet I spoke with Yitzlak and Yaakov don't say their names again There's two other anonymous owners who are who are hopefully giving to this 1,500 donation The \$6,000 goal that we have I have two others who are right now Hopefully giving 1,500 they haven't that they're getting back to me soon Could you be one of the four that I need and so they don't feel first?

don't feel like they're the only one and second of all there's this peer pressure of like hi I'm on the Sun.

This is happening with with you or without you This is happening and yes, can Yaakov are basically in could you get into?

[@42:55](#) - Yonasan Caller

I Feel the pressure Oh, you know what I'm I'm giving you a pressure to take, you know, why?

[@43:02](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Because, you know, we had that conversation and then I'm gonna move over to Adam. We had that conversation about like, me not wanting your nonprofit to get into a place where you have no money and you're spitting your reels and you're getting in debt.

I don't wanna get there. it's been three months, almost four at this point, right? And I'm saying, no. I'm saying, it's time to put your pressure on why?

Because some point there has to be pressure on you and for you to put in the donors, know? Okay, if you believed in me or if you believe in this or both, it's time to make it real.

Because otherwise, you could find it six months from now and having the same conversations.

@43:40 - Yonasan Caller

Right, okay.

@43:44 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm not saying you have to take this. This is my two cents. You know your organization better than me.

Just like Devon knows it better than me, right? this is how I see it from the onset. Sometimes it's good to have that, and you can run by Joe, run it by your coach.

@43:57 - Yonasan Caller

Yes. All right.

@43:59 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

you. Okay. Okay, yeah, all right over to Adam you're welcome. I have been intentionally not saying which Adam first who wants to go first You could go first Okay, Adam I'm go for it.

@44:12 - Adam Lombardo

Well, actually, maybe he's not ready Yeah Now I'm ready. You hear me? Okay, here. You okay? kind of a weird echo, but we can hear you Serious buzzing it sounds like you're coming at us from Saturn Wow, wow, wow Tucked we had made contacts with the alien planet.

I want to wait Okay, I'm gonna go to what let's I'm gonna try with Adam First and then we'll see if we can fix your see if you can fix your audio.

I mean while If you can okay from a Yes, it's working out try can you try from a different device or if this is the best we'll get we'll just move forward um i'm actually this is right now on a phone call i'm called i just called in from trying to see if that works okay all right take it away brother i really want to comment on your question in the chat but tell us tell us where you're at right now turn around that um so yeah think um yeah i'm like on i'm just clearly working with me and just having the pitch of calling up someone on the phone and you know who to reach out to and how to reach out to and like kind of like giving me like some good like advice of being very like on the ball and building the really just around the the give so that's uh i'm very excited about that um right now right now i'm like i'm in the middle of like in the middle still like trying to like get um get

my footing i'm like you know i'm getting a list right now of like all the donors from the campaign of people

reach out to like you know from like let's say 180 and above just calling up thinking them this and that and like by the way you know having this event and that we're making big stuff happening and testing pictures and whatever it is and he's so he's very he's very pro like every ask every every thank you should end up with an ask also um it's not a word of a fight to me in this stage of fundraising like just because it's like four into me it's like I understand thank you's I don't understand like that the asking people is like it or they're asking people's what it kind of um that's how that matters about um that asking when you're asking people money in the first place going uncomfortable and then and then but just so it's kind of like blooming that world that's just like a genuine thank you and then also asking them for money that's something which is like I guess needs a little more like uh you know um bending that um making that less like uncomfortable

Um, and then, uh, but yeah, then I'm like just brainstorming others other stuff, like other, you know, other events, other ways of meeting people in here and actually throw people to have, you know, making golfers and I don't even know, just like, I don't know, you know, I don't know you go off or you want to twist.

Yeah. Okay, so let me come up with couple of thoughts here. I'll show on that. Um, first of all, in terms of blending a thank you with an ask, you know, I would say, I would listen, you have David and WhatsApp too.

Ask him what he meant by that because I doubt he meant that someone made a donation to me too much to go.

You should thank them and then ask him for money again. I'm sure that's not what he meant. People typically are asked, you know, once a year it got, you know, maximum twice a year.

Um, so ask him what he meant by that. Would that be, did you ask him already or? Because I would, I'd be curious.

I'm not. Sure. I would say, I would say this goes for everyone in general. If your coach has something that you didn't understand or not that you didn't understand, but that maybe just didn't.

that doesn't sound right like are you sure ask the coach him or her because uh you know that's going to be important for you to then go do the homework and you're gonna have all these alarm bells going off like uh about this so so make sure to push back that's one two is not every coach does you know fundraise is the same right so so you want to make sure it's a style that works with you still gonna have to probably stretch your comfort zone but make sure it's a style that works with you um you know what i would offer though about so that's one about blending the thank you with the ask um you know what what i hear is blending a thank you with a cta uh when i what a cta means a call to action so if sometimes that might be an ask sometimes that might be a request for a meeting thank you like i've done so many of those over the last week

half most of them have been a good part but some of them came through right thank you so much before this year you know we got a brand new donor this year but never met we gave five thousand dollars on a whim at one of our events and like clearly how we have to pass it

I'm literally just being authentically thinking that they of course know that it means they'll be your relationship And they probably will have to give more in the future and maybe they'll want to give I don't know I don't know these donors Adam.

would not recognize him in the street But the thank you is blended with an ask right the ask is you know keep us in mind in your davening You have a from donor give a from donor.

That's just a few of it, right? don't know why we didn't think about this your donors of it a great way to engage them for all of us here It's give them a name to Davenport classic Jonas and caller, right?

People love giving back everyone loves to give we're not asking you your money. We're asking you for your to feel us, right?

So Adam, maybe in your thank you is you say hey, there's a guy in a coal right now That's struggling back in a you know, or well You're gonna give it this easy brand name I'm assuming it's someone who lives in the other side of the world and there's never gonna meet this guy There's a guy in a coal who could really use our to feel us right now You so much for your donation We you know and I'm emailing you because you're clearly passionate about what we do.

Could you keep him in your davening? Back here. You know what I'm saying Got it nice. That's cool. That's cool.

I did that with a Louis Shiner And here we just I thought I made loose Okay, that'd be number one I think Next okay, I want to go back to your question that you've been talking about how your whole little people are leaders, right?

But and you've been struggling with like China China approach donors and say like they're leaders they're educators They're going out to the community.

asked you just twice and what's if you're but I haven't heard back So just gonna ask now. What do they do that embodies this leadership?

Like what do they do task less? I'm just here. I just don't like to go out and teach so

So, right meaning right now, there's two answers to that. There's two way that goes by that. One is, in and out, we have some very impressive stuff going out of the ground.

Like, for example, like the guys are, all the guys are, I'd say most of the coal is involved in, let's say, Tuesdays.

We have like a pot day, which is put on to one. The way we got to that was that one of the guys in the coal I walked outside in the park in Ramada School and saw these teenagers, know, like some holy hooligans, smoking pot.

So, whatever the, you know, these guys are not running out because they're like, oh, I've done my Q-room as a pot.

And they're like, what, kidding. I'm going to kill him as a pot. I'm smoking it either pot, a pot, a pot, He's like, no, pot is put on to fill in.

love it. So, he grand inside, grabs his fill in. And he's shut them up. So, now we go to high schools around Ramada School and we, uh, and hopefully we're going to give that stuff out to eat soon.

And we're going to start in full training. We're starting getting guys, uh, repeat. So, it's pizza on Tuesday. So we've got guys, we're building relationships, we've got it coming in, we're learning with them.

And so we can brock host, we're developing relationships like that, we're hoping to make a prime party for them to develop it more.

And so we're doing stuff on the ground like that, and really the main thing is that the learning, the general scope of this call is giving you over, and also, I guess so now, the next step is, the general host comes over, the guys that he lets into the colo, he breathes into the colo, our guys who are going to go out and be leaders.

We're guys who have a lot of talent, charisma, all that, and these guys are going to go out and they're on fire and you're just going to go and make sure they're on fire.

So that's that, and then also, have like, we have like, let's see, next, next, next month, we have like, seminar from like, Catalia Rose, and I don't know if know what that is, you're going be, you're going to give us one seminar about either that.

It's like a leading therapist in the area. He's like, so we're doing it. And he's teaching us how to be effective a bit of a critical training and how to be effective listening, how to like guide people and have to actually answer questions instead of just hearing what they're saying.

Hear what they're actually saying and connecting to them and all that stuff. like with a lot of stuff, we're not, you know, you know, build up a full-rounded leader as the story.

So you'll be very good. Okay, couple of three thoughts for you here and then we'll run to Adam. Thought number one is I used to give a, I used to do a whole thing to go P, P, P, O, P, O, T, and LSD and put on to fill in and LSD was let's start doppin' it.

So I love it. I love the, the P, O, Oh, yeah. That's good smog. I got to tell you, talk that today.

Yeah, to Think about who's going to resonate with. Cool little guys going out and putting to fill in on potheads, right?

Who's gonna resonate? X potheads. X pothead, like guys who went to New Jake, not calling out a new sheep, whatever it is, and like now or from and like have capacity, or like or even just whatever, guys in that boat, you know, or guys in like that area, who like will get it, be like, yes, they just need someone to come out and give them like, you know, some talent and a warm and an arm around their shoulder and some feeling like that's they will resonate with that.

So I would say, you know, try to find those people who have been there and and now will love the idea.

You hear what I'm saying? And great idea. I love that. Love that. So you right and then ask them and then even if they're not that guy, right, they might they might they might be able to make an intro and say like, listen, you know, to their rich friend or uncle, say, listen, I used to be this kid, you need to give you need to give Adam Lombardo money because he's helping who I was 20 years ago.

Imagine if I would have had that. So amazing. One of the things you're doing. Yeah, so I would say put an emphasis in that.

Number two is highlight these leadership stories, not just the training. The training is good, right? is more of a, this is a different persona or donor, right?

Not the expata. It's just like maybe someone who's passionate about leadership or rabbinic, you know, pipeline or rabbinic training, right?

Like, like I have a friend who started in England, the rabbinic training organization, whatever it's called. Like because you saw rabbis like have no idea what they're doing in real life situations, like they might know what luck of a bit of no idea what they're doing.

And wanted to make sure that that they got real training. Like here's how to deal with actual situations. So, so highlight those, highlight those in wherever brochures are going out to people, you know, to all the people that donated during your, your cause, your charity campaign, like highlight, like Dolly, I didn't hear the last name you said, but Dolly is doing a training, you know, on, on mental health because, you know, you know, 70% of teens struggle with mental health nowadays.

And we know that our rabbis are going to be called upon in their, in their career, in their tenure, and we

I want to make sure that they're already right highlight that highlight that in your marketing I like that in your on your website and I'm gonna go to your website right now.

What's that again? So here so the first thing I see just FYI is kind of a matching campaign going on here, right?

So conica's you know, it definitely has come in I'm still going, but take out the word conica. Maybe take out the word conica.

It doesn't look good. What's the name of the card? Derek time So so you know Again, I'm not saying you have to go create a whole website because you can make the most beautiful website in the world But if nobody ever looks at it like doesn't matter, right?

you but but you So it doesn't have to go on your website, but on your newsletter, on your weekly email, and however, don't forget guys, like once you have donors, this goes back to Yonesons Point, Yonesons Point, one of the greatest compliments I ever got from a donor, and then I'm going to move on to Adam.

One of the greatest compliments I ever got was he said, you are phenomenal at customer service.

#### @57:20 - Akiva Naiman (akiva.naiman@gmail.com)

Like every parent or every teen is like a client in your business, you take care of them like with the best customer service.

And your donors are customers, right? They're the ones who are buying, meaning they're the ones who are giving you money.

And so you need to treat them like customer service, like let me tell you, let me email you, just like if you ever, you know, if you ever sign up for whatever, any store or look at any ad nowadays or getting bombarded with stuff, and they're top of mind, your donors or your customers treat them as such, give them, give them like, here's what you bought, here is what you bought, right?

You bought this store, you bought this training, you bought this success story, here's a picture of three teens we put on fill in because of you.

And imagine if you're subject of that email was like, You know, hot or against open up to read to hear why we're for people are going to open up that email and then when you explain what it is You're telling people your story.

#### @58:10 - Yonasan Caller

Oh, I'll try to say one thing I'm looking at the time website. I've seen people the same one. Yeah, the other is still a man that one Yeah, so it says the curls missions take serious and gross Regent you'll be like give them the tools message quite deep on Santa Cruz.

Yeah, it's a la la la la scuffa So obviously that's all amazing, but it's not it's a very it sounds very different to what I'm hearing now on the phone from Adam so Again, I If this if this is if really what we're building here or tomorrow's leaders And that's what we're telling donors and that's what we want to see on the site Yeah, I

**@59:00 - Adam Lombardo**

I appreciate that as well.

**@59:00 - Akiva Naiman (akiva.naiman@gmail.com)**

That's a great point. Okay. 100%. Adam Ellsberg takes away.

**@59:07 - Adam Alsb erg**

Okay. So I'm at a little bit of a roadblock because as I told you, Sarah agreed to provide me with everything.

She's like, yeah, let me know what you need. And then I emailed her everything I needed. And then she didn't respond.

then on Friday, sent her a good Shabbos all up and say, say, like, listen, and I wrote here. talk her out one second.

Let me pull up the email so I can read it. It is a road. Hi, Sarah. just want to check back in on this.

I know this may seem like a lot of components because I said, you know, need the road map, which that includes the pitch deck, which that includes in the one pager, right?

I give examples for each. So I said, hi, Sarah. I just want to check back in on this. I know this may seem like lot of components, but like I said, I'd be thrilled to compose draft material for any of these vital.

sales if they haven't been made already. Please let me know your thoughts and I'm wishing you a spectacular job is.

So now I'm kind of back to the original phase because I remember saying I'm just following up again. I don't want to test her to a caller.

I wanted to say I didn't want to again like I'm normally doing this myself where I'll ask my dad and he'll give me some advice and then I'll do it.

And when it comes to I'll read the people networking but it's really a fun one because it's like a dream job to work with this.

It's really a tie rope and I want it. Yeah. But as soon as I get this info I'm plowing through these modules and I'm going through it just stinks that I can't make progress.

**@1:00:41 - Akiva Naiman (akiva.naiman@gmail.com)**

So let me let me let me I realize because you're not watching the modules because of this you can continue to watch the modules.

So first of all let's just put it out there like continue to watch the modules like there's no. No I don't have material.

Yeah. Yeah. Okay.

**@1:00:55 - Adam Alsberg**

So first of I thought them modules were like okay now that you have your nonprofit and everything.

**@1:01:00 - Akiva Naiman (akiva.naiman@gmail.com)**

here's how you're going to present it is it is but you're still going to be able to learn meaning like it's like in module four when you learn fun race is going to say okay go back to your pitch deck but it's okay if you don't have one it's okay first first of all you have this course for life you always do kazara so I didn't I didn't hop that you were mama's holding off and not watching so you should watch go my son watch to your binge go binge right um so that's alif um um base is I would say I would say hold off I would say hold off when I'm emailing her she clearly has her roadblocks that she can't move forward with and I get it at the OU I get it I I mean mama's like there's red tape everywhere it's like that scene from like with the lasers I'm like it it's blocking again she's got her brother pulls and strings for her you can't me Simon oh who divorced who Simon oh Simon Taylor yeah probably again but like let it let it run its course with the OU I would say for you Adam watch the videos

Focusing on that and focusing on building a donor base you don't have to wait for you know Just and you know what it gives you an edge because you're being super authentic Right like it's me

with me with my whole octas project Which is my nonprofit that I want to start so at this vort that I was at I want to hear how the wedding went for you Did a wedding happen already yet Adam?

**@1:02:16 - Adam Alsberg**

Yeah? Yeah, I didn't get to there were people all over the place It was it was a very hands-on wedding meaning like everything was moving quickly.

I didn't get I met people I got and I didn't but they didn't do the conversation search. What do you passionate about what you do?

was just hey, oh, oh, I need to say hi to this person all along too busy too busy.

**@1:02:35 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, so so so But but you can be authentic right now Which is just like I want to tell you know talking to people finding people about to talk about your passions and you're not making an Ask that doesn't happen a lot to donors where you're literally not making an ask So start building a toner base already and whether that's going to be for ECP MJE or yourself or nothing You have the edge right now

of being totally authentic, no strings attached, really just having conversation about how we can make the world a better place.

**@1:03:05 - Adam Alsberg**

Building my donor base covered in these ongoing next modules.

**@1:03:09 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, exactly. Watch the modules and learn how to do that. But I'm saying go out and find people that you think could have capacity to give.

know, we're going to go Amazing. keep track of that in the Google sheet and go out to your young Jewish professionals and guys, you know I have this passion to build this out and help more and more YJPs.

Who can I talk to? I'm not asking them for money, who can I talk to? If you're not asking them for money, most people will probably give you people to talk to.

[@1:03:35](#) - Adam Alsberg

Yeah.

[@1:03:36](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Let me say, I already start. I already start. And that way also, it gives you the benefit of being able to mess up because you're not making any ask.

So there's no like mess up. You know what I'm saying? It's supposed to be like if you were going in like, OK, says like, Adam, your goal is to meet with this guy, and we need a \$10,000 donation.

So there's lot of pressure. You have to get it right, It just moves, which is great practice for you.

[@1:03:56](#) - Adam Alsberg

What's my, which should be my goal for next week?

[@1:04:06](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

And you should watch two in case you ever want to make your own 501c3. So you can see how to do that watching modules two, three, and four in the worksheets.

I would say, meet with two people who have capacity to give capacity to give \$500 and more. Okay, we're not, we don't have to do anything major.

Okay. And try to, try to secure team with them, two people, and, and talk to them about your dreams.

Hear their dreams. Like, what do you think about YJP? What do you think that needs to be done for them?

That would be what I would say your homework should be.

[@1:04:34](#) - Adam Alsberg

Okay. Thank you. Also, for my time's up, could you please give me David? Who is, was his last name?

[@1:04:45](#) - Akiva Naiman (akiva.naiman@gmail.com)

Who, David, thousands all? Oh, you want his number?

[@1:04:49](#) - Adam Alsberg

What is the permission because he, first of all, wanted to introduce me to someone at the EU that I reminded him of very much panel major connections of the EU.

[@1:04:58](#) - Akiva Naiman (akiva.naiman@gmail.com)

That's true. I did not think about that yeah, totally, totally, he is amazing.

[@1:05:02](#) - Adam Alsberg

Do you think it would be interesting?

[@1:05:03](#) - Akiva Naiman (akiva.naiman@gmail.com)

I think, yeah, for sure. Just don't say that you're in Akiva Naaman's fundraising course, because I'm letting them know this Monday that I've been running this course.

They don't know yet. My boss knows. But my boss's bosses don't know. So I'm letting them know next week.

So don't say anything that's, yeah.

[@1:05:18](#) - Adam Alsberg

We got them next week.

[@1:05:20](#) - Akiva Naiman (akiva.naiman@gmail.com)

We just don't No, no, no, no. We just don't say Akiva Naaman.

[@1:05:23](#) - Adam Alsberg

That's all.

[@1:05:24](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Just you say you're in fundraising.

[@1:05:25](#) - Adam Alsberg

Is that Akiva could give you this?

[@1:05:28](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

No, no, no, let's clarify. I just gave you Dave's number one WhatsApp right now. I just sent it to you.

When you call someone at the OU, whoever you could call, you call, don't be like, hi, I know Akiva Naaman.

[@1:05:38](#) - Adam Alsberg

I'm in his course. Oh, yeah.

[@1:05:40](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

That's all I'm saying. That's all I'm saying. Tell next week when I actually have permission, quote unquote. All right, fellas.

But wait, oh, I have two more minutes, Adam. want to thank you, because I went to this vort, and I've learned that you can't get everyone at a Simcha.

Try to get one guy, right? And so I came. And there was this guy who, for some reason, he looked super familiar to me, and I look super familiar to him, which is really weird.

And he was clearly a wealthy guy, like sometimes you can just tell, you know, their hair looks a certain way.

And what was funny was that apparently the guy I met with first, okay, like I walk into a semicolor, right?

I was like semi-invited, I didn't know anybody there. Well, in the end I randomly knew people, but that's because the Jewish world, first I was like, Hey, how's going, must've?

And like, here, you ready? This is where profiling goes wrong, okay? And he turned out not only was he the father of the Hassan, which I totally would have made a much bigger deal because he's a father of the Hassan.

He was apparently mega busy. I said no idea, because I went with how he looked. Don't touch a book by its cover.

Walked past, said hello. Walked past since the other guy who also was wealthy. spent 20 minutes talking, and I just told him I dream about after this.

And he ended up with, you know, please give me your number, which I did, and we've been in touch.

So, thanking you, Adam, for that.

**@1:06:56 - Adam Alsberg**

Of course, I shouldn't have had that one approach, or at least...

**@1:07:00 - Akiva Naiman (akiva.naiman@gmail.com)**

one but I really did try it was and you know you don't always win what but you know the first time it was oh it's mecha and okay yeah right force anything then the dancing I mean it was chaos way harder and much it would have been you don't always you don't always been I just spent 20 minutes my first class half hour you know trying to you know one guy maybe he'll be able to come and donate but he was he was he wasn't even from business he was from you know whatever you call a premium I'm like it wasn't I didn't even get anyone so it's you know you can't you can't them all all right you guys have an amazing week I'll see you next week thank you Revikiva thank you guys bye

# **Weekly: Nonprofit Navigator Coaching - February 26**

[VIEW RECORDING - 71 mins \(No highlights\)](#)

[@0:00](#) - Akiva Naiman (akiva.naiman@gmail.com)

Good to see you Can you hear me? Yeah? Yeah, it is you ever Thank you guys for bearing with me I'm literally in the lounge at LAX You had a good trip I'm gonna tell you guys about it.

Yeah, yeah, I guess I'm gonna normally I don't speak about my fundraising But this it was so much in the last seven days.

hope that it will be impactful and insightful for everybody I'll give it one more minute until Just this way for you to send in them Adam.

Do I have a background on this? Or you could just see the Qantas lounge You're gonna you're gonna suffer the Qantas lounge background How are you guys wait, I feel like Relax chill with you guys

Um, we're missing Adam. Um, yeah.

[@1:06](#) - Yonasan Caller

No, other Adam.

[@1:09](#) - Akiva Naiman (akiva.naiman@gmail.com)

Um, waiting room. Otherwise it's going to get started. Okay. All right. I would love if you, if you guys permission, I'd love to tell you about my last week of my life, because it was all fundraising.

So, and some lessons I learned, even though we, do you want, do you guys, do you want to hear it?

Or do you rather jump in street to coaching? think there's some good stuff for everybody. Oh, here.

[@1:40](#) - D Gross

Okay.

[@1:41](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Um, I'll, uh, try to keep it, uh, brief as, uh, and to the point. Gonna go through it. Unsday.

Flu. Um, got here. I'm just going to go through a couple of meetings I had. And we've talked about no's and yes's, right?

So you remember that no that I got recently for the 10. and I'd read an email poorly and he misread it, so I can't remember if I shared this or not, so I spoke with someone recently and he's like, listen, he was just looking for his reason to say no, and that made a lot of sense, because my mistake wasn't that big, wasn't such a huge deal, he only did his friend a favor in saying yes to me in the first place, and then he found his reason, essentially to say no, it's dead, but it's dead, but he was never going to give you again anyway, so that really made me feel better, and it made a lot of sense, it didn't make sense that he was giving me in the first place, so that was just one thing that happened this week, I believe that it was this week, a second thing is, so I had my event on Sunday, so this is going to be hopefully, this is a real event, hopefully for all of you, and whoever's watching recording, just about running events, because this is my third event of running this year, okay, so I ran an event this year, with the

This week with 55 people, I had a crowdfunding campaign this week. I want to tell you about it. I'm saying it now so we can all remember.

A woman who wants to put us in her will and I'm meeting with a, for sure, the largest donor that I've ever had and a \$10,000 donation.

Okay. That's the five things I want to talk to you guys about. was a good week. Let's go wait.

So we added it. So Lex, yeah. this event on Sunday, you know, you know, the tagline of NCY is inspiring the Jewish future and the event that I had on Sunday was bringing out this soldier from Gaza to speak to everyone who's in the room and he had grown up in NCY.

kid from San Francisco, Christian dad, Jewish mom, and it was like, for me, was just like, oh my gosh.

Like, here I am. he's 30. I was 25 when I was his director and the reason I'm sharing this is for you guys, like you stay

this long enough, and it's hard to stay in your startup and nonprofit, whatever it is. But if you stay in the same organization long enough, you really do get to see at a personal level and at a professional level, the payrolls, like it really does pay off and it was really special.

had 83 people RSVP, okay? 55 people came. And like 10 of them had not RSVP. That was important for me to remember.

And I have to remember it every time, like lots of people might RSVP or tell you they're coming, but they're not coming.

People will not tell you right. So, even when you're running, you're frozen.

**@4:48 - D Gross**

Anybody else here? No. I love that smile, it's sweet shout out.

**@5:40 - Akiva Naiman (akiva.naiman@gmail.com)**

He's back.

**@5:42 - D Gross**

What do I miss?

**@5:44 - Akiva Naiman (akiva.naiman@gmail.com)**

The Wi-Fi decided to move from LAX to the lounge Wi-Fi without telling me. So, we're now on my hotspot, that'll be more stable.

Where'd you guys lose me?

**@5:54 - D Gross**

So, you have 55 out of 83 people and 10 people who shut up unannounced. Yeah, so I'm just...

**@6:00 - Akiva Naiman (akiva.naiman@gmail.com)**

thinking about like event, you know, we've talked about, I think we've talked about one of one solicitations. There's parlor meetings and then there's events.

So I've run two parlor meetings this year and this is my third, this is like, this was an actual event.

was a speaker, there was she, there was wine, was music, there was mingling, there was 55 people, right, supposedly 80, right, that's an event, right?

**@6:18 - Adam Alsberg**

what's that?

**@6:20 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

I was just determining if that was the parlor or indeed.

**@6:24 - Adam Alsberg**

Right, exactly.

**@6:25 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

So the parlor meetings, you know, and this is just brings me back. I'm learning this more and more and more, okay?

80% of your donations come from 20% of your donors, like the parlor meetings that had last people, but the right people in a room brought in two, three times the amount of money that I have from Sunday.

So what was the, so what did I, what did I gain from Sunday? But I gained from somebody by bringing this incredible speaker in, right, by bringing someone that no one, you know, people had not heard of people, know, people actually, one person actually said that we'd like to bring him in for our organization will make a donation and say, so I, you know, for it.

Um, but, um, what, what, just plugging my phone, there we go. So you meet people, wasn't so much about getting, like, wasn't so much about the ask, it was more about the event, the publicity, uh, meeting lots of different people.

And even almost nobody in the room had major capacity. Those people now heard about it, that's why. And just like Dave would say, now I have like 50, literally 50 new names, almost, I had never met most of the people in the room.

And even the people in the room that I did know would not normally give me a donation, but you're at an event, you're going to give a donation.

like people who I know kind of anecdotal. And so, yeah, so to, and from all those respects, it was very successful.

It only raised about \$20,000, but it was from, from those aspects really successful, and I'm going to recruit up.

going to go direct to all those people, Hey, you had an amazing event, um, you know, you heard our speaker, you've seen what we do, you see our impact last 15 years later, again, you know, it's happened for you, right?

if you can, we back to someone who had a shoot at two years ago, or even someone who didn't get a shoot at three years.

But like someone just who got married late in their life 10 years ago to speak, know, by the struggles, or whatever the story is, then you can reach back and say, we're so inspired.

Who do you know? It's not for you, you're giving me \$100. But who do you know who could support our work?

And because it's not just a dry recruitup, but it's like a warm recruitup, it's like, yeah, I really saw it and experienced it.

So that was the biggest case. So those some of my takeaways from just running events. Like it's not going to be so much about the money, because you'll make more in a one-on-one solicitation.

But it's about the publicity in my record. it's what? Two is, there's a woman who is giving us \$25,000 a year, and she, what do you call it?

she, I had asked her if we could be in her will. And this is something you should definitely all of you can think about like this, no reason not to.

Someone who's really at any point of time, not 40, but like 60. be enough, you know, probably have a well 50 and up really, and you know, not your first ask, hi, great to meet you, can I have you in your well?

But you know, if you have someone who's very bottom to you, very bottom to what you're doing, very, you know, this is a more established owner, something to think about.

She had said, no, after months of thinking about it. And we went up for coffee this time, you said, I didn't even bring it up, you know, and she said, you know, she wants her estate to go to us and ask if we could learn with her son, who's in his 40s, so that he keeps the Jewish values that she has learned over the years.

That was really cool. So again, thinking long term, thinking big picture, you know, her estate is going to be in the, I don't know how many millions.

So we're not going to get all of it, we'll get part of it, but you know, that was a big win and something to think about.

Three is crowdfunding campaign. Okay, I, you guys know, I have never run, I have not, I have not a big crowdfunding person.

I do a lot more of put a lot of effort into crowdfunding. I have seen the lights. It is really could die.

So what's that?

**@10:09 - Adam Alsberg**

What is crowdfunding?

**@10:11 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

The crowdfunding essentially means that you're having a whole amount of small donations coming from a lot of people. So funding coming from a crowd, right?

That would be a crowdfunding campaign. Adam, let's say you make a page and you reach that to all of your contacts.

Here to peer campaign is when you have 10 of your friends, also asking their friends, right? my shoal in Vermont, H.M.E., which has like a scant maybe 60 members raised over \$100,000 in the past 48 hours, right?

But, OK, this is really important for you, David, specifically. And Adam, Lombardo, specifically, and you want to send in Adam when you get there.

this is just important, know, for you in your nonprofit careers.

**@10:53 - Adam Alsberg**

And I really, really learned this.

**@10:56 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

A crowdfunding campaign, we see it's like, OK, just happened. And it went really well. You weren't even there when you were when you guys were planning for the crowdfunding campaign, right?

Yeah, after getting one, just after they were having a competition, then you started Yeah, so these things literally take months like you should be planning for your crowdfunding giving three months in advance And I looked this up the hard way, but I learned it the I really had to go through it to really see it You need there's a couple of things Okay, one is you need you need to start hyping up your people like kind of like warming up your people to it like but not just Not just about hey, we're having a campaign coming up in three weeks of in three months.

Excuse me ready for this You need to warm them up to the value of your Campaign right so for NCS why I didn't do this but I'm definitely do this next year But one of the directors did it and he he sent home He went with the team he sent him with the team what what do you get out from what do you get from NCS why and to the parents a survey?

What do get from this right before the crowd? Before I say started asking them for money. So it was on their minds.

Oh, yeah, I do love it So I reminded them what they benefit from it. So like, you know for you again, David Adam.

I'm not sure. you there Adam? Okay, so I'm gonna give you an example right for you like all the people who have gone on a date Not forgot that she just shot on them and the staff that for sure people have gone on a date like asking them two months beforehand or one month before And like two months before and like, you know, what have you benefited from MSI?

How have you benefited? Well, you know, what positive what what has the shifts have happened in your life? So that when you're at so though when you eventually do ask them to come in bus there a few weeks later There remember like, yes, I want to help this organization stay strong and it's not just like oh another person asking me to do another thing Make sense So I learned that that's like my biggest takeaway honestly from this and then second was like that the crowdfunding really worked You do need to get a lot of people in the room you do need that that room when you get other people in the room isn't a

It has to be fun, Adam. talked about this last time, You got to get the wives babysitting in pizza if they're coming or get the kids a bouncy house and there's music and there's calls and there's prizes and there's like for people who are making many prizes for people the biggest donation prizes for showing up like again, I'm thinking teens, but you can still be priced even for adults, right?

Okay guys, know, steak dinner at Hatch or whatever it is like, you know, every hour there's that whatever it might be That is an event people have to come and have a good time like literally like they have to be on this dope I Russia, but this was the funnest night ever that is the way to do it so Pride value fun hype.

These are really this is what what drives the Ford and it raises money But we just raised \$200,000 this from teenagers calling the grandmothers and alumni Okay, that was a couple of like life a couple of lessons.

met this week.

**@13:51 - D Gross**

Okay, I like from my father

**@14:00 - Akiva Naiman (akiva.naiman@gmail.com)**

in campaign please please do yes follow up with every single donor just say thank you ASAP don't wait you wait you lose it hundred percent hundred percent so i appreciate that and follow up with your team leaders to run through their page givers because also that's a lot of time and if you don't go right away they lose patience and they're gone yeah yeah especially anyone who gives a four digit donation it takes like three months to recover right yeah yeah any four digit donation for sure also should be like definitely on your top you know people who you're hey who gave this donation who knows them you know what you know what's their capacity run them through hatch you know to see their capacity but um to your point of it so make sure that when a person makes a donation to get an automatic email receipt and make sure that you um you an email that says so and so donated so for me like i have an assistant but this is someone we need to pay or

a boxes in your staff or whatever might be. don't know, could be not everyone has this opportunity, but Abby, my assistant, all my emails, I have left them untouched.

have like, I don't know, 200 emails right now, people to say thank you. She's going go through each one and send a personalized thank you.

And not just like a mass thank you, that is key. That is key. So if you can do that, great.

If you can outsource it, even better. Like way even better. You can use AI to outsource these kinds of things.

can email merge to use these to automate the things. So just take up all of your time. You want to say something or you're good?

No, you're good. You want to say something? Okay, there's another donor. This is going back to the no, okay?

How many no, I wish I could have counted how many no's I've gotten. Like since I started working in August versus past year, I cannot tell you how many no's.

with all the no's, thank God I just broke through. I think about \$500,000 raised since August 1st with way more no's than yeses.

It is, it's how it is. Thank you, understand. So yeah, it's good. It's good. crunch all the numbers, I'm definitely well off a 450, I think I just worked 500, and so I'm sitting on the couch with this woman who told me very clearly which she gave to I think \$20,000 donations to help me get South Bay and CSY started and she said, you know, listen, I'm done.

Like, we had a conversation about it. I'm done. I want you to go find other donors now. great, listen, you were so kind and helpful and whatever.

And I randomly was saying by someone's house and she was there and, oh, wow, it's going. And we started talking.

I spent an hour helping her with her nonprofit. Okay. she's wealthy. She funds the entire nonprofit. And as we're talking, so she was like, oh, what's up with the information?

So I sent those, there's so many pieces here that are crucial. And I sent her the WhatsApp of like the, whatever I was helping her with the nonprofit about.

And I say, oh, the WhatsApp right before it is just me asking for a donation. You can ignore that.

Why? Because I have a broadcast list. I voice noted her, hey, could you give a \$5,000 donation? And we've never met before.

And she didn't reply to her for hours later. So I'm in my head and I'm gosh, not too fast.

So I was just, I was just authentic. The voice noted her again, was okay Rebecca. I just wanted to share like, I hope it's not okay.

hope it's okay that I voice her this. didn't mean to overstep at all. And she was like, no, it's totally fine.

We're just tied up at the moment, but we'll make a small donation and that will grow. Right? This woman, other woman, she gives \$15,000 a year.

She wanted an eight-pack trip. She texted me yesterday. She's like, Akiva, I know you get me to give you money every year, though I don't have the money.

And now I'm really done. Like, I love what I've supported, but like I have to support APEC. I was like, truly for sure, you guys are up in five years from now.

She might be from a donor again. Or in the upcoming year, I'm gonna ask her again. Like, you know I'm gonna ask her again, even though she said no, because we have literally go back, you know, 15 years ago.

So, but my point is that like, these things are fluid. Nose don't always mean those forever. And that's it.

Okay. Last piece I want to shout out. Thank you. hope this is helpful. Just give me thumbs up if this is helpful and interesting because like for me it's like processing like I've been go go go.

This one is so I benefit.

**@19:11 - Adam Alsberg**

So the difference, different tactics between crowd funding of the hand offense in Harlem means.

**@19:18 - Akiva Naiman (akiva.naiman@gmail.com)**

So in module nine I do and crowd funding is in module four and other ones are in module nine.

Oh, she didn't send me the fully ended version. Thank you for reminding me. I was supposed to be uploaded.

Not at all night. Okay, it is done, but I just totally remember. Okay, this is the most important and most exciting piece.

What did I say I was going to talk about? The will 10k crowd funding the event and the dinner.

So now that I had brought this hobnet guy out and his girlfriend to speak, I went to dinner with my potentially largest owner.

Now, what makes someone your largest owner? Right? We have height, we have heat. So he is a. Massive capacity right like you could you could write a million dollars.

I'm not a problem and He'd love his girlfriend loves NCSY and their kid that his kid who she watches like their partner's like her Like you know their partners likes any love and she loves NCSY.

So we went dinner together for two year for two years She years we had a two-hour dinner together that here's not seen And I got to meet this guy and he was just like the sweetest and amazing and he travels all the time and so like for him to get to meet a soldier was super special for him and This was like an ideal moves management.

Like this was a this was like a piece That was a moves management where it's like it wasn't just an ask.

It wasn't just a good meaning It was literally a move where there's nothing happened. There was no ask it was just two hours of quality time together But though that quality time obviously You know he got to hear about it.

That's why and everything was weaves into that conversation and and you know Have his email, you know, we've exchanged emails.

I'm good enough follow up with him, but we're building towards an ask now This ask is going to be in the seven digits You can't do that over an email You can't do that over even like just a couple of what it means like that you need it You need to like set the bar from the beginning like like we're here to talk about helping acts You know she do him or whoever or you know or the cola when I was like that's where to talk about and we're connecting And I'm giving you a cool experience, but you know with whatever it is you're giving me experience with but but this is all this is Arguably not arguably this is the largest news management.

I've done it in my career And so I'm really excited about it, and I'm gonna let you guys know how it goes It was so hard for me to not end up the meeting and say hey Can we talk about an ask not even making us we talk about it as it wasn't the right vibe I went with my gut and I'm gonna follow up So I just have a question so you went out for two hours and he

**@22:00 - D Gross**

Didn't know what was expecting.

**@22:01 - Akiva Naiman (akiva.naiman@gmail.com)**

I wasn't expecting ask on the spot.

**@22:02 - D Gross**

Like, I think most people know the court about why they're eating, so that at the end, they'll be like, okay, you know, we'll just hand you a check with 10,000, like, how does it not end?

But that's how do you build relationship without actually getting to the ask? that's what they're expecting.

**@22:20 - Akiva Naiman (akiva.naiman@gmail.com)**

I appreciate that question. So, respectfully, had he said, like, here's \$1,000, right? would have said, you know, he said, so good to meet you.

great loving it. hearing what you guys have done. Here's \$10,000, right? Even if you would have said, here's \$25,000, I would have said, know, I really appreciate that.

Thank you so much. I really wanted to talk about something more significant. There we go. I really wanted to talk about something more significant.

\$25,000 will do acts. I'll say actual examples. \$25,000 will help us with our scholarships for kids to go to just making sure that it's like...

I'm going to go back to English.

**@22:57 - D Gross**

I'm like in a public space, you know.

**@23:00 - Akiva Naiman (akiva.naiman@gmail.com)**

So, know, \$25,000, would have said, like, you know, with respect, you know, this is so kind, in order to shift the needle, order to really move the needle and make an actual change, long-lasting change, which, you know, that takes money.

And I wanted to know, I wanted to talk to you about you becoming the person who's going to affect that change, and then I would have stopped talking.

I think God, didn't come to that, right, because like, you know, that would have been too low of a donation for this person, a person of this caliber, not just the person, the amount of money they have, but because his partner and his son, love and this is why, and benefit and this is why, and they can't stop talking about it.

had showers with his soldier, and they got to see footage from Gaza, and hear things that no one else gets to hear.

I gave them, and good sushi, like I gave them an experience that was really unique, that with, know, that he doesn't get in half, ever, he's traveling all the time.

Oh, so, you know, so how did I make that call? that what I'm just very surprised with? Remember the question exactly?

@24:08 - D Gross

Yeah, I know. So for example, I guess maybe this will be my coaching for today. That's OK, OK, perfect.

We just made someone shout out, they got, they actually just got married this past Sunday. And this guy can write us a seven figure check.

We have not gotten to him. But I did, I went to the part, and I said, hi, I work with the shop phone, just like, you know, thank you so much.

You're mild stuff, and you should have a lot of stuff. Perfect. Then a week before the effort, I texted him and said, hi, just double checking, just checking back in.

I wanted to know, wish you a mild stuff, and really just enjoy the offer of fun, you know, just, you know, mild stuff again, but really just like enjoy the offer.

Thank you so much. That was the WhatsApp text. So we've been talking about, OK, people's going to do it.

We do have people behind the organization who could do it. And if they're in the room, it's going to be nothing less than \$100,000, but they don't want to do that.

And so we're on our own. The shop can, I'm back and forth if you should be there or not, because he already got a shot on us and they might look, he might be a little upset if the musician goes and gets way more than him when he did all the work.

So I'm not sure- kind of guy is this guy?

@25:25 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

What kind of guy is he? What kind of guy is this guy?

@25:28 - D Gross

A young guy like 3,000, he was expecting to get, he had heard that the price tag on this girl for somebody made the show up was \$250,000.

He didn't get anywhere.

@25:40 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

What does that mean? So sorry.

**@25:43 - D Gross**

This guy, I told him this guy can write 7, 7 digit checks. The 35-year-old came right? The 35-year-old got married?

**@25:53 - Akiva Naiman (akiva.naiman@gmail.com)**

No, yeah.

**@25:54 - D Gross**

Okay, there's a 33-year-old. He made this guy's joint- Shut up. She has been single. She's 34 years old and he made her show.

Okay, so this is huge for this guy. Yes So he didn't get the shotgun as they were near there.

He probably got, you know, \$20,000, \$25,000 something like that But he was he had heard that from other shotgun that they were offered \$250k to make that grow shut up So he was expecting that But he didn't I this is one of the, this is one of the, mean, I'll tell you a story with this guy.

It just happened So at the heart I saw a fellow fundraiser from Yeshiva in In in Miami and I went over to him and I said, what are you doing here?

And he said, I'll tell you a crazy story six months ago. This guy this career was in Florida He wanted to just catch up with a friend.

Their schedules weren't working out. His friend tells him. Okay, listen tonight I'm going to this Ishiva parlor meeting. You have nothing to do with Ishiva

But just come because we'll be able to schmooze there, we can chat. This guy goes to this random Ushiva parlor meeting for some new school in Miami.

And just to meet his friend, wasn't even there for the thing. And he sees there's drawings on the table.

And so he goes over to the fundraiser and he says, are these drawings? He says, well, building a new building and we're making a wedding hall.

So he says, well, you have a sponsor? He says, no. He says, can I sponsor it? Just like that.

[@27:26](#) - Akiva Naiman (akiva.naiman@gmail.com)

Never met the guy paid for the wedding hall for his wife, know, an honor of his wife.

[@27:31](#) - D Gross

Like probably a couple million dollars. So this is probably my most influential donor. Okay. This is your perfect. okay.

[@27:41](#) - Akiva Naiman (akiva.naiman@gmail.com)

then you never asked before.

[@27:42](#) - Yonasan Caller

Chew our dinner. Chew our dinner indeed.

[@27:46](#) - Akiva Naiman (akiva.naiman@gmail.com)

I'm sorry if I'm not following you, you said it. You're saying this is the father of the bride. We're talking about here.

[@27:52](#) - D Gross

Yeah. And they just got married.

[@27:54](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah. Yeah. And you've never asked them, be money before. No. You ever look at them already? don't think from before?

know no. you have any way to going back to what Dave was saying, like, you don't want to just meet with him on text or whatever.

how can you hold on a second? Anything? What does he do? Does he work, you know, and more about?

He's in health care. My thought process in this might not be it wasn't fully they were like you said like he's in business or whatever like we're real estate Like those types of people Sometimes that's not a whole proof thought but like results, right?

Like let me see the results like we bought the house. There's a result So I was gonna say maybe you say to him to like hey, you know, we're just you do it Let's go to opposite of what I see you last week But like how about for every if we make this year you make a \$20,000 donation or \$15,000

Not to ask them out or whatever it is, but he's a health care. he he gets the fact that there's process and such You don't always win all the time and you don't have results all the time You have anything physical for him to sponsor right because we know he likes that.

#### @29:16 - D Gross

I don't have anything like a building Well, so I mean he's welcome to take the name of the organization in honor of his wife and member of his wife She died about two years ago 10ms and what's what's the price tag on that?

Other organization is Taken because of the donor that you know covers the sort of the budget there was not you know That's so but we still have the local MSI local musician of her own edition where we can do legal instruments his wife and Like the Miriam and MSI

#### @30:00 - Yonasan Caller

Okay, well leave it up to the donor, right? Listen, I think that's I think that's the move.

#### @30:03 - Akiva Naiman (akiva.naiman@gmail.com)

I think that's the move I think you go to him and he's they listen, you know, this was so beautiful Um, and I'm so happy that you know, know she was this is exactly what we do You your daughter struggled for so long and we are there to solve the problem that you had when we did Um, and we want to do this for more people like for every for your there's a hundred others of your daughter So a thousand others the daughters um Yeah, I would like to we like to know if you if if you would do it was the honor of naming our entire program You can and then you say

you can do an honor of someone you can do it You know memory of somebody Um, I would say that definitely makes sense to be to ask and go for go go big or go home with this guy for sure Right.

I'm saying do that on the first meeting So I would say this guy so here's the difference you're ready This this was my first meeting with the the boy with the Sorry, that's what you asked before.

This was my first meeting with the partner. Okay with the man, right? We had no relationship . I would not, but it hadn't been the woman, like let's say the woman had the money, I would have done this meeting.

Yes. Because I've already had meeting with her for an hour and a half, last on my last trip. You, however, this is different.

He has a benefit, right? We talked about cause donors and with him donors, what's in it for me donors?

The person I met with, there's a cause donor. Like, forget about the fact that they have a kid and it's why that's not what it is for them, even if it stops doing it.

why they love what we do so much that they're going to give regardless, right? For you already benefited. He's already interacted with your organization.

Yes, he's never interacted with you. You're not going to meet with him and with five minutes like if I really don't ask.

But yes, I would say you're going to meet with him and then you're going to play your parts. You're going to play it by ear.

You're either going to say in the meeting, can I, you know, we'd like to ask you, you know, if you would name our program or you're going to, yeah, I would say in the first meeting.

I wouldn't even say taking the second meeting because this is your second meeting. This is your third meeting. He's already had

the benefit of the organization let me give it let me tell you another piece in this so well I'll tell you what he he knows the shotgun he didn't it's not really like our organization meaning the shot and made his daughter show at the part I went over and said by the way he works for an organization and we pay his salary so that's about all you got so you might need to do some explaining to him when you meet with him you know to explain to him like listen yes yes yes you know that you happen to know the shotgun the only reason the shotgun is able to put food on his table and stay as a shotgun and not go off and become a computer technician is because of MSN you have to help him see like your daughter wouldn't have gotten married with that on the side and I would say I would say like as an I would say do it now what they do it now because

he's fresh off the off of the off of the simple just like with these people that's importing right now I want I'm getting that asking to lose 7th just as well this year

Within the next five months because once September comes their kid is gonna start playing sports again So he has a broken leg right now, and who knows he might never come in as his wife or again And even though they were a cause donor like, you know, they might run hundred dollars I'll check but if her kids involved, it's gonna be really good Okay, so I would say yeah, that's what I would say that we're for sure I out with Benny, but that would be my Yeah, I want to give you and Benny you can help me work navigate this because it's That's more than one time to pay off the course Talk it through from my perspective.

No suffix No something and listen No, you'll have a backup backup ask as well, right like you're gonna ask them for five minutes By the way, is in module four when you can ask for a sponsorship make sure that there's an end date Named it for five million for infinity forever.

Excuse me. No, like there's like, it's you know It's like half a million dollars a year. Don't say half a million dollars a year like It'll be for 10 years of naming as five million.

Don't say that in your pitch. It sounds weird, but in the Contract it in a pledge document when you send afterwards you write that in You know for 20 years, but you know whatever it is you want to do cuz I got some point You might need a different donor Right now don't want to get burned by that Oh, you might want to renew his name Right now the next question is does he still have time does he know I want to move on somebody else.

Do you mind asking in a group chat? Yeah, well, okay Okay, let's just be fair. Okay You understand, let's go with you my friend.

We have okay, listen right now. We have 35 minutes and that's because I was talking a lot What's that I just like knock in a Hey, shops you could go for a chapsy What

**@35:00 - Yonasan Caller**

Oh my gosh. Congratulations.

**@35:03 - D Gross**

Wow.

**@35:05 - Akiva Naiman (akiva.naiman@gmail.com)**

Oh, that's so great to hear everyone's healthy. If one could. Yeah, but I'm done.

[@35:09](#) - Yonasan Caller

Well, I'm done with this guy.

[@35:12](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay. In case you were wondering if you were as dedicated to the shop, see, you're not. Okay. Congratulations, Josh.

See, that's amazing.

[@35:26](#) - A K

Okay, you'll go first.

[@35:29](#) - Yonasan Caller

You'll go for a shop. See the floor is yours.

[@35:34](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay, it sounds like he said he is not going to say I couldn't really hear him, but you'll be so all right.

Well, it have again. Okay. Rabbi Collar. Hi.

[@35:44](#) - Yonasan Caller

Okay. So last week, last week I was in couple of from you. It was a real moment of realization that we both had last week, I think, that

I'm really coming to the end of my time here, really in practice, part of the course, and part of the coaching, and the coolest beta spades, we haven't really, in terms of dollars, I think we've made a lot of progress in the back end and, you know, to the network and the pitch and the calls and kind of get into this new headspace and role as a fundraiser.

But, talkless, when you look at dollars, there hasn't been enough that's come through, and there needs to be a lot more.

So, basically, you challenged me, and he said, okay, like, that's it. over your top people, and like, make those big asks, right, if you feel right for that, and I had to go away and think, I'm ready for that.

Now, the truth is, I want to be honest here, I want to be honest here, it was a little hard for me, so,

meeting like that last week and it caused me, it was healthy for me though because I had to like take stock and I basically do a bit of effort shift and what I realized, I realized that I am coming to the end of this, caused by, but I didn't feel at the same time, I didn't feel that I was, I didn't feel that, I didn't feel ready to be able to make these mega pitches to my potential mega people, I still feel like I'm building my relation with them and I didn't want that to fall short because of a short term goal essentially of let's say making you the three thousand dollars by the end of the course, because really the future of Shaileah is much more, much more important than to me, than making, you feel like the

\$3,000 by the end of the course. That's a very short-term thing and I felt I needed to break out of that thinking.

So instead, what I decided to do was I made another call with Joe and I basically said to him, they had the course, no offense to him.

I mean, in terms of the goals, I'm not thinking about the course anymore, thinking about \$3,000. I've got one and half sessions left with you, Joe.

I've got on two weeks left with the keepers' lives. Let's try and map out together a plan for the long-term future of J-learn, but what needs to happen and to basically expose this out with Joe, I'm now working on a long-term vision for J-learn and with broken down steps.

I'm going to present that to him along with the fundraising steps that go with it, present that to him in my final meeting with Joe next week.

And that will take me forward. I am a little disappointed, not in you, class of shadow, not in the course, I'm very happy with the course.

I'm very, very happy. seriously, I feel I've gained a tremendous amount seriously, especially from the weekly coaching conversations, as well as from the online modules, I still need to do more of.

And really, from the makhayaf, that our conversations have caused me to have, is the experience of calling and practicing and pitching and really being in a headspace or being in a, I've now seen myself as a fundraiser, which I didn't see before, and that's changed everything that I do, even the people that I meet like the guys have been there.

all the, like, I'm now, I've got that tough in it, even though it's, you know, practice, it's been hard for me to follow through in the way that I wish to, because am I talking too much?

it's okay for you. I'm good.

**@39:58 - Akiva Naiman (akiva.naiman@gmail.com)**

have a couple of notes I want to share. But you're good, you're good. Like I'll try to finish up.

**@40:02 - Yonasan Caller**

OK, thank you. No, I, so what was I saying? You feel like I'm a fundraiser now? No, I do feel like that.

And I feel that the biggest challenge I realized is off the last week, the most of the last week, I realized that it's hard for me to go out.

Because it's a very busy time for me in general, my life right now, happens to be that it's not relevant to this course.

But just with a lot of other things going on, the family-wise, just in an age right now, it's just been very, it's difficult for me to put myself into the fundraising mode.

It's degree that's needed to move forward at a fast rate. So as a result of that, I basically decided to meet.

to base it made my long-term plan breaking up into smaller pieces and just in the time that I'm going to set aside each week Just to maximize that time and it'll grow the pace that it grows at I mean it'll be that I don't have the three thousand dollars in the next few weeks But it doesn't matter to me because I know and I feel already confident now that following these steps I am You know, I am the money is coming it'll be slower and they will have to just grow at the pace that it grows at Okay, so that's my little summary Meanwhile, I'm still living on these calls by the way, just so you know even from that one I haven't had another I didn't manage to have another something that I've like I had to I'm still having back and forth with the people who I spoke to that on start one night of three hours I've got another tomorrow with a guy like and the guy this guy first someone else and it's a whole like snowball Even though the toughest there was actually dollars coming yet

I've seen a lot of payers from that, and I'm hoping to incorporate that model going forwards in whatever time that I have, know, be a certain amount of time on the management of certain amount of time on the falls, and I can see the payers coming through that as I become more, as I evolve into this role more and more.

[@42:23](#) - Akiva Naiman (akiva.naiman@gmail.com)

That's what I'm up to. First of all, I mean, amazing units, know, like, it's, it's, it's the hardest thing but I appreciate your positive attitude.

It's amazing. Let's let me tell you, this business that I have right now is not a proper navigator. I really feel like it could explode.

Like, if I was posting and texting it, like, I could get 20 more people on or whatever it is, or like, signed up, but, but you know what?

I also am very busy, like, I have only grown at the pace that I can, and family always, myself, and then my family have to come first, right?

Like, and so you have to, you have to do that. You can only grow so much. It's at one time, and sometimes life is busy.

And if you want to just call life as busy, you want to say, I'm telling you to do it that way.

However, you want to, you know, interpret it. I'm having the same, I had to make the same judgement on average, which I did on the plane and away here, where I, where I wrote out my business.

I took two hours on the plane and wrote up my whole business structure for nonprofit navigators. Something I had done, like I had been building and building and thinking in a 12 minutes here, I had never, like, I had, other than at the beginning, six months ago, eight months ago already.

Now it's the next time I hit set. Okay, let me take back where am I at? It's like working on the business instead of in the business.

And so I appreciate it. I appreciate that you were able to take that time and do that for yourself.

A couple of things to share with you, the three things here. First of all, you can always come back, know, really, know, like, I'm not a very, I'm not So that's one.

[@44:00](#) - Yonasan Caller

of the guarantee.

[@44:01](#) - Akiva Naiman (akiva.naiman@gmail.com)

And then the second one is, you know, this plus is the negatives of setting a goal for yourself. This is why I put a hard, know, goal and I have to navigate on or for non-profit which they help out with, like, you know, we're launching March 1st, we're beta launching March 1st, we're really launching it first, whatever it might be because otherwise things can devolve into just meetings and floating and cruising and talking and thinking and even worst case scenario programming.

Both of that money coming in and save that because you're programming and no money coming in, everybody gets hurt with what talked about.

And so, you know, there's, there's, there is a plus to continue to, like you said, have your certain amount of time in a week for you to fundraise.

Make sure that you're never programming more than the dollars that are coming in. Otherwise, you have a faulty business model, And second of all, I would say that you should still keep pushing yourself in terms of dates.

Like even if it's like I'm going to raise \$500 by the end of the month, right? Whatever it is because otherwise it can evolve into like, well, you know, and talking is great.

And like my share, my story that you shared talking from payroll, right? The payrolls do, you know, you have, you can't just walk around asking people, you do need what you're doing.

what you're doing is good. it's asked to, at some point, to turn into an ask of whatever type of ask it is.

The last piece, I'm going to offer a perspective to you. You're a largest donor right now, you understand? You're largest potential donor, OK?

Give me, give me someone that either loves you or your cause and has the capacity to give a five-digit gift, meaning \$10,000 enough.

You haven't someone like that in mind right now? Then you have not asked?

#### @45:48 - Yonasan Caller

have one, but I have one person like that who I know could give five digital though. I'm not, I'm not so close to him yet, although I'm working on him.

I have thought I was what I am close to, who I know could give four digital donors.

#### @46:01 - Akiva Naiman (akiva.naiman@gmail.com)

Okay, and you have you asked him for the person yet? Yeah, I asked him He's the one who said to me And a few weeks to more mice and money Right, right, right, right.

@46:10 - Yonasan Caller

Okay. That's fine.

@46:12 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Well, that's already right there. Good.

@46:13 - Yonasan Caller

That's it fine. That's very good I'm here's a thought about this five digit.

@46:17 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay, if you're close enough, okay Go to him. He's just the five digitized the Yoseph guy Well, I had the meeting arranged with him.

@46:25 - Yonasan Caller

was sick and then he was sick.

@46:26 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

He was sick now I was not answering and then Okay, get a meeting with him.

@46:31 - Yonasan Caller

Yeah, get a meeting with him, right?

[@46:33](#) - Akiva Naiman (akiva.naiman@gmail.com)

I'm in your area, right? We have some urgent coming up whatever excuse you can use essentially say get a meeting with him, right?

I want take you to the launch. I don't know whatever it might be. Um, I want to I don't know I'm giving a shear I would love for you to come whatever it is you can get him in a room Yeah Say listen buddy, you know safe, right?

said like, you know, I know you're a smart guy again I'm saying line here, right? You're a smart guy and I know I know for you know, I'm I'm a startup startups can be risky business But it's people dreams to try to do the impossible.

That's a startup. I Would like to ask you for \$50,000 to totally change my organization But I'm not going to because I'm more responsible than that and I my organization is too fledgling for a \$50,000 nation I would like to ask for 10% of that today for \$5,000 and it's gonna do X Y 19 So what you're doing here is few different things, right?

So I'm curious what you think about this if you're listening, but you know, I feel that's quite low I feel like I say a little to 20% I was if you think he's good for it, and you're close enough that he could give 10.

That's fine. That's great again I don't know we didn't dive into the particulars But what you're setting up here is first of you're letting him know that you're thinking about him as a 50,000 One very good.

[@47:55](#) - Yonasan Caller

That's much of 12 months, but like you're like, oh my god, okay. This is how he's looking at this relationship That's really

[@48:00](#) - Akiva Naiman (akiva.naiman@gmail.com)

Very good. I like that.

[@48:01](#) - Yonasan Caller

Yeah. I thought you might.

@48:03 - Akiva Naiman (akiva.naiman@gmail.com)

This is dog, by the way. Just know your Zoom calls are called.

@48:06 - Yonasan Caller

I appreciate you.

@48:07 - Akiva Naiman (akiva.naiman@gmail.com)

I really, really can put that on your website.

@48:11 - Yonasan Caller

You're going to put it on my website when you're at a testimonial. Anyways, yes.

@48:16 - Akiva Naiman (akiva.naiman@gmail.com)

All I'm hearing is, he is better than he's showing cats. He is better than he's showing cats. Oh, no, he's throwing us at the phone.

I love pushing this man's button. Only because I'm not competitive. See what's happening right now?

@48:31 - Yisrael Katz (Katz Fundraising Group)

Anyways, ask them for 50. I'm not.

@48:34 - Akiva Naiman (akiva.naiman@gmail.com)

And that's one. Two, it builds up authenticity and trust and transparency. Like, listen, I respect, I really respect your money and I want it to be used.

Well, I'm not in a position yet to use 50,000. I am in position to use 10 and it's going to do x, y, z.

while I'm just going do marketing, going to pay payroll, whatever it might be, three, what it does is, and I love this.

I don't know how other people are going to love it so much as I love it. But it gives him the no.

before the yes. And you know, I'm a huge fan of nobody for us. So he's hearing, I don't need to ask you for 50K.

And he's like, whoa, defense signals. I have to say no to this. And then you, you get to do the no for him.

So then he goes back to safety. It's all happening subconsciously, where he goes to anxiety to safety. And now he's feeling safe, as opposed to neutral.

So we went from neutral to anxiety to safety. And then he's like, Oh, yeah, I can do that.

**@49:26 - Yonasan Caller**

Sean's saying off that guy, you know, I'd rather give 2,000 very minimal. Like, very, I just took you down with 50 to 10 like, right?

**@49:35 - Akiva Naiman (akiva.naiman@gmail.com)**

Wow, exactly. And here, okay, and here's my final point here. Get this, you understand, try, don't rush it, don't rush it.

I agree with not rushing things. Like, you know, I've and I've asked million person giving for like \$150 donation because it's damn giving, like, we have to get the donations and our crowdfunding can't be like, that's silly.

I agree with you.

**@49:55 - Yonasan Caller**

Don't rush it.

**@49:56 - Akiva Naiman (akiva.naiman@gmail.com)**

However, don't let it drag.

[@49:58](#) - Yonasan Caller

Don't drag.

[@50:00](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm going to try this is your guy, this is your guy that you should be doing moves management with this is your guy who's your biggest But then go to this is your man.

So right now It's paper or whatever give yourself a deadline at the end of this week. You're gonna do one move man To try to get in a room Okay, thank you to be a good strategy for you Thank you, I can see it Now I'm just kidding if it's okay, can I give you That last time last week ended off on a downer for me and so I fell a little coming out of it It was the first time I felt that from from all the from the months I've been with you Now, I know what you said it was important.

[@50:53](#) - Yonasan Caller

I need to hear it and it had a good result But they left me feel like

[@51:00](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

A little down about stuff. Where's just now you end up off the coaching me.

[@51:04](#) - Yonasan Caller

I felt good I felt charged and ready and that's the key that I'm used to but that's the really key So no, I'm just I've only said this out of love It's being received with love I just it's uh, I feel so good now like I like I used to so you did really well and I think So square thank you, dude.

[@51:27](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Thank you. I really appreciate that And another takeaway I'm hearing from it is you know, I did not plan my trip Well, you know in terms of like once I flew both times on the one say both times I'm literally sitting at a baggage claim for the lounge like I wasn't even right now not as they

focus as I'd like to be for These so for me to plan my trip better But also if I do ever have to give most or which I will have to give closer sometimes To make sure to check in with the individual afterwards like hey sure That was really hard if you want to get in a quicksune call a quick phone call, know Talk you through it, you know because it because downwards will come

But, but I could have done about it. So I appreciate you appreciate that. Thank you. All right, let's finish strong Adam Ellsberg taking us home today Nope, you guys there we go.

Oh, you know, I just I did everything you some way to do except for begin module four I I cannot hear him can ever is it can everyone else hear him just me Not so well, it's like in and You can hear me.

**@52:41 - Adam Alsberg**

Oh, it's delayed. It's late.

**@52:43 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, I got you, but it's a bad connection Want me to log out and try again No, you're good.

No, you're good Okay, so I didn't get the chance to hit module four by did two and three I was supposed to do module two three and four by today and speak to at least two people

**@53:00 - Adam Alsberg**

Start building right so I do two and three and I've spoke to five different people That are what I'm about likes to passion project to mine.

They said They all said oh Adam. Oh, you can't even do this for a while. No, so You know, maybe they thought of my when I told them I'm saying hey I'm really passionate about program development for even addressing the young professionals Jewish younger president near city They thought they all thought wait I don't even doing this for for a year now because they said they can use my I teach tour through terms So they they confuse that with um What's that?

The sort of they thought that's part of what I'm doing, but it isn't but anyway, it didn't make me feel validated knowing that That it is my I Hate talking about myself in this person.

I don't sound gavity It's more something like, first of all, it's not me, more something. I like to see that what I spend my time doing has an impact on people that I didn't think would do.

Nice. So they've heard of that, they've heard about my teaching, they thought they would be doing program development. Now, of course, I didn't make any asks, I just said, like, what if I just suggest I do at the wedding thing, listen, right now I'm focusing on building a network who has most non-profits know, the hard part isn't right, hard part is finding people to be involved.

And so I said, so what I'm saying is, I am building my network now, slowly accumulating an ask network of young professionals through my classes and other initiatives.

And I hope that one day soon when I start asking for funds, I could go to you and also your parents, I would say, I said to everyone, I said the line, would it be inappropriate to ask your parents also to consider it?

Like, no, of course, you have to ask everyone, and everyone sort of has the same reaction, you know, let us support your edit.

So I'm happy about that. These are all very wealthy, come from very wealthy families. And I have a vast network, I've lived in, my family has lived in LA, Atlanta, and now in Florida, I've been in New York for five years.

So my network expands across America, and it ranges in different areas of wealth. But I have friends, you know, that I have friends that are billionaires, or that, you know, that our parents are billionaires.

like, these are the people I went through also. also went to the, you know, the people who can, you know, more multi-millions, went to people that.

So I spoke to five different people, each ranging from different tiers of wealth, and they all, they all were very receptive and provided positive feedback, and that's what I have for today.

**@56:00 - Akiva Naiman (akiva.naiman@gmail.com)**

I do.

**@56:01 - Adam Alsberg**

Well, I mean, first of all, it's here for Adam.

**@56:02 - Akiva Naiman (akiva.naiman@gmail.com)**

Like he's doing the work that is well dancer, well done. Oh, stop. Okay, fine. I will. No, seriously, well done.

You're getting all the emojis and you're getting the coveted shot of sea thumbs up. So, so I have a couple of the Golden Globes of non propaganda.

So I have a couple of thoughts for you. If it's okay, please. So one is branding is important, right?

Akiva, like in Northern California, I'm known as like, Akiva walks around walks around, like not the streets, but like in the Jewish space, like, I am known as the teen guy, like he's the he's the guy who does teams.

Like, that's just my name, because that's what I talk, live, breathe, eat, sleep. And so, so that's great for you that you're building your branding and that when you went to people, people were already like, Oh, you're the young professional.

You're the young Jewish professionals guy already. So that's that's a win that that that you met with that comment is a win.

So I don't want you to miss that like that. That's that's all. So that's great. Two, and it's for all of us, You know what I'm You become the guy who cares about Mahanofan.

W become the guy who cares about older singles, right? Adam, become the guy who cares about leadership and coal.

Oh, I'm gone. Shopsie, et cetera. Okay, right. This is important. Okay, actually I'm going to do the most important one last, which is the organism I thought.

Okay, asking people for advice. This is for everyone on the call. And everyone knows this. Asking people for advice is great, especially donors, donors always know it, right?

So it's easier once you've gotten donation, meaning you get a \$25,000 donation and you meet with them three months later.

They know you're not asking them for money. And when you're asking them for advice, you're actually asking them for advice.

Everybody hates it. Everyone hates a faker. Everyone hates a phony. hi, this one community to ask for advice and you're asking them, and they say, don't do that.

#### [@57:50](#) - Adam Alsberg

Don't be that guy.

#### [@57:51](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

It's gross. Don't hesitate it. I hate it. It's just blah. But Adam, because you're not fundraising right now, and you're actually legitimately getting to see.

Talk to people you should ask for advice like really ask these people for advice because they will feel bought in What am I asking for advice wise advice advice hi?

You've built a successful business, right? If you're talking to kid well you taught your friends are all 25 What is what are the people saying?

What are they you know? What what are people needing could I give you a three question? know could you could if I asked you three questions on a poll?

Could you send it out to someone what's up group friends like I'm looking for X Y and Z? I need a I need a you know, I I'm fine on Shabbat, but I want more to these in my week I'm fine in a week, but want more to respond start build start when when people get to give they're invested So sometimes that's giving through donation But a lot of times I'm just giving with their thoughts for the time or whatever that might be So if you're asking someone for their advice Again, even these people you're talking to out of their property successful in some ways and whatever business they're a part of It's in all these people Yeah, so you want to say like hey you've built a successful business or you've been working for years like what advice could you give me as as?

either working with other people or starting up or trying to get into people's inboxes, like just ask for advice.

Bill?

**@59:08 - Adam Alsberg**

Yeah.

**@59:09 - Akiva Naiman (akiva.naiman@gmail.com)**

Because then they're giving. People are giving. They're invested. It's a quote a friend of mine from this week. Happiness can be bought with money.

All you have to do is give it away. I think he said it better. But the point is when you get something okay, you give money away, you get happiness.

Okay. Next is, and then I don't remember if you already started doing this. All these memes that you're mentioning right now.

Okay. This huge fast network that you have, which is great. Right. Yeah. Right.

[@59:37](#) - Adam Alsberg

Get it on the table.

[@59:38](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay. You're doing that already?

[@59:39](#) - Adam Alsberg

Phenomenal. Perfect.

[@59:42](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

That's something you can definitely do while you're while you have time, right? As you're older and married and schooling and work, like you just feel busy that even, you know, I'll point to myself, it's katayani, muskir haiyom.

If you look, I wouldn't, I'd be embarrassed to show you guys right now my spreadsheet. It is a wreck.

I need to like, either spend time or So have Abby spend time like reorganize it because like and it's really important, but you know sometimes important fall to the website But you're just so busy doing again working in the business and on the business.

Okay This is important again for everyone here, especially Well, really everyone here all four of you. is equally important I'd say you listen might not pass a clip of Devin and Adam and chop see for sure and Lombardo if you're watching this them recording you two other grandparents You should be getting grandparents information you thought about this and we said parenting which is really great great That you asked that was phenomenal You should write that on your Google sheet this person said I could reach out to their parents I can make a note of it because you're not gonna remember this in three weeks or no Try to get try ask for grandparents information the grandparents have a lot more money to spend parents They are they will read your emails way more because they have a lot less going on So if you send them an email with five pictures of three different articles I think this is such an interesting email where someone who's 38 and trying to get their kids off the soccer is

Swipe like opening it, you know, so so Stop it for sure you if you're asking for grandparents information because we want to send pictures from the cost and from the eventual cost That's

God willing, you know, like you don't have to say hi Can we have information to witness information?

want to find a hick attempt? you don't find a reason to do that sweet got an email from my son's hater.

**@1:01:18 - Yonasan Caller**

This two days ago saying exactly this saying Whatever is all in Hebrew. like we you know, we'd love to be able to share I think go on our hater pictures and and clips and what all the things have been ghosted We loved your your parents your grandparents.

See everything the songs doing a lot Please update the Jesus click here to update so we have to be able to send your your parents of grandparents all the night I'm like, oh my gosh.

**@1:01:42 - Akiva Naiman (akiva.naiman@gmail.com)**

This is just money You know this but most of other people in the world right. That's all right, right, right So so grandparents.

**@1:01:52 - Yonasan Caller**

Yeah, was it my game evoked cuz advised him to No, it was based on the art.

**@1:01:56 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay, fine. Okay. No, but even if we do know about it at the end of the day the reality

**@1:02:00 - D Gross**

getting the pictures, and it's worth it. One of they give already \$500, \$180, \$250, they're getting the pictures, grandparents love that.

Grandparents love that, They're happy to get back.

**@1:02:12 - Akiva Naiman (akiva.naiman@gmail.com)**

Grandparents is still to today. you had to ask me one of the secrets of fundraising, like that people don't have, it was these grandparents.

People rarely think about actually putting effort into stewarding and communicating and engaging and courting grandparents. OK, last piece I have for you right now, and this is important for you.

This goes back to month for one, and I really need you to think about this because I'm trying to think about who you could think about this with.

What is, again, I really want you to think about this. If you were to not free CP or MJE, right, and you were gonna create your own nonprofit, which I'm still putting on a table because you don't have a job with either of those right now, in terms of a full paying job.

Like it hasn't happened yet, OK? What is going to make yours different? Again, for this billionaire friend of yours.

If you were having lunch with him, he's like, man, Adam, you're just so awesome. well, how can you have an ask me for donation?

like, I'm going write you \$100,000 check. What do you need to do? What do you want to do? You need to have that answer.

I see your eyebrows go up when you say \$100,000, because you're dreaming. But that dream has to be on paper.

Not just on paper. has to be clear, not just in your mind, and in your heart, but in your mouth.

If you need to be able to articulate that so clear, I want to do x, which is different than what's being done because of why.

You need to have that answer as well. If you have, then that's good.

#### @1:03:33 - Adam Alsberg

Then that's good. Can you say it to me?

#### @1:03:35 - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, so why, what are you doing differently?

[@1:03:37](#) - Adam Alsberg

Well, a lot of these programs that you'll see popping around New York, they're nightly, they're the easiest way to put it.

[@1:03:46](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm with you, I'm you, I'm sorry.

[@1:03:48](#) - Adam Alsberg

The easiest way to put it, they're one night stands. know, they come, they join, and then they leave. And sometimes they make lasting impressions.

Those impressions are positive. Hey, I want to go to the next one. I haven't seen across New York anyone that sets up Shabbatones, Friday night groups, Mozi Shabbat, and according to my experience in research and the small ones that I've set up, across the other plethora of events, different types of events that I've set up, the biggest amount of returns that impresses the most upon people is having that Friday night experience, experience, beauty of Shabbat, and then Shabbat's day to experience the beauty of Talmud and prompt and crescent.

And by the time the conference is over, they're solidified with them, with them, starting that very week, and I think that is the most tremendous potential for an impact, and that's what I'm going to do differently.

That's why I'm asking for a little bit more. That's why my goals are a little bit higher than the standard Olami Tuesday nights, or the standard, know, spot, angle, Friday night, downtown, meaning Shabbat dinners.

I want the entire package, and I know I can do things on my network that I've accumulated. Thank you very much.

[@1:05:00](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Oh, I know you. I want to that. Jailer wants to sponsor the first job of time.

[@1:05:05](#) - Yonasan Caller

Boom.

[@1:05:06](#) - Akiva Naiman (akiva.naiman@gmail.com)

Boom. Jailer and everywhere, because they're multi-chabas when they're scanning the QR code. It's going to jail. And now I know I asked you that question two weeks ago.

Yeah. I was I was curious. I know. I was curious to see. And then we talked about jailer and then too.

I was curious to see how you would do on an actual pitch. You nailed it. It was much better than two weeks ago, and you had it perfectly.

You're good to go, man. You know, again, you're not, you might not be doing that right now because you're waiting to hear what's going to happen with, you know, but if you if you were to ever either bump into an opportunity or decide I'm going to go make my own organization, you're ready to launch.

Appreciate it.

[@1:05:41](#) - Adam Alsberg

I want by the time I finish this course and if it's still no work for them, I think I just might and just might.

I love it.

[@1:05:50](#) - Akiva Naiman (akiva.naiman@gmail.com)

I love it. You guys, everyone please have a safe night. And this is great. Oh, wait, no, have five minutes left.

I apologize. I'm anything else in your mind that you wanted to ask for sure. Thank you so much for listening.

[@1:06:05](#) - Adam Alsberg

Okay, you had a question?

[@1:06:06](#) - Akiva Naiman (akiva.naiman@gmail.com)

it something we could do in five minutes or you want to do it on a group chat? No, I can go Alright, much love you It could be it could be a quick question.

@1:06:16 - D Gross

I think I'm what it can be about Basically, does my ask size or amount have to be in relevance to the current budget or the position?

@1:06:27 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

We have a million dollar budget, but can I ask them for five or is he going to be like a budget?

Why do ask them so much?

@1:06:35 - D Gross

That's a that's a phenomenal question.

@1:06:36 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

You're sure all you please jump in here. My gut is going to say we are naming of a program essentially Covers the budget for the year So that we kind of do our baseline work so that I dub it can go now in fundraise to expand right or vice-versa So, you know, I dub it cover.

No, no, not vice-versa. That's better, right? we like when you name a program? give the program stability so that we're not chasing our tail so that we can now expand it with security.

Here what I'm saying. So I would say if we're a \$1.2 million program year, know, discounted to \$2 million, just special for you, you know, \$5 million is, you know, years of naming or because it's \$5 million, maybe it's 10 years of naming, whatever it is.

like the idea is that a naming says there's stability to this longevity. So do you to chime in?

@1:07:31 - Yisrael Katz (Katz Fundraising Group)

Yeah, when when it goes to naming a product specifically, you really could do any number because you're not paying for the program and you're paying for the naming of an institution forever.

One of the greatest things I heard was there was a high school that gives 20 year naming rates and they sold it for 20 million a year and then they got to renew it.

Instead of naming it once for 20 million, you got to renew it again every every 20 years. should be the smooth.

don't to In regards to asking and have to correlate with your budget, if someone's Jimmy you was going to come out of money, they're going to ask what the budget is because they were not what percentage of their covering.

So that'll be lying if you want to go above that. But for naming a program, you can really do anything because they're aware of fact that they're not paying for the budget depending on the close of naming a program.

So that might be, if you have different programs, you can name those programs. And then that will not necessarily do the budget, but if you want to ask for a gift of sponsoring all of your shop hands, they want to know how much you're paying each and whatnot and see what percentage it is.

So it depends on what you're selling. Right.

[@1:08:41](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay.

[@1:08:41](#) - D Gross

That might be a little bit more specific because the other person who already has named the other organization only funds a third of the budget.

So you might ask, a little cheap.

[@1:08:55](#) - Yisrael Katz (Katz Fundraising Group)

So the cheap.

[@1:08:56](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Yeah, but I mean, lot of organizations make that mistake and it's a wise term. that, you know, TJJ certainly did, um, how, and for how long does this person have it?

I don't know if there's a price, lot of a, I don't know what it was, I'm hoping this question that hopefully this new donor doesn't know about that, you know, and you can also always, you know, and you have to maybe do some digging, maybe it was all of the budget way back wet, know, you throw stuff up.

**@1:09:25 - Yisrael Katz (Katz Fundraising Group)**

Or are you even even, even if that's the case, you say, you know what, we're a bigger organization now.

We see that this funding go a lot farther if we have the right partner in place. And it's being honest saying, I want to say that so you may have a state saying we didn't project that we were going to be.

We'll definitely not say that too. We've learned and we've learned and we really need to go lot farther since it had this close of name in the program.

Something of that eager work in the verbiage, but it's something of that nature. like, okay, right, they did this, but we're not that.

Right.

**@1:09:56 - Akiva Naiman (akiva.naiman@gmail.com)**

And then I'll just say in your mind, even, I don't know if you'll communicate this to him or not.

Unless he, ask, in your mind, let's say, okay, let's say it's \$300,000 a year, right? \$300,000 of you lost all funding, which could happen, like with your organization, like these things, you know, kind of seen this happening with you guys.

If you lost all funding, that means you have, like, what, that should shut down a meter. With this guy, you say, listen, if we lose all funding, we still can have 50 shut down year or whatever the numbers are.

Like, that's how we want to have our worst day is reaching 100 women. Like, we want our worst day of the year to be helping us with, you know, of single people, whatever the numbers are.

That's, you know, that's why you're asking for an element. Okay, I got to run you guys. Take care. Okay, you.

I'll send them links.

@1:10:40 - D Gross

Okay, bye.

# **Impromptu Google Meet Meeting - March 05**

[VIEW RECORDING - 59 mins \(No highlights\)](#)

[@0:04](#) - Akiva Naiman (akiva.naiman@gmail.com)

So far, you and me. Yeah, it's great.

[@0:08](#) - shabsi kohn

Tell me maybe you would be able to help me out. I got a guy who worked for me. I didn't even get any money yet.

Myself raised any money. I got a guy to work for me with, with actually someone to throw, which is going to be making vocals for me to the cold going.

So he's a brother of the organization's founder. So, you know, perfect guy to use. Now, I need to buy one.

[@0:34](#) - Akiva Naiman (akiva.naiman@gmail.com)

What's his name? No. Why am I picking this?

[@0:37](#) - shabsi kohn

Okay.

[@0:38](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay, we'll open.

[@0:40](#) - shabsi kohn

So he is, so he is actually friend of mine. So that's where I know him from the past, my classmate.

So it's amazing. The thing is I need to get him lists. Now, I tried reaching out to one guy, and I went and never, he never got back to me.

Like, I need to have someone who, like, would be able to have a database of lists selling to me.

**@1:00 - Akiva Naiman (akiva.naiman@gmail.com)**

How many suggestions you're saying you're saying not people who are already giving you'd like this There's no one there's no one who's giving One second I will do were you on the call last week or the week beforehand?

Part-time you're I recommend it to the baby month of again Oh, there's act of what one of the things he discussed was cold calling hold on I'm literally Looking through it right now in second Cuz I have not personally Done that direction Yeah, correct, but it's a good one thing.

**@1:37 - shabsi kohn**

It's a bad direction I'm just thank you my point is not to get him get him a hundred dollar donations and the point is to get, you know Small donations for sure and you know, never know you might something might come in five hundred dollar nation I have a follow-up and it can grow from there, but Even that or just like you know ten thousand type of things and up at the 18th or 36 things like that I'm there

**@2:19 - Akiva Naiman (akiva.naiman@gmail.com)**

Did you let's take it. Oh, that let me Google it for you. I'm also going to share this with you.

I have not I see there's nothing there's nothing crazy helpful here but it's good you should read it but but there are some good ideas for lists and what I just emailed you you'll put in a minute but hold on one second let me see what else let see let's see

**@3:01 - shabsi kohn**

Oh, so that would be also like I'm looking for a guy who would be able to like, know, like a company who sells like gear to like, want to reach people who are interested in special needs and things like that.

[@3:11](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Yeah. Yeah. Look, so Dave, I know there's a lot of like telemarketing, cold, cold stuff, but hold on. Who's Dave?

[@3:20](#) - shabsi kohn

Felsethall.

[@3:22](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Here. What's this? That's the guy from last week. The guy who spoke exactly, that's more that's more really cold calling big guys, he's not cold calling guys, you know, regular, correct, correct, right, right, exactly.

But I'm seeing here, Jewish Americans doing this mailing list. Wow, that's very cool. Hold on. going send you something else.

You should Google around a little bit, but let me ask him what he, what he uses for his telemarketing company.

Like, I'm, I'm, I'm, I'm, revenue.

[@3:49](#) - shabsi kohn

It's gave me a company RO, ROI. like no funds. Literally, I call them five times. No response. Lots of message.

[@3:58](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

It's a company called ROI. here. No, this isn't it. What's it? We're already. No, this is not it. Um, one second.

Let me ask Dave. Nothing. Oh, who, who, who, wait a second. Who does tell me you can buy a list?

Oh, Dave. Okay. second. Let me do. Um, Dave, um, one of the guys in the court wants to, he has a guy who's gonna do cold calls.

So looking for just, you know, long lists of either Jewish people or people who might be passionate about helping children with Down syndrome or special needs and or zip code areas.

Any of you where I can find that? For small. Let's see if he responds by the end of the call and

Okay, I don't see anything more than what I emailed you already, but let's see what Dave says. He'll know for sure.

And we'll go from there. Well, I think it's more like the high Mr.

**@6:22 - shabsi kohn**

Titan market type of things like.

**@6:24 - Akiva Naiman (akiva.naiman@gmail.com)**

So, so, I mean, um, oh, you know what? Let me ask. I'm actually part of a larger group. Let me ask anyone.

No. Oh, never mind. I know it would be a better place to ask for a second.

**@6:39 - shabsi kohn**

All those guys who sell lists are going to come and oh, call me. Let's see.

**@6:45 - Akiva Naiman (akiva.naiman@gmail.com)**

Um, filters by, uh, Jewish zip code, zip Jewish or zip code or. Okay, I'm asking in two groups that both have between the two of them, like 500 fundraisers.

So they're not going to know, certainly good place to start. But I'd love to know how much money that group has raised over the course of the year.

That's an interesting question to ask. Wow.

**@7:35 - Yonasan Caller**

And then decided by the 500 and, you know, see how you're doing. Let's get sick.

[@7:45](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay. We'll see what people say. All right. You're going to have like 30 responses.

[@7:52](#) - shabsi kohn

I don't know.

[@7:54](#) - Akiva Naiman (akiva.naiman@gmail.com)

I doubt it. I doubt it. I think typically what I find is if I get response at all, when I'm pretty.

Tiffany's groups. I get one or two, maybe three. I've seen that more than that. So let's see. Okay, Shob, see anything else I can help you with today?

[@8:12](#) - shabsi kohn

Not really. I basically just want to make it clear that where I'm up to is the organization. You sound like the wrong direction.

The organization is currently funded by one person who's going to all his friends, and which is very unhealthy organization.

And that's where we're here to build that branch app. There's no other donors besides this guy and his family and friends.

That's what we're trying to gear out from there to make it not relying on him. We're beautiful to rely on him, but should be after budget or quarter budget or cancel the budget.

100%.

[@8:50](#) - Akiva Naiman (akiva.naiman@gmail.com)

That's what I remember of a weapon brought to you on. Right. Is there is this main funder introduce you to anybody?

@9:00 - shabsi kohn

He's I don't think he's ready to do that since He's more like you know last week there had a hole in the you know in the budget So he went down with the founders.

These are basically the two founders together one does the money and one does the work Right both came down and it said listen.

go together and it went to two guys and I made in K Each guy, right? He's not ready to go and introduce me to other people because why should he go pay me do his work?

@9:24 - Akiva Naiman (akiva.naiman@gmail.com)

No, for sure.

@9:26 - shabsi kohn

didn't have that. That's what he's doing But so it's a wall pin want you essentially to go find you he wants to go find new donors Do from scratch.

That's why I was very interested in this job because It's you know, it's build your own empire. It's built.

Just go. Let's go 100% just putting it clear.

@9:45 - Akiva Naiman (akiva.naiman@gmail.com)

That's the story so Listen 80% of your money is gonna come from 20% of your donors It's great. It's an idea for sure to throw the net wide if you have someone making cold calls.

Anyways, you're certainly not losing anything, right? What I would offer though is to do some research on non-profits that are similar to you, okay?

So What are some non-profits that do work that's similar to his or a new I know this Harlem which is under under a good.

@10:19 - shabsi kohn

What's the call for? think oh, how I'm not Oh, hell no, no, oh I'm good.

[@10:29](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm correct.

[@10:30](#) - shabsi kohn

Yeah under a good up. Let's check it out one second.

[@10:33](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Yeah, go check it out No, good. It's your all yeah, yes We only got one a good Hey Project learn Project learn it's Israel of America But a resource for families with children of special education needs

Oh, yeah, hello. Yeah hello.

[@11:03](#) - shabsi kohn

Oh, Hello. Yeah. Here we go.

[@11:06](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Here we go.

[@11:07](#) - shabsi kohn

So now here.

[@11:08](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm going to share my screen so you're watching my, uh, yeah. My, what do you call it? My brain process here?

No problem.

[@11:17](#) - shabsi kohn

I'd love to see that. Yeah, here we go. I'm your brain open.

[@11:20](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Don't worry.

[@11:21](#) - shabsi kohn

What's that? don't want to see your brain there.

[@11:24](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

By the way, while I seeing how, how my brain works. And I was like, Oh my gosh. And I saw here.

Check us out. I saw because I was looking for lists for you. And I was like, and I went on this page.

I saw full list of donors. What's this? I got this page. turns out it's part days. Follow my follow my flow here.

Okay. So what do I do when I go to any website that I find donors and, and you notice, and you're good at this too.

Look at the top people and you see, you know, any of these names, right? And I'm like, now obviously Greenberg could be anybody

But I'm like, oh my gosh, I know, I know worth it. I know A-Worthon, her granddaughter, unfortunately now the grandson.

And then the granddaughter was my very, very close student. So I googled her name and I typed in Nashville, which is where they're from.

and behold, it's the same worth it. I just missed five minutes ago because of U-Shopsie. I had no idea that this person's grandparents are clearly phenomenally wealthy.

So I'm now going to ask them for money, thanks to you, thank you, Shopsie. Okay, go back to you.

now we're going to, now again, following the train of thought. just networking online right now. We're just seeing what's out there.

So we're going to, yeah, hello.

**@12:42 - shabsi kohn**

We're seeing what they do, especially if they are different than us because we fear more to the individual. They're there to help, you know, like everything I go to does is abroad, you know, and not dealing with the simple guy.

We're looking to get funding for all whatever.

**@14:00 - Akiva Naiman (akiva.naiman@gmail.com)**

You feel like such an invest to get it. Wow, they raised \$10 million, okay? So, well, that's overall a good up.

But now, so this is, this is, right? hello in New York. Oh no, maybe just see hello in New York, it's \$10 million.

So, we wanna see, first of all, let's check it out. We wanna see their matches. Okay, here are your names.

Boom. These are the people you wanna be reaching out to. Oh, these people.

**@14:32 - shabsi kohn**

Cause we're saying that their comfort, their, they like, if they're giving a massive amount of money, it's because of the cause, usually.

And, or a percentage of it is because of the cause, and the rest is because of the guy reached out to them.

The, of course, these people would want to go on, would not be want, would be interested in giving more to this type of cause.

These people, correct, exactly.

**@14:56 - Akiva Naiman (akiva.naiman@gmail.com)**

These people, it would be a good place to start, right? I don't know if they're giving because it's a personal connection or because they're passionate about the cause or because their kid benefit from it or because they love, you know, it's geographic, New York, maybe if you call someone in Illinois, they love the cause and it would give to you regardless if they live in New York or maybe it's just a New York people, but New York is a good place to start for sure.

Let's see what else we have here. So this seems. Yeah, so this seems, however, these matches seem to be for the Agouta campaign overall.

We want just for Yalom New York. That's a little bit harder to do. Let's see what we can do.

Let's see if we can find the teams or divisions. Let's see if we have divisions featured teams here. I know him.

**@15:45 - shabsi kohn**

Who? And I've totally Miller.

**@15:47 - Akiva Naiman (akiva.naiman@gmail.com)**

know him. We're just going to film here. One of these over here.

**@15:51 - shabsi kohn**

You see what I'm doing. know these rules over here. You see over.

**@15:56 - Akiva Naiman (akiva.naiman@gmail.com)**

One of these? No, no. Oh, okay. Well, he raised money, but he's not a donor, but he raised money.

He has money too. Okay, good. Let's go to Yalom, New York. Let's click view. What's going to fine? I think we're going to go back to the same page.

think, yeah, yeah, in a second. Let's see if we can figure this out here. Teams. Okay, so 494 donors.

So, let's search for highest. You see what we're doing now? These are the highest donors, specifically to Yalom, New York.

These are your people. Got it?

[@16:35](#) - shabsi kohn

Perfect.

[@16:36](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay, so now we want to copy all these people. See more. Second, I'm going to copy all these people.

I'm to do the more. There we go, okay, I'm going to copy all these people, and we're going to go here, make me a list of all these people, plus how much they donated, but take out all the names that start, that the line starts with the words with.

Now, you see how it says here, like with Yalom New York, I don't want with Alamo Simpson, being with Ellen Wilson.

Let's see if we can do that for us. You see how this is just taking us minutes to do?

Here, boom. Here is your final list.

[@18:05](#) - Yonasan Caller

Okay. Well, so this regular chat sheet, or you pay for a special level? I have a special level, but you could do this in regular what I'm doing right now.

[@18:14](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

The spreadsheets like hard.

[@18:16](#) - Yonasan Caller

I've tried one source to do spreadsheets. I know that won't work.

[@18:20](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

A list of donors from Yahoo!

[@18:24](#) - Yonasan Caller

Do you think found for our needs, it could die to be on a paid level or not? It's not necessary.

One second, I can't multitask.

[@18:34](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

you can.

[@18:36](#) - Yonasan Caller

You can ask Chaji with you to do it for you.

[@18:39](#) - shabsi kohn

Yeah. Can I answer your question?

[@18:43](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

feel like I'm going to roll here. go, So I'm going to zone.

[@18:48](#) - Yonasan Caller

going to zone.

[@18:49](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So Chaji, do you see what we just did? Yes. That's phenomenal. And now you can do the same thing with Yahoo!

New Jersey, Yahoo! You could do lots of different things. Okay. Then you could do the same thing, right, with, with the other places that we found, which were Yahad, Ohel, Hask, right?

Yahad is probably going to eat, well, no, Yahad's NCSY, so they're going to use Uproaching. Let's see, Yahad, Yahad, Uproaching, New York.

What's Uproaching?

[@19:23](#) - **shabsi kohn**

Yahad, New York.

[@19:25](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Uproaching is like charity, but for the Orthodox Union. Oh, they have their own?

[@19:33](#) - **shabsi kohn**

Yeah, they have their own.

[@19:35](#) - **Yonasan Caller**

I happen to know that.

[@19:36](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

That's cool.

[@19:37](#) - **Yonasan Caller**

They have their own platform. Look, here, highest goal, oh, their goal.

[@19:42](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Let's see if we can, I don't think they can, yeah, they don't, they don't allow you to search for highest donors.

Yeah. Okay. let's try.

[@19:51](#) - **shabsi kohn**

Good.

[@19:53](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

They know, they know you. They exactly have, let's try Hask, most likely in this pause match. yeah, I was right.

Wow, you know yourself. I do. I don't know at all, but I've been around a little bit. It's not loading though.

This one's working. cause match didn't used to have highest, but now, now they do. Nice. Okay, so boom, look at it.

The Schiller family, it's a little bit, know, the Hames Family Foundation Trust. Okay, that's a great example. Okay. So now, okay, so we're going to Google this and I'm recording all of this Chopsie.

So you'll be able to walk through this again.

[@20:37](#) - **shabsi kohn**

All these names that you're that you're that you were going through together right now is like this absolutely not absolutely sorry.

It's like, I don't know any of these people and how do you get those connections with those people. That's what you're gearing for.

That's what I'm about to.

[@20:51](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

That's what I'm about to show you.

@20:52 - **shabsi kohn**

Okay.

@20:53 - **Akiva Naiman (akiva.naiman@gmail.com)**

So we're going to deal with family for this work. Just make sure doesn't know in a waiting room. No, we've got a small group thing.

Okay, so we got the Hames Family Foundation trust So we first Google it. Let's see what we come up with.

Okay, so we come up with their public information Okay, we click on it And The screen darkness and we're gonna down you you if you've gotten the module for you'll learn this But I'm just short cutting it for you.

You'll click over here. You don't already know this to the 990. That's their tax information.

@21:32 - **shabsi kohn**

Okay We're gonna click it all these websites by the way are free to get on to everything you're looking at is free everything is free Okay, I tried to go on to what what's called them you spoke about in the past Linkedin Linkedin, that's what's called the black link on the social media platform.

@21:48 - **Akiva Naiman (akiva.naiman@gmail.com)**

You didn't have an account It's free, but you didn't I Yeah, it can be could I yeah, let's see what's in social media is dangerous, but anyways, okay most important thing

Okay, yeah, you know chops you right when you get on look what's over here. They're telephone number There's only some foundation Normally say boom a kiwi didn't say boom Okay, let's one second one second.

What's give me one second?

@22:17 - **shabsi kohn**

Not a one second weird. Where's it? Ah? Here can you scream?

**@22:23 - Akiva Naiman (akiva.naiman@gmail.com)**

Oh, okay, stop here we go Okay, let's call them here. go Wow We're gonna call them right now one second Call 0 0 1 5 1 6 2 9 5 2 8 6 5 Oh, I don't have reception here.

Hold on. What's that gonna have to me? I fit the serial work. I forgot okay less dramatic Oh, one five one six two nine five

I'm two eight six five. Okay. They're not answering. I'm just going to give you a little bit more information and then I want to move over to you on the sun.

And then actually, since there's less people on and my other job is calling. It's okay with everyone. We'll just end in 35 minutes.

Since we'll have, okay, you on the sun. All right. give me one second. Let me just text them that I can do at nine o'clock for a second.

All right. Okay. So some other important information here. Okay. So you can just keep calling back. Like, you know, they didn't answer now, but you can definitely try to keep calling.

What would you say?

**@24:45 - Yonasan Caller**

Just say they pick out the phone.

**@24:46 - Akiva Naiman (akiva.naiman@gmail.com)**

Well, I'll speak to the main guy, right?

**@24:49 - Yonasan Caller**

You never know. You say hi.

**@24:53 - Akiva Naiman (akiva.naiman@gmail.com)**

Is this you can see?

[@24:54](#) - Yonasan Caller

So here, look what I just did over there.

[@24:55](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay. I did a search on the page shop team.

[@24:58](#) - shabsi kohn

Okay.

[@25:00](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

or command F if you're on a Mac, and I look for the trustees, okay? So you can see over here the trustees is Erwin M.

Haines, okay? Okay, so I would get in the phone and I say, hi, is this Erwin? And you know, depending what happened then, if it is Erwin, I would start speaking and say, oh, I'm looking for Erwin, I was told that I should connect with him, okay?

Oh, who is this? How'd you get a number? I found your name online. I'm representing Azure Enu, which is an organization that helps teens, children with special needs, and multiple people have told me that I should reach out to Erwin, who might be or to the Himes Family Foundation, that might be interested in supporting something else.

[@25:43](#) - Yonasan Caller

Did you say that you got an arm from 990? That's a no-no. No one wants to hear that. But how, but how did you get my number?

[@25:54](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

If they really say, how did you get your number, you can say, honestly, I google it. I've said that before.

Like, I didn't, I didn't.

**@26:00 - Yonasan Caller**

I didn't stalk you.

**@26:01 - Akiva Naiman (akiva.naiman@gmail.com)**

I Googled it. I googled it.

**@26:04 - Yonasan Caller**

Yeah, I googled it.

**@26:05 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, I know people. Oh, it's like who?

**@26:08 - Yonasan Caller**

Who can tell me who? Right. Well, listen, if someone actually like someone recently gave you a number of a go and then you say go to the next guy, you say, I'm Shari Kaufman mentioned it.

**@26:17 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah.

**@26:18 - Yonasan Caller**

Right.

[@26:19](#) - Akiva Naiman (akiva.naiman@gmail.com)

That could work. I didn't even see that name from that. Right? That's a great idea. Okay. Now not to get too complicated, but it's important that you have these full shots.

Okay. So this is one way of getting the information. Another way is hatch.ai. Okay. Right. And you can watch this.

[@26:36](#) - shabsi kohn

You can watch this again.

[@26:37](#) - Akiva Naiman (akiva.naiman@gmail.com)

You can watch it with David Rabinowitz and walk through it with him. Hatch.ai is free. Okay. have a paid version obviously for \$100 a month and then you get a lot more information.

But I'm showing you right now the free one. So let's say I lift this up. Okay. I'm actually not so good at this because my assistant does it all for me, Abby.

So believe it or not, I'm not the

[@28:00](#) - Yonasan Caller

Well learning.

[@28:01](#) - Akiva Naiman (akiva.naiman@gmail.com)

Cool learning.

[@28:02](#) - Yonasan Caller

Okay, so is that is that over?

@28:05 - Akiva Naiman (akiva.naiman@gmail.com)

Yes, who is this?

@28:07 - Yonasan Caller

Oh, hi, my name's Akiva Naaman. Number two mentioned that you'd be corresponding to speech, so I'm representing here whoever it is.

It's raining.

@28:19 - Akiva Naiman (akiva.naiman@gmail.com)

It's raining.

@28:20 - Yonasan Caller

We help special needs children and I really understand the sound that you're really passionate about helping, you know, we would be up for having Can we talk about it a little bit?

This is good time for you to speak. Who is this?

@28:32 - Akiva Naiman (akiva.naiman@gmail.com)

is this? My name's Akiva Naaman.

@28:36 - Yonasan Caller

I'm Shari. Shari mentioned you'd be a good person to reach out to. Oh, you know Shari.

@28:43 - Akiva Naiman (akiva.naiman@gmail.com)

Shari is amazing. How do you know Shari? Oh, we got, you know, way back.

@28:47 - Yonasan Caller

Okay, you know, you stumbled into a dark pitch. What do we do?

@28:53 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

do you do, Kiva? Never lie.

@28:56 - shabsi kohn

That's not because then you get smug.

@28:59 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

No, listen, we I'll say things in the heat of the moment, at I do that are like truthful as you know, but but when you if you're Gonna say you're gonna get stuck don't do it Let me see hold on a second.

want to see if we can pull up information about Irwin here. Here we go. Here we go Irwin Hames No, I don't put me in touch to share I'm gonna roll play the other way around.

We're gonna roll play the other way around. Okay, fine, but okay fine Oh Yeah, let me let me let me show you something one second.

I'm showing you the back end right now of the constant I know I know I'm about to show you.

Thank you here like this is When you have a paid version like I do okay, you can email me I'm happy to shop see to give you any on a set if you guys ever need names because you're paying clients I'm happy to check names for you guys I'm here like you could you would give me a name like Irwin Hames?

Here's literally his phone number, right? Which again, we already pulled from the 990. Sometimes it'll also pull an email address, right?

If you would give me, let's say this. Okay, so let's just go, I'm going to role play with you and talk about your chat TPT question.

And then we'll, but let me just finish this. Let's, okay, that was the foundation. Easy to find information. Let's go with Jonathan Lightworth, okay?

You guys can also see my screen. Jonathan Light. Why not Jonathan Lightworth? You actually?

[@30:24](#) - Yonasan Caller

Yeah, he's a father of a Talmud of mine. Call him today, man. Like a con, because I can't, he's he's a, he's a, he's a big hater.

[@30:33](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I can't do it.

[@30:34](#) - Yonasan Caller

But here, again, chat.

[@30:36](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

That's him, Jonathan Lightworth, good guy.

[@30:38](#) - Yonasan Caller

But you know what I did do though, what I did do, I reached out to his son, Ben, who was in my share six years ago and asked if he, you know, if we can chat, because, you know, he's got, he's always owned company, didn't start out, he's given money to start his own company and like, he's okay.

So he didn't respond, so I said to follow up, whatever. So we're in touch. I'll go that way. So go that way but again You know shop seat, right?

[@31:04](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

have you got you Google Jonathan lifer and you have contact information, right? Oh, yeah a phone number right here, and you can read I actually think I have a cell I might even have a cell number for you.

[@31:15](#) - Yonasan Caller

That's there you go.

**@31:16 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, right like it The moment you just start looking up names that you know are on your like all these names right now are but wait How much did he give this thirty-six thousand dollars which all my vision was that the Yakov?

I saw you like that.

**@31:33 - Yonasan Caller**

He was so okay. fell so dead stage. Well Okay, you see what we like with this is minutes of minutes on the internet.

**@31:42 - Akiva Naiman (akiva.naiman@gmail.com)**

You are finding goals both of you right So this is you know you listen you can you can give your guy cold calls for sure But you shop see you should be caught it.

You will make a lot more money spending 20 or 30 minutes well maybe a couple of hours doing research, putting the names on paper, writing their emails and phone numbers next to it and start chasing after these people.

Right.

**@32:10 - shabsi kohn**

Make sense?

**@32:12 - Akiva Naiman (akiva.naiman@gmail.com)**

100. I like to hear the role play.

**@32:14 - shabsi kohn**

That's okay.

**@32:14 - Akiva Naiman (akiva.naiman@gmail.com)**

We're to roll play now and we're going to close all these. Oh, well then I want to keep worried and open.

**@32:22 - Yonasan Caller**

I don't think it's actually something even in my time here, like a random, rolling a random number that you've got big, you know, mega.

**@32:31 - Akiva Naiman (akiva.naiman@gmail.com)**

We did it once, but it might have been before you, but you know it's interesting you're saying that because I really want to put a big emphasis on role playing in these sessions.

But because so many people are there, like I need to give everyone 15, 20 minutes. I don't, that's why I actually didn't want to teach today because I wanted to give more time.

So it'll be, I'm thinking that more actually. We'll see. I appreciate that. All right. We're going to do Irwin Haines.

Yeah.

**@32:56 - Yonasan Caller**

Okay. You want to be Irwin? Sure.

**@32:59 - Akiva Naiman (akiva.naiman@gmail.com)**

That'll be me.

**@33:01 - Yonasan Caller**

Hello. Oh, hello. Is this Mr.

[@33:05](#) - Akiva Naiman (akiva.naiman@gmail.com)

Erwin Hayes?

[@33:06](#) - shabsi kohn

Oh, yes.

[@33:07](#) - Yonasan Caller

Hi.

[@33:08](#) - Akiva Naiman (akiva.naiman@gmail.com)

What am I speaking to?

[@33:09](#) - Yonasan Caller

My name's Akiva Naaman.

[@33:11](#) - Akiva Naiman (akiva.naiman@gmail.com)

I hope you're well. Is this a bad time to speak? Just for a few minutes? I have a few minutes.

Oh, thank you so much.

[@33:19](#) - Yonasan Caller

I'm just so rude.

[@33:24](#) - Akiva Naiman (akiva.naiman@gmail.com)

I just wanted to know you said. Thank you. Like I said, my name is Akiva. And I'm calling from an organization named Azareno.

A couple of people mentioned to me that I should connect with you. We helped children with special needs.

**@33:43 - Yonasan Caller**

That's wonderful. So how did you get my concretes?

**@33:50 - Akiva Naiman (akiva.naiman@gmail.com)**

I'm not going to lie. I googled your name and it's online, sir. So I don't know if you're okay with that or not, but I found it there.

I hope that's-

**@34:00 - Yonasan Caller**

And who thought, I am actually quite passionate about that cause, how do you know about me out of interest?

So a couple of my colleagues mentioned your name.

**@34:11 - Akiva Naiman (akiva.naiman@gmail.com)**

As well as when I was doing, I'm a new fundraiser, is actually only couple of weeks in the job.

And when I started looking online to see who are people passionate about it, your name came up. Oh, okay.

**@34:25 - Yonasan Caller**

You know, we all live in digital, we all leave a digital footprint.

**@34:29 - Akiva Naiman (akiva.naiman@gmail.com)**

Yours is quite positive for our profession. Thank you. Thank you.

**@34:33 - Yonasan Caller**

I'll try and help where I can. That's amazing.

**@34:37 - Akiva Naiman (akiva.naiman@gmail.com)**

I know your time is super valuable. Would I be able to, are you in New York?

**@34:41 - Yonasan Caller**

No, I'm, we're half the Florida, a few months in Chicago. I'm going to be in New York in the three months for the wait till then.

I mean, that would be amazing for sure.

**@34:50 - Akiva Naiman (akiva.naiman@gmail.com)**

Could I get your, what would be the best way to set up a time for me to grab coffee or whatever works for you?

can meet you in your office.

**@35:00 - Yonasan Caller**

email and maybe we can work something out when you're near the time when you're going to be so send me a minute or a couple of months and we can be in touch and work something out.

That's great. What would be the best email?

**@35:12 - Akiva Naiman (akiva.naiman@gmail.com)**

writing it down.

@35:13 - Yonasan Caller

Okay, um, I, R, W, I, N, Z, at gmail.com. Or Wednesday, love it.

@35:26 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Thank you so much for your time. I'm looking forward. We, you know, we had a child just last week who literally couldn't afford shoes for Pesach and Varkamshan, we were able to scrape together the money to get for him and we're looking right now to have a campaign for 600 children for Pesach.

I know we're not going to meet before Pesach, but I'm looking forward to speaking with You know, you know, such a wonderful cause, you know, I don't, you know, give you something now.

@35:52 - Yonasan Caller

A thousand, you know, can send you a check for a thousand dollars. Let me know how, what address I can send that to.

@35:58 - shabsi kohn

then that's okay.

@35:59 - Yonasan Caller

We don't

@36:00 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

mean a few months i'll give you something today oh wow that is so kind of you thank you well what would be the best way to um receive that check i think i can send it to your postal address okay it's just good right thousand dollars that would be amazing that would be no no what's it opens the fifth opens a hundred thousand dollar guy you understand you think i don't know here okay okay okay here's the address okay okay would it should i just email you and then and well exchange and i'll get the address over email that way i could forward it to our office okay that's fine okay thank you i got to say that that will be very helpful for pace up we really have a lot

of children who need that right now and i'm going to ask if it's okay with you i'll send you some pictures uh you know an update about these shoes and hopefully we can still

You know next time you're in New York because shoes are right now for pace up But we have x y and z again chaps I just don't know the examples we've an x y and z happening throughout the year and you know for this young fella Who's gonna get shoes?

There's 600 more Thanks, thank you bringing me into the family good to have you here. Thank you for your million dollar go nation Okay, you got a thousand love is for me.

What did I oh my gosh Right what did I do now? I'm checking the question question. You're innocent.

**@37:33 - shabsi kohn**

Where did you learn where did you learn to have the role Play so good.

**@37:37 - Akiva Naiman (akiva.naiman@gmail.com)**

I know I was just an amateur there. You were like you were like the main guy in the playing, you know And back in your days Exactly He was pain points.

I don't know if you guys noticed but I played Dungeons and Dragons. I'm very nerdy So that's where my role playing I don't really I'm not trying

**@38:00 - shabsi kohn**

I don't know. Shut up. got this for you.

**@38:02 - Yonasan Caller**

It may take you 50 years before you have to be at Owen. Right now folks from being there, Kiva, and then when you have the money, you can be the Owen.

**@38:10 - Akiva Naiman (akiva.naiman@gmail.com)**

Exactly.

[@38:11](#) - Yonasan Caller

And it doesn't matter if you're not a good Owen because you still got money, they'll still want to speak to you.

[@38:15](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So, yeah, what did you guys see? What did you guys want? From a 16?

[@38:19](#) - Yonasan Caller

Okay, I liked your positive energy throughout, that was very good, that was very good. I want to be honest to you, why are you so accepting of the thousand dollars?

For me, there's so much more in Owen than a thousand dollars. And it's very, he basically, Owen was just trying to, he doesn't want to take on another big commitment.

he'll be off with a thousand dollars. How do you know? Because how do I know what that he doesn't want?

Because I said, like, you know, just, you know, I don't really want to meet. I'll just give you a thousand dollars.

[@39:00](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

are in the donor's head and we have learned never getting the donors head you have no idea what's happening with the owners head and you never know what's happening with the owners head so that's all based on you you um i lost my share of thought but you never say no to money i'll tell you why because you're aligning with they're saying i want to give you a gift if your wife said you know here's uh you know like let's go out for coffee for two minutes would you say uh honey i know you've got more in you let's can we let's not do that let's go out for a lunch for an hour next week of course not take both you take both thank you so much for the donation then they're already a donor they're already in you have the opportunity to explain the impact risk they have more than you have exactly then you'll always remember a no if never a no my my my my it's right another saying your values and my values don't align with

That that might be I love what you're doing But I don't have money right now or is this a bad time or had a bad day at work whatever it is But I know is never know like la Calutin and Gansan.

It's not a complete. No, so I was saying like listen Maybe he's saying maybe he is thinking right then.

Oh, you know what? can't believe I just said yes to me This guy. I'm so busy. 85 years old like I heard a support the house I know I know but that's what look what I did look what I did.

I said he's giving a gift He owes you zero dollars Yeah, right He owes you zero dollars, and he's giving you a thousand of them you say oh my gosh.

Thank you so much I did not expect that that was gonna happen on this phone call After I said yes, and we got all the information or whatever I as you okay remember shops.

He's important for you I know you understand you've learned this more, but you have as you watch the modules right?

Emotion is what gets you places right? I said an emotional story who not by the way you thought you won In it where or I won?

Beginning when he was like sure I'll meet you in three months. What a win. That's not a win You think he'll remember in three months.

He might completely ignore your emails or forget or be busy right right So the fact you got a thousand dollars now.

I have learned three times the hard way that I said I don't want to take your donation now. I want to save it for a larger donation that said those words and all three times I never got the donation One moved away one lost their job like just things happen So so now we got a donation in hand.

I was I was very authentically a few times I really didn't that I was gonna get a thousand dollars donation and as you saw When I thanked him I infused in them a story that said We have this will help Yankala, but there's 600 more So you're you're you're really helping our pay sock campaign and I'm and I'm being real with you She voice is coming up to and Russia Shana and so he knows that I'm

in the groundwork.

#### @42:02 - Yonasan Caller

Okay, good. I'm looking forward to the age of the 14 years, three months.

#### @42:08 - shabsi kohn

You better.

[@42:10](#) - Akiva Naiman (akiva.naiman@gmail.com)

I'm actually going to before. Yeah, I shot.

[@42:12](#) - shabsi kohn

Now, now I would request another little play over here. Then you please call back in three months. OK, perfect.

[@42:20](#) - Akiva Naiman (akiva.naiman@gmail.com)

I'm telling back. Wait, who was it? Oh, yeah. Kevin, you're supposed to call back, Yeah, OK. Oh, please don't pick up.

[@42:28](#) - shabsi kohn

Don't pick up.

[@42:29](#) - Akiva Naiman (akiva.naiman@gmail.com)

It'll be a very. I'll up.

[@42:30](#) - Yonasan Caller

pick up.

[@42:31](#) - shabsi kohn

I'll pick up.

[@42:33](#) - Akiva Naiman (akiva.naiman@gmail.com)

I'll pick up.

[@42:38](#) - shabsi kohn

Mr.

[@42:38](#) - Akiva Naiman (akiva.naiman@gmail.com)

Haynes.

[@42:41](#) - Yonasan Caller

I know.

[@42:42](#) - Akiva Naiman (akiva.naiman@gmail.com)

Hello, Mr.

[@42:42](#) - Yonasan Caller

Haynes. How are you? I want you to.

[@42:45](#) - Akiva Naiman (akiva.naiman@gmail.com)

Sorry.

[@42:45](#) - Yonasan Caller

Who's this? number is not my same. Who are you? No worries.

[@42:50](#) - Akiva Naiman (akiva.naiman@gmail.com)

This is Akiva. not sure if you've got my last few emails.

**@42:54 - Yonasan Caller**

You remember you've been. Oh, Akiva, coming from Tennessee.

**@43:00 - Akiva Naiman (akiva.naiman@gmail.com)**

Close, this is Akiva Naaman from Israenu. You have been generously supporting us. If you remember the shoes you bought for Yankala, Pesach?

**@43:11 - Yonasan Caller**

Yeah, yeah, Thank you for reminding me, yeah. Thank you.

**@43:15 - Akiva Naiman (akiva.naiman@gmail.com)**

mean, I don't know if you've been seeing my emails with the updates.

**@43:19 - Yonasan Caller**

To be honest with my wife, for your faith's care, what is that?

**@43:23 - Akiva Naiman (akiva.naiman@gmail.com)**

I'm, Once we had spoken, you had asked me to call you back when you were coming to New York.

I was just curious because of the super Oh yeah, yeah.

**@43:38 - Yonasan Caller**

Oh, not sure why should we have to cancel that trip because I'm really some, some natural empathy. Yeah, I seem to find that we just, I don't know where I'm someone to be coming, actually.

All right.

[@43:55](#) - Akiva Naiman (akiva.naiman@gmail.com)

Well, before you, before we continue with this conversation. Is there a name? like in Daven for a Hebrew name I can pray for.

That's very nice to you.

[@44:04](#) - Yonasan Caller

I want that someone's actually calling me. Can you realize?

[@44:14](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah.

[@44:15](#) - Yonasan Caller

Okay. One second. No, no, It's all okay. Things are on the control now. Okay.

[@44:23](#) - Akiva Naiman (akiva.naiman@gmail.com)

Well, let's see whatever it is I hope it moves forward smoothly with health and continuing concern. 100%. Okay.

[@44:35](#) - Yonasan Caller

where were you basically here? So I'm in New York.

@44:39 - Akiva Naiman (akiva.naiman@gmail.com)

I'll tell you, we have services all over the tri-state area. And I know that you had mentioned that you'd be in New York soon.

sounds like that trip's not happening.

@44:50 - Yonasan Caller

Right. Yeah, I'm not. It's not happening right now. But, you know, I can let you know. I'll have I let you know when, when,

when, uh, when, uh, cover the next coming to New York and we can reconnect. I hear it.

@45:05 - Akiva Naiman (akiva.naiman@gmail.com)

That sounds great. I'll call you, Mr. Conley Hames. Like I said to you and I, and you've already supported us so graciously.

We help so many, again, shops, I just don't know the information. So I'm going to make up information. And we help 5,000, uh, teens all over the trusted area, uh, that have special needs.

Um, you know, we, we, we move forward every day with hundreds of teens and we'll see this. Okay. My role playing is felt faltering.

We move forward every day because I didn't prepare. We moved every day with hundreds of teens. Would you be interested in having a longer conversation over the phone right now or at a separate time to tell you more about it?

We are looking for a \$25,000 sponsorship for upcoming shop atone with special needs and their parents, kids and their boys.

@45:52 - Yonasan Caller

Thank you for bringing me and I'm interested in having a conversation. just so know, I'm quite small fish, Rudy.

don't think those numbers are. really relevant to me but i'm happy to give you something that would be that would be amazing uh you know that Hashem made all kinds of fish right and it kind of takes all kinds of fish to make a village i don't know if that's a hundred percent correct what i'm saying but i think you understand what i'm trying to say anything you could give would

be amazing can i like this before i'm curious actually before what what is it about do you know some of special needs like why is it something that you're passionate about um thanks for also yeah i um i grew up with a sister that's one of my sisters when she was she was gifted when she was very young she had uh she had serious special needs and wanted to be at home and we saw the impact i had on my parents and the rest of us and uh i really i really like to to do something i tried to help special needs charities and you know in her memory really as uh as as a host for her that's very

special. What was her name?

**@47:02 - Akiva Naiman (akiva.naiman@gmail.com)**

Name was Leia.

**@47:04 - Yonasan Caller**

That's very special.

**@47:05 - Akiva Naiman (akiva.naiman@gmail.com)**

My, my, my, my sister's name is also Leia. happens to be it's a very special name. Wow. How did you get into this yourself, Akiva?

**@47:16 - Yonasan Caller**

That well, I'm appreciative of asking.

**@47:19 - Akiva Naiman (akiva.naiman@gmail.com)**

I actually didn't have a family member who special needs, but I'm very close friends with someone named Rabbi Wulpin, and he has children who are special needs.

And he saw that his children, that that families were not being supported, that there, there was support for the kids, but there was no, there was no support to helping the families get the kids to the, you know, imagine your, you must have seen this with your, your family, right?

The parents are working to have to support the family. And there's all these extra doctors appointment that happens, or you have to take the kid to the dentist.

And it's not like taking a neurotypical team to get this.

**@47:55 - Yonasan Caller**

We, why do we have camp sim code that seems to be a lot of organizations that do that.

**@48:00 - Akiva Naiman (akiva.naiman@gmail.com)**

Well, it's we need another organization that's a I love that question because I asked the same question when I got involved, and you know, I don't know if you know, can't be like you said, can simple can pass, yeah, I love these are phenomenal organizations and we partner when we can for sure.

What we found was we were the only organization that supports the parents with services. That's why our organization is doing services.

And so we literally will help them take their kid to the dentist. And take their kid to the doctor.

Okay, shops. Yeah, you might be totally off. But you know, you're here, but the flow of building here. And so that's why this \$25,000 sponsorship is going to, it's not just going to some big pot.

It's going typically to helping these kids drive to the Shabbaton and giving the students babysitting so that parents can have a break.

**@48:53 - Yonasan Caller**

That's beautiful. I definitely like to be part of this happens to be that my portfolio really is taking a bit.

but it hit the last two months. So I'm not as well healed as I was a few months ago.

But I could give 500 dollars if that would be helpful too. That would be amazing.

**@49:13 - Akiva Naiman (akiva.naiman@gmail.com)**

Every dollar helps. Let me ask you a question if it's okay. We're looking to right now build several different supporters who can give it a monthly basis.

that the kids know that they're always gonna be supported. Could we turn that 500 dollars into a monthly donation?

@49:32 - Yonasan Caller

I mean, we could divide it up over 12 months. Is that what you had in mind? Or are you for 500 dollars each month?

@49:40 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I was asking for 500 dollars each month. If that's okay, if it's not too much for me.

@49:44 - Yonasan Caller

mean, of course, I would love that to be, you know, maybe if the market turns, we can have another conversation.

For now, I feel like I'm not able to do that. But you can always feel free to ask it again in the future.

@50:00 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

that's wow thank you for that and for you and me and the kids got willing to mark it turns soon okay so i'll mark you down for 500 and i'll call you a couple of months yeah that's great brilliant hey thank you so much again and it should be hopefully whatever was difficult and the family should go forward smoothly again thank you thank you oh and before we hang up um we just took the five hundred dollars to be in memory of your sister Leia would you like yes yeah that would be a wonderful thank you did you tell me her name so that i could write it down and name is um Leia bus stop it okay thank you or we're going to show much definitely all right have a great day we'll be in touch thank you too okay how'd i do guys it felt so realistic i was out to press the red leaf pool button on the i was so the key to that can't for a key to

@51:00 - Yonasan Caller

I didn't really have a sister.

[@51:03](#) - Akiva Naiman (akiva.naiman@gmail.com)

What, Chosie?

[@51:04](#) - Yonasan Caller

Can I give my comments?

[@51:06](#) - shabsi kohn

Please do, yes, go.

[@51:07](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, yeah, it's a no one.

[@51:08](#) - shabsi kohn

No one said I'd love to help you. That's not true.

[@51:13](#) - Yonasan Caller

That's not want to be part of this.

[@51:15](#) - shabsi kohn

Everyone said that. Yeah, people said it. You're wrong, Chosie.

[@51:18](#) - Akiva Naiman (akiva.naiman@gmail.com)

Nope.

[@51:18](#) - **shabsi kohn**

You want to say this right?

[@51:19](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

one second, second.

[@51:20](#) - **shabsi kohn**

got to turn that down for your one second and up finger.

[@51:25](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

And Akiva, and Akiva, could you work for us?

[@51:28](#) - **shabsi kohn**

Can we hire you?

[@51:30](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Let me know if I got the description, right? But let me let me let me. It gave you a bit of a tough right there, Chiba.

Very, very well done.

[@51:37](#) - **Yonasan Caller**

Yeah, you did very well.

[@51:39](#) - **shabsi kohn**

You did very well.

[@51:39](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

well. my first no. I'm coming.

[@51:42](#) - Yonasan Caller

I'm coming. It wasn't a no.

[@51:44](#) - shabsi kohn

I just noticed.

[@51:46](#) - Yonasan Caller

I said it wasn't a no.

[@51:49](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

was \$500. And so let me just show you share with you guys today. I came away feeling good.

[@51:55](#) - Yonasan Caller

That was the most important thing. That was the most important thing. was the thing. I feel like he's a really good guy.

He gets me when it's my world, he cares about me and my sister. He's one of my people now.

Now when it calls, so I'm going to say, oh yeah, want to speak to a keeper. So you had good long-term eyes while I was focusing on the short-term, and you were able to see past that to build a relationship with me.

And I felt cared for, I think you did very well. Thank you. You don't need my own scum, but...

You know, I came away as a cooler. As the donor, came away feeling appreciated, even though I knew that I was only giving five others, which for me is nothing.

For me, it's nothing, and I sort of still recognize that, and you gave me a lot of appreciation. I feel next time all I think, I'll be able to give you more.

Yeah, yeah, and honestly, it could be next time.

**@53:00 - Akiva Naiman (akiva.naiman@gmail.com)**

call ask for that five hundred dollars a month because you got five hundred dollars a month at six thousand dollars a year and you know every month you have five hundred cake five dollars right i agree a hundred percent jopsie what are you going to say you were i saw you seriously i said jennison you did great too thank you i'm practicing being a millionaire in practicing i'm going to reiterate those two points and then i think we'll hang up if that's okay with everyone unless you notice something because we didn't coach you i didn't really coach you there's something something you want to talk about today you can not so but i i feel it would be good to have a bit of jail and focus on but it doesn't have to be today um since the truth is once you said that you were going off a nine i they said yes to one of my jail and people to to speak in the nine so yeah let me give you 15 minutes we'll what's up together and i'll give you 15 all the time yeah just me and a phone call was you know fine um yo feet so what was happening you know by the way just two what if ten seconds of feedback i know you got that

**@54:00 - Yonasan Caller**

I really think, again, I'm on my way out of this course, right? But for you, I really, this is really good, by the way, this is really, really good.

I mean, I felt like I'm coming away with real, not only firsthand knowledge experience, I'm a changed person because I was an active participant in this role and I did it for 20 minutes, you know, different roles.

I'm a changed person. I'm not just someone with extra knowledge. I'm a different person now in my next call.

So you're giving someone, you're actually changing someone through that. So I really, I think you should try and do this.

Even if was one, one 15 minutes out of every session, but different person role playing each time, whatever, but just, it's, it's very cautious.

I think that's great.

**@54:56 - Akiva Naiman (akiva.naiman@gmail.com)**

I think that's great. And I wonder if that actually answers for me. I can scale it, because like, what if, you know, it hasn't happened yet, but if 10 people get in this call, 20 people get in this call.

Oh, my God. I'm not going to coach everyone. So maybe you can, you can pay me.

**@55:09 - Yonasan Caller**

I'll do some of the role, please.

**@55:11 - Akiva Naiman (akiva.naiman@gmail.com)**

Oh, yeah. Let me just read.

**@55:14 - shabsi kohn**

Let me just go through what I was doing.

**@55:15 - Akiva Naiman (akiva.naiman@gmail.com)**

Right. So there's a lot of thinking on your feet. And the more you, the more you fundraise, right? more you're like, oh, recognize what's happening here.

Right. So I always pull out the can I doven for someone. It's real. It's free. You know what I'm right?

**@55:30 - Yonasan Caller**

It's free.

**@55:30 - Akiva Naiman (akiva.naiman@gmail.com)**

Right. And, and it makes people like, Oh, my God, he's not just here for my money. Like he literally cares.

And I do that for them. Like, you know, we fought, but like, I went for them. Why not another Jew?

So that's, that's one is always an easy one. Always is someone's like, Oh, my gosh, I had a bit.

Oh, my gosh, is everything okay? there someone I can doven for? Even if they just bad day work, you don't know that, right?

I'm so sorry. Not the right, you know, things are really harder now. Oh, my gosh, I'm so sorry. there someone who's doven for it is a winner every time.

Let's put that in the course. uh, we'll have to come onto the onesies to hear the magic. And then the two is like, yeah, like you saw when you did a mark today, I'm going be 500.

I've tried too much for month because maybe for him it was a cash flow. I don't know I'm pointing K right now.

And by the way, you understand, I would imagine at that point, he probably would have said yes. Because it's a cash flow probably, probably does have 500 dollars.

Not that you had to say yes, happy you said no because I could have as well. But that was actually, I was proud of myself.

That was a good ask for me to do. And the last thing I'll say is, yeah, like you said, so here's the most important part and I'm going to hang up.

What do you do right after this call? Who knows? I'm going to get a thank you message from you.

**@56:41 - Yonasan Caller**

Correct.

**@56:42 - Akiva Naiman (akiva.naiman@gmail.com)**

But what else do I do? You should put in your calendar. Oh, yes.

**@56:48 - Yonasan Caller**

Yes.

[@56:48](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

What else do I do? Super crucial.

[@56:56](#) - shabsi kohn

I'm not going to tell you. I'm not to tell you.

[@56:58](#) - Yonasan Caller

You do after this call? of my thank you and putting in the candidate to follow up. Yep.

[@57:08](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I put in the notes, yeah, on him, ever my CRM is remember, yeah, most of our person had a had a sister Leia die when she was yeah, yeah, yeah, for his parents, he really connected to but when everything I just learned about him goes in my notes so that next time I call him, I say, this one let's you know, Leia, Bastavid was, you know, this was his sponsorship, here's a picture of it, you know, I wanted to, you know, I'm curious, you know, again, there wasn't so much information we got in this call, but anything that comes up, I just, again, I'm out of time, but I just was what's happening with the donor today, literally this morning, \$300 goer, mean, they've given me tens of thousands of years, but they've moved and they're still giving me \$1800.

Why? Because we're connecting as people, her daughter just had a baby, okay, I was the one of three people.

# **Weekly: Nonprofit Navigator Coaching - March 12**

[VIEW RECORDING - 85 mins \(No highlights\)](#)

[@0:00](#) - Akiva Naiman (akiva.naiman@gmail.com)

Here what's up? Oh, man, you're interrupting my pre non-profit navigator chill. Oh, sorry.

[@0:08](#) - Yoni Spigelman

I don't know what time this thing starts No, no, it starts in two minutes I'm just sitting here waiting for people to come on Were you just chilling by yourself like just staring at yourself like I look good But I do that most of the day and then I teach it and that's basically my day That's great, you know, that's a wonderful day very balanced.

[@0:30](#) - Akiva Naiman (akiva.naiman@gmail.com)

I think so and so do I and so that's perfect Oh, man. Oh, I the last two hours had a good at a good meeting today.

Oh, you tell me about it Well, tell me about it.

[@0:47](#) - Yoni Spigelman

Tell me about it Borah Hashem it was with a guy who I know guy in the neighborhood Um, I sat down with him.

We went out to bagel house Um, and basically it was, did you put your phone in, did you put your phone in the bucket for the free ice coffee?

I didn't know that was a thing. Okay. Anyways, yeah.

[@1:11](#) - Akiva Naiman (akiva.naiman@gmail.com)

Next time, next time.

**@1:13 - Yoni Spigelman**

Um, and we basically we talked about we talked to whatever and then we talked and I got him to, I got him to agree to do, um, I'm not going to say the amounts, but I got him to agree to do one or one of two things.

He's just deciding on what, what the, what it's going to be cause.

**@1:34 - Akiva Naiman (akiva.naiman@gmail.com)**

How do you find him?

**@1:37 - Yoni Spigelman**

Honestly from Shul. Wow.

**@1:40 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah.

**@1:41 - Yoni Spigelman**

I was like, talking to him and then randomly, like I said, Hey, bro, like you want to come check out United Hot Solo and he came to headquarters and he was like super blown away.

Wow. And then I met with him and not only does he want to not only does he want to do.

himself, but he's like wants to really like hook me up with like his high wealth Fine tell no, it's not That's I mean I feel like I can tell you who it is, but It's recorded you can watch that me.

**@2:16 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, so whatever we'll be later That's great though. I'm so happy for you Yeah, but I mean I was meaning with someone who does a lot of fundraising here and and I was meeting with him

And I walked I walked in the guy before me was still in the office and I'm like, oh, hey It was like a guy from not our show from like a different choice.

He's like all the time He leaves in the guy's like that guy home so many nursing homes, and I'm like what no way And you're like I need to talk to him.

I don't fundraise locally. I keep that abroad So what's it's funny, so I like I don't have that choice No, totally yeah

**@3:01 - Yoni Spigelman**

However, I do try to minimize fundraising in my neighborhood.

**@3:07 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, I feel.

**@3:09 - Yoni Spigelman**

Unless I really feel like it's going to be good. It's very hard. Because then you walk past, let's say it doesn't go well.

Your kids are friends with their kids. You walk past each other in the street. It's just really weird.

**@3:26 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, 100%. 100%. Oh, man. I am so tired today. I don't know why I actually work at 10 a.m.

mean, earlier and then at 10, I was like, I'm going to take a nap. I went home to take an hour nap.

It's not like something I do. I'm busy looking at myself. I don't have time for that.

**@3:47 - Yoni Spigelman**

Exactly. How could you take that hour to not look at yourself?

[@3:52](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Consistency is key. Anyways, yeah. That's right. I had a question. I remember that Stepping Stones program I was doing.

right? Yeah.

[@4:01](#) - Yoni Spigelman

Oh, we're whatever.

[@4:03](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Long story short, we got messed over by a couple of, not donor, but like, it's too long to explain them.

It's like my 15 times playing today. But um, really? So we're not, we, we decided to pivot instead of long how we were going to, which is, which is very hard.

Tell the teens, tell the staff, tell the donors that a lot of, I've just meetings on meetings, so it's just been exhausting.

And then I didn't know you already had teams.

[@4:32](#) - Yoni Spigelman

We did.

[@4:33](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

We had teens. It was really sad.

[@4:36](#) - Yoni Spigelman

That sucks. Yeah, it's so hard.

[@4:39](#) - Akiva Naiman (akiva.naiman@gmail.com)

So hard startups are so hard.

[@4:42](#) - Yoni Spigelman

Yeah.

[@4:44](#) - Akiva Naiman (akiva.naiman@gmail.com)

Anyways, I was baiting how we had to do it.

[@4:47](#) - Yoni Spigelman

So like, you know what you're pivoting to.

[@4:50](#) - Akiva Naiman (akiva.naiman@gmail.com)

I have two options I'm thinking of pivoting to. One is to create a camp, a three week camp in Israel for a man with mental health.

Issues that don't get accepted to camps and the camps like sorry you apply But you're not accepted and then the parents like we do with our kid this summer So we'll hope we'll have them Or that's like the high-risk high reward approach like you go home or and I'm gonna ask the donor I guess I'm gonna say that's one option one or if you want to do something more realistic that will for sure happen We'll partner with an already existing nonprofit that works with teens and we'll say listen Here's what we're coming over coming with We're coming with skills.

We're coming with some money and let's do something together But underneath their auspices That way the money's being well used and whatever the donor might say I don't want either of those Pay out the salaries.

What you have to do legally and we're done, but that's right Wow, that's crazy.

[@5:48](#) - Yoni Spigelman

Yeah, I had to drive out this week. I drove literally at Five thirty in the evening I left home to drive to Masada

that's crazy yeah to speak to speak to a group of teens for 15 minutes i hope you're getting a lot of money i i hope i'm getting a lot of money too um no i had i had to do it as a as a favor for the big man uh uh where when lee beer tells you to jump you jump jump yeah and i and i was like i've always said masa is far but at eight o'clock like driving home at nine o'clock in the evening masa is really far wait 10 i think you said you were there right 30 in the morning for 15 minutes no no i was there 5 30 in the evening oh for 15 minutes then no no no 5 30 evening they did a hike i waited for them for like an hour and a half and then and then i spoke then they had like a barbecue

During the barbecue at the end of the barbecue, I spoke and then I drove home.

**@7:05 - Akiva Naiman (akiva.naiman@gmail.com)**

Wow.

**@7:07 - Yoni Spigelman**

Good barbecue though.

**@7:09 - Akiva Naiman (akiva.naiman@gmail.com)**

So good.

**@7:10 - Yoni Spigelman**

Nice. What group was it? It was a group of Syrian teams. Arians got it. Yeah, by the way, no one else like rents out Masada like rent space at Masada at night.

**@7:26 - Akiva Naiman (akiva.naiman@gmail.com)**

Only the Syrians.

**@7:28 - Yoni Spigelman**

Yeah, these people are, these people are loading, man.

[@7:32](#) - Akiva Naiman (akiva.naiman@gmail.com)

They're loaded.

[@7:33](#) - Yoni Spigelman

loaded.

[@7:35](#) - Akiva Naiman (akiva.naiman@gmail.com)

What's the deal? looks like a great call. This is very, you know, the group is kind of quiet. You know, it's funny.

Like we have had a bunch of really, like for months already, like really active. Everyone's been on whatever. And then last week, it was just two people.

And then this week right now, it's just you. So I don't know, but you know, I'll tell you also, there's another client coming on, but he's not coming out for two weeks.

I just, I brought on another two clients, but. they're paying, but they're not paying for the group calls. And it's right now for the group calls, there's only like four or five, Jonas on this draft travel, Adam was going to come in and Adam and David and Shopsie, there should be four people here.

But um, it's not, you know, not here, it's okay, like, you know, I'm not, it's not like I take attendance, you know I'm saying, like, there's still, I mean, they're still paying for it anyway, right?

Yeah, yeah, it's a paid course. So like, you get it for X amount of months. So if you can get it for either two, three or four months, you got to check out my website.

just finished putting in the edits.

[@8:37](#) - Yoni Spigelman

So here, I'm going to send it to you right now.

[@8:41](#) - Akiva Naiman (akiva.naiman@gmail.com)

Tell me what you think.

[@8:44](#) - Yoni Spigelman

Let me see. I'm a sucker for good websites.

[@8:48](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay, that's actually great. So tell me, I want your brutal honest opinion, please, like for real, other than the fact that my not, there's no picture of me.

I know that other than that. Tell me what you think. Oh, first of all, I love

[@9:00](#) - Yoni Spigelman

I'm telling you right now. I love that your stuff scrolls in. I love it.

[@9:04](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Oh, okay.

[@9:05](#) - Yoni Spigelman

Good.

[@9:05](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

That was actually a very intentional decision. So I'm happy because I like that too. Many I chose that. That's awesome.

Someone's here. Amazing.

[@9:22](#) - Yoni Spigelman

Dude, I think this is great. It's a great site. Thank you.

[@9:25](#) - Akiva Naiman (akiva.naiman@gmail.com)

Appreciate that. Yeah. There's some glitches that should be fixed by Tuesday, but it's functional.  
Hello, Adam and Shopsie.

[@9:33](#) - shabsi kohn

Hi, how are you?

[@9:35](#) - Adam Alsberg

How are you?

[@9:36](#) - Akiva Naiman (akiva.naiman@gmail.com)

I'm going to stay off camera today.

[@9:37](#) - Adam Alsberg

not feeling so old. Oh, feel better. Oh, good. Must be bug. You sure you want to?

[@9:44](#) - Akiva Naiman (akiva.naiman@gmail.com)

I mean, I could add a week to you at the end. you want to just take me off. It's fine.

[@9:49](#) - Adam Alsberg

I'll just take some minutes. I don't want to take off. Okay. I guess I do a product. guess so.

I see. your dedication.

@10:01 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay, I'm not sure what's with David or Adam. So I will, let's jump in. This is Yoni Spiegelman. He is a, why don't you introduce yourself, Yoni?

He's not, he's not teaching or anything, but he's a friend of mine. He's in here. Sure.

@10:15 - Yoni Spiegelman

I can introduce myself, Yoni Spiegelman from Baltimore, Maryland, originally now living in Israel, the Chemesh. I work as a fundraiser in United Hatzala of Israel.

And I've seen Kiva advertising this group call. I really, really wanted to see what they're all about. So I'm the guy who posts those really, really, really long posts on your WhatsApp group.

So, yes sir.

@10:50 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So whenever the only hard I get is from Kiva, know that I'm doing well. That's life, you know that.

Don't do it for the apologies. Okay, Shimon Newman is going to come on, but we're going to get started, oh wait, no, okay, okay, he's coming on, we're going to get started regardless.

Okay, I just too quick to, I think what I want to do what we did last week, Shopsie, what you were here, we did more coaching than teaching, and I'm also a little bit under the weather, so let me just pull up my notes, here we go, nope, that's not it, okay, there were two things I wanted to talk about today.

You know what I really do want to wait for Shimon one second, can we wait like one more minute you guys, is that okay, sure, okay, fine, yeah if he's not on like literally one minute then we'll get started, but he's texting me that he's trying to get in, trying to think if there's any other fundraising stories I can come up with, well, ABC always be connecting, so I was just at a wedding for half hour, and so here's Shimon, so obviously anyone who would listen to me I was telling them about, I'm a fundraising coach.

Jim, I want time to see Hello, good evening. Let's see you Okay, David and Adam are not here today, so it's a smaller group and you only see here We're gonna get started.

Okay, so I want to talk about two quick things today And it's been most of the time really in coaching and I'm I think we're gonna shift towards left teaching and more coaching Has got a willing we will grow and have that the website is live and we're gonna start doing actual marketing this right Okay, I was talking with a former student who was thinking about starting his

non-profit and and so What's it called and so you know we were talking about or whatever and I came up with the line Which I thought was so great and so did he and so I wrote it down and the line goes like this People won't buy something that doesn't exist But people will donate to something that doesn't exist And

You thought it was so brilliant. I mean, I said it. it's a little arrogant, but I just thought it was a very good.

It captures encapsulates this idea of how what separates a nonprofit than from a for-profit and you're honest in color if you're watching this recording This is this part is for you Right, I want to be like, hey, I really want to tell you my gazornin plant.

It's really great and it could do so many things You're like sure like I'll buy that like like no one's gonna buy that right But if you but you can sell a dream obviously the same concept with investors But you have that in a book cover like a kickstart or whatever, but you can sell a dream You can tell people like listen Here's what I dream of doing and people will invest in that people will make a donation to that and so you know We've talked about this million times no money no mission no mission honey Right, so you do need to have something that you're selling something that you're telling people that you're getting them Riled up about that you're gonna fire underneath them for however No money no mission you do need them get those donations first.

That's what I keep telling you Adam I'm always work. Um, that's why you can already start from Now and when I say you can already start fundraising now, I don't only mean getting checks from people I also mean building the donor base building your database Talking to people about your dream because people will buy something that does not yet exist Give me a give me a thumbs up and Move on to the second piece over today.

I was really I only want to chop these thumbs up. Yoni you're You're you're not you're not in it yet, but like we only come here for the thumbs up sub-shopsies It's not I don't even I don't even have any other reason to live at this point.

That's that was harsh. Okay The second thing I want to talk about is what I'm deeming C O C Okay, I don't know if it's the best acronym or whatever culture of contribution Okay, I talked about it in the course, but it came up the meeting this week, and so I wanted to bring it back up here again I'm sharing with you the strategy that we are rolling out with NCS Y.

Okay, and then you'll take it for Really for anyone for all all four of your organization, Shimon, wherever you you're going to go work.

Creating a culture of contribution is how colleges make their money. talk about it in module nine, right? It's because you're already asking for your, from your constituents, for donations, from the get-go.

The moment they already started getting value, you're saying, hey, the next generation can't continue without you donating so that they can also get.

And whether that's a \$5 monthly donation or an \$18 monthly donation or a \$100 monthly donation, like, has to do \$83 a month, so it's \$1,000 a year.

It doesn't matter which one it is, you are giving back. And those, I actually never did it, right? Because I was like, oh, what am I going to start asking and see swires for money, for money.

Am I going to be asking, like, oh, and then, like, they already graduated or whatever. And had I done this since 2011, imagine if I had guys, I'm too.

I was 11, okay, where I asked every NCS wire, every mom or dad or whatever, every family advice and imagine if I could you please give a recurring donation to \$5, okay, let's say, okay, let's say, you know, here we go.

Let's ask, let's see what the matter is. If I have 4,000 people giving me \$5 a month over split the 4,000 people evenly over the last 12 years of attendance, how much money would I have, would I be making every month starting?

Let's see, I don't even know how to do this math, so I would have AI. With me and this this was one of the biggest takes of my career But how does someone how why would someone do that?

**@18:07 - shabsi kohn**

I'm sorry. How would someone do that for if it's a recipient? don't want to go and ask the recipient for money.

It's like so it's not right.

**@18:15 - Akiva Naiman (akiva.naiman@gmail.com)**

I hear what you're saying a hundred percent So so it would depend on your organization, right? But let's say shop see you have someone who's kid is benefiting from from as your new services, right?

**@18:25 - shabsi kohn**

Let whenever that kid finishes, right cuz you might not want to ask them right now But whenever that kid finishes They go forever It's more it's someone who isn't special needs people don't usually get out of being me special leads, right?

Oh say they don't go type of thing.

[@18:40](#) - Akiva Naiman (akiva.naiman@gmail.com)

I Didn't know if you did the services forever what I'm saying is though after someone's been with you for six months Okay, and has benefited most likely in the hundreds if not thousands of dollars in services.

Yeah for them to give five bucks a month Is that possible Of course possible, but

[@19:00](#) - shabsi kohn

Is it ethical? it right? Is it right to go and go to the guy and tell him, listen, know?

I'm helping you, you help me? No, we're here to help you. We're not here to ask you for money.

What's wrong with it?

[@19:12](#) - Akiva Naiman (akiva.naiman@gmail.com)

going to push back here, but what's wrong with it?

[@19:15](#) - shabsi kohn

The organization, or better said, A organization is meant for to help the other person not to take back. We're not here as a profit-making money or a few.

Are we making money off this person though?

[@19:28](#) - Akiva Naiman (akiva.naiman@gmail.com)

I'm not appending.

[@19:30](#) - shabsi kohn

Correct.

@19:30 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

When we get \$5, no, what I'm saying is when you give \$5.00 a day, if you give right now, let's see you're learning in a colo, Chopsie, and the colo has an actual fundraiser.

Can you not make a donation? Can they not ask you make a donation?

@19:46 - shabsi kohn

Yes, they can, but they wouldn't ask me to do it. They could technically ask me to do that, but most people would not do that on the recipient.

I'm not sure if that's shrimp-cares other people around the room.

@20:00 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Thoughts are, but I do think that you listen you're not you're not saying can you hi? You know you got from us.

Can you please start paying back? You're saying hey We have you know, you've been one of the people who have really seen the benefit of this and we want to continue building for future Generation we're asking if you'd be in if you'd be interested or open to making the five dollar monthly donation very kind And if they say no say don't worry this will not affect your services at all Nothing will change.

We're looking to build a strong You know a strong basis for the generation Johnny, what do you think?

@20:42 - Yoni Spigelman

So I think it's about how you think it's about how you frame it really At the end of the day, it's not we're not we're not saying hey, you've been in this program You know we're helping you help me.

It's more of the idea of You know, hey, look at the work that we're Doing the work that we're doing is incredible and we're able to give you all these incredible services you know, how amazing would it be To become like a partner with that to become part of the work that we're doing in a different way Obviously what what a what you just said a key about no services are going to be lost if the person says no But the fact is is that like a lot of people when they're involved in the When they're involved in the organization, they're very passionate about it and so that passion will be like yeah, absolutely I want to be I want to be a partner in this.

I want to give five bucks 18 bucks a hundred eighty bucks You know monthly yearly whatever is to be part of this to give this experience to other people to give this service to other people So I think it's about framing your mind more of like not that I'm asking them to like a Scratch your back you scratch mine now but more of like I

Get fundraising is building as building a partnership. You know, not just getting money from them. It's getting money from them so that we can build something together.

Um, and so that's how I frame my mind around it.

[@22:17](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

What do you think? You mean to say it's more than I'm not asking you for anything.

[@22:23](#) - shabsi kohn

I'm asking for a partner. We're in this family. Exactly. Exactly.

[@22:29](#) - Yoni Spigelman

Love that.

[@22:30](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Yeah.

[@22:30](#) - Shimon Newman

So the first place that most people donate to are the places they have connections with, the university, you went to the places that you were a counselor in camp, like something that you have a real connection to.

That's, that's where you want to get first. Um, yeah, someone helped me.

[@22:48](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

want to be give back a little bit.

**@22:49 - Shimon Newman**

I know I can never get back when I'm getting it, but I'm going to hear him. I can give a little something.

Right.

**@22:54 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

And I think what Shopsie's point is like, okay, if that's when you've graduated, right? But what about when you're still?

benefiting from it, and I think I think called the Homer to be honest You know shops here, let me share my screen for a second if you're if you've been away if you've seen this already in the course The you know, I can expect it all the time You can never remember any share my screen here we go Right like this slide over here you have different kinds of donors some shops you're gonna get because They know you some are gonna get because they believe in his rain you some are gonna believe give because they believe in Your local in New York, but some of them are gonna give because they've benefited or can benefit from Isranu from your service and that is a legitimate type of donor Yeah, I think you just time travels Your body was shaking violently and you just shared your screen What does that mean?

Did everyone see that what I look like?

**@24:00 - Shimon Newman**

it looked like you were like literally your face was like going through like a touch. You went through a portal.

**@24:08 - shabsi kohn**

That's very odd.

**@24:09 - Shimon Newman**

Okay, but could you see my could you see this going or no?

[@24:12](#) - Akiva Naiman (akiva.naiman@gmail.com)

I was just trying to get out of the firm.

[@24:17](#) - Shimon Newman

Is it still happening?

[@24:19](#) - shabsi kohn

No, you're good.

[@24:20](#) - Shimon Newman

Okay, I can't gonna watch the recording.

[@24:22](#) - Akiva Naiman (akiva.naiman@gmail.com)

I want to see that. Okay, anyways, I'm just showing this slide right over here. Okay, Shoxy. So that actually could be something free.

How many how many people benefit from his reign?

[@24:35](#) - shabsi kohn

Thousands. Hundreds of thousands. Millions. Yeah, that's what you want to hear.

[@24:40](#) - Akiva Naiman (akiva.naiman@gmail.com)

I was like, that's not true.

[@24:45](#) - shabsi kohn

Yeah, I mean, probably close to 1000 families. A thousand families.

[@24:49](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay, 1000. If you can get at that, let's say can get half of those people. Okay, so 500 times five bucks, right?

That means you're making \$30,000 a year.

[@25:00](#) - Yoni Spigelman

without wondering anything and it also doesn't mean that those five dollar donors aren't going to give you more meaning if one of your people is a person who could easily give a hundred dollars or a thousand dollars or ten dollars just because they're giving five dollars does not mean that you're going to lose that on those larger donations at the base this is like this is exactly the model of like daily where I know that daily daily giving gives to different organizations but imagine you have a thousand people giving five dollars a day you know multiply that by 365 days a year you're talking about real real I'm not doing the math either but you're talking about real real real huge money so now maybe you don't have enough people as you don't have as much people as daily giving does but you

You have 30 families, 40 families, 100 families who are saying, yeah, this is something that we're connected with. It's something that we really believe in and we want to give to.

We're going to give \$5,000 every single day or month. That is now number one guaranteed money that you don't have to go back to the donor for and that's going to come into you every single month that you're only going to need to touch them again the next year to ask them for money.

So I think this is the model of data giving, which is one of the most successful fundraising organizations in terms of the amounts of money they bring in.

Right.

[@26:49](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Shops, I just emailed you an organization that does a good job at monthly donations and it's called Can't Pass from Trevor.

here knows it, and I'll put an example of it in the WhatsApp group as well. Okay, anyways, but regardless, again, the idea here of monthly giving is it's the type of thing that you look back in years later, five years later, and you're like, wow, this has changed my life.

And again, like I said, I would say easily the biggest mistake of my career, it's not a mistake. didn't know and told me, no one, and I didn't know the con, you know, I didn't even know it was a thing, but if I could do it all again, I would have started that in 2011.

Okay, what's that here? Okay, cool beans. Okay, Shimon, you know what actually knows, sorry, Adam, let's start with you.

Because you said you had some things that have progressed in your second case, you have to, uh, yeah, of course, no, it's

**@28:00 - Adam Alsberg**

Basically just warning.

**@28:01 - Akiva Naiman (akiva.naiman@gmail.com)**

I'm going to leave in like 20 minutes.

**@28:03 - shabsi kohn**

Oh I'm okay.

**@28:06 - Akiva Naiman (akiva.naiman@gmail.com)**

No, let's go.

**@28:07 - shabsi kohn**

Think you go first.

**@28:09 - Adam Alsberg**

I'm good.

**@28:10 - shabsi kohn**

don't really have any updates on my week. So, you know, okay, so if I do shop, I'm here, I want to give you a challenge.

Your coach is a sub it, right?

**@28:19 - Akiva Naiman (akiva.naiman@gmail.com)**

Yes.

**@28:20 - shabsi kohn**

When or have you yet made your first ask?

**@28:24 - Akiva Naiman (akiva.naiman@gmail.com)**

I made my first ask and it ended up in \$25.

**@28:28 - shabsi kohn**

And ask is an ask my friend.

**@28:31 - Adam Alsberg**

I was I'm on a major major.

**@28:34 - Akiva Naiman (akiva.naiman@gmail.com)**

Yes.

@28:35 - Adam Alsberg

Exactly.

@28:36 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

100% that's coming. I'm on a I'm on a major. I'm on a major gigs, for what's after you only with Ben Gonshire and someone someone there someone's like I just got a \$18 gift.

are people who ask for a million dollars at a time. Okay, and and everyone was like what do we do with 18?

how do we navigate that and everyone on a group? Or I just had a buddy in LA. The guy just moved from 18, he just moved from 18k to 180k, okay?

And he's like, what do I do with that? And I'm like, you take him out for coffee, you thank him for the donation, and that situation you ask him why, because they're close, like, hey, what's going on with you?

me what I can do better, what can get you back, not just to 18, but to 50 or whatever, 36.

But ultimately, so I've seen him in-pointing this WhatsApp group. Everyone was like, a donation is a donation, and an ask is an ask.

You will not win them all. I was actually really happy with that.

@29:33 - shabsi kohn

He didn't put me down because of me, he just didn't want to listen to me. He's like, oh, who runs this organization?

from there? Oh, no problem. I don't give there. And that was it. So we're saying- Okay, no problem. I laugh.

@29:45 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

happens, 100% it happens.

@29:47 - shabsi kohn

Who's next on your list, and when is it happening? I'm not sure. was very, very down lately. You've been very down lately?

Yeah, no, I was like just, know, my kids coming back home and busy with those types of stuff. I have reached out to someone actually a cousin of mine who is big in relief and helped many, has an office in Albany, helped many organizations start up so I reached out to him and hopefully he'll get me some good real, real connections.

**@30:29 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay, very good and when you meet with the connect, when you meet with, I want to go back to the ask with the \$25 donor, tell me, tell us what to ask, what did you do, what did you bring with you, what did you ask for?

**@30:40 - shabsi kohn**

This guy meets you by the door of his house, I knew this before and I've gone to him in the past, I've gotten, once I got for \$500 donation from him, I will, you know, it's the door, yes, he went from, he didn't even recognize me, I got him in also, so who would you?

who you're going for, I told him, oh, it's Reynu, who's behind the organization? I told him, you're going to open, tells me a storm, right?

I tell him, oh, okay, okay, one minute, and it gives me 25. I think what I know, it's totally elastic already.

think that he knows that he did recognize me. He wasn't sure. He totally recognized me. says, oh, I don't have to stop.

That was the end of the conversation. So it wasn't really even an act. was just, you know, God, I got, I got, I got it.

**@31:29 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay, well, tell us what would I would love to do some role playing with you about how you would ask when you, because you're going to, you know, you're going to get these meetings.

You have to be ready to make the ask. Otherwise, subconsciously, you're not even going to want the meeting, so you're going to hope that they don't actually happen.

[@31:45](#) - **shabsi kohn**

Got you. All right. 100%. Correct.

[@31:50](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

So the way that you invite from a spiritual perspective, the subconscious perspective, what do you want to take it?

do you want to take it? What you start inviting me? Okay. Okay. Okay. All right. Wait, all that. just remember to note.

want to tell you. I want to ask you about. second. One second. March. 11th. Yeah. Yeah. Shmoos me. Hello.

Shmoos me. Just buy this before we start over there.

[@33:35](#) - **shabsi kohn**

just wanted to ask you. Do we bring in the person who connected as in. If this person of mine connected.

No.

[@33:43](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Shmoos 15 minutes at his office for you. And don't bring your connections at all.

[@33:50](#) - **shabsi kohn**

Just start right away.

[@33:52](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Well, no, I thought you asked if Shaya is there at the meeting. She. No.

[@33:58](#) - shabsi kohn

the meeting.

[@33:59](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah. Yeah. I tell you. Oh, so I would I would talk to him first.

[@34:02](#) - shabsi kohn

I tell him all of us. I'm sick. Oh, how do you know? I heard you know where she sent me to you.

How do you how do know? Oh, yeah, sure.

[@34:10](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, she and I go way back. We were in we were in colo together. Oh Wow, so what gives you a yo-yo a bell there?

Oh, yeah, yeah for sure. Yeah, yeah, bells and Yeah, a hundred percent when I went to Shiva. I used to go to Bell's Bell's show all the time Have you ever been the orange cottage is beautiful.

[@34:32](#) - shabsi kohn

You know my great grandfather? Who's a great grandfather? Oh, he was one of the guys who basically he put it like, you know, he set up Bell's He was one of the like the rebel used to call him the rebel used to call him for questions all the time So I could have used the call him.

You know him. I mean, we mean your great-grandfather probably not the same age But I came and everyone used to look at him everyone's to look at him over none, you know, standing in the front everyone was watching him come on

In your shalayim?

[@35:01](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, no, Tel Aviv.

[@35:03](#) - **shabsi kohn**

know where both comes from? Come on, Tel Aviv. I did not know that because I know.

[@35:08](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

I know that when I walk into the bell shoal, there's nine beautiful chandeliers, and an 80-foot tall mahogany Brazilian wood in our own cottage.

[@35:16](#) - **shabsi kohn**

My grandmother tells me about Bell in Tel Aviv, with a small little pit little shoe with this rickety old mahita, every single Chavez Friday night, know, the revenue's to come by to tell the revenue to your job.

It's right after davening my grandpa. My grandma used to stand here on the side, you know. That's what Bell used to look at.

Bells went through. Wow, that's amazing.

[@35:39](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Okay, I didn't know that. Listen, I would love to talk more about Bells with you. I have a meeting as well.

[@35:45](#) - **shabsi kohn**

Tell me what we're here to share with you And then I would love to share another meeting with you.

So anyways, I was asked to help out a little bit. know, I have a friend of mine who was, you know, we had special needs of children.

And he started this organization of helping out. children. There's a few different aspects of the organization. One of the main aspects is just like, you know, like, imagine you ever, you're, you're, the Habel's a host, right?

You must probably travel, travel Alaska to the Devon, right? So, you know, you know how it goes when you go with kids, or you see families with kids, or if you've ever done it, I don't know if you've ever done it, you know what it looks like when you're going to the, to the airport, right?

Kids running around, it's just not fun at all. Imagine doing that with a special needs child.  
Mm-hmm.

[@36:27](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, sure. So, there's like information about guys, huh?

[@36:31](#) - shabsi kohn

My cousins actually have a special needs child.

[@36:33](#) - Akiva Naiman (akiva.naiman@gmail.com)

know it's very difficult. They typically don't go out for shops or anything. Right, a lot, a lot of people like that.

[@36:39](#) - shabsi kohn

It is a special thing, which people don't even know about this, but when people call on the organization, we always call them when we set them up, you can get a TSA, like has like a room over there, like a whole playground for children with special needs, you put them in.

It's like a lounge. not, not a lounge where you pay money or you have a credit card that pays it up, you know what I mean?

Just, you know, got straight to the side.

[@36:58](#) - Akiva Naiman (akiva.naiman@gmail.com)

It's totally, you don't know that.

[@37:00](#) - shabsi kohn

Oh, cool. Some people say, yeah, we have especially children and they got free lounges. But you know, we help them get such type of stuff.

We help them get as just one of the aspects and talking beside that, all the camps, the schools, the afternoon programs and Sunday programs.

You were the camp, you were campers, but no, no, we connect everyone with everyone. It doesn't make things we work with, we work with HES, Thomas, like at Fennium, Braverhood, every single, every single company out there, we send people to them.

don't get paid by them. don't get any enough, just straight. We send them straight people to them right away.

**@37:39 - Akiva Naiman (akiva.naiman@gmail.com)**

So you're an agency, it's an agency, it's should of service for us. Yeah, we're a should of for these types of stuff.

**@37:48 - shabsi kohn**

Like I said, I don't know, just call center.

**@37:51 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, you have a or it's just a call center people call it.

**@37:56 - shabsi kohn**

We have seven staff currently and three four of them were And then in the past half a year, it's drawn tremendously, tremendously.

**@38:04 - Akiva Naiman (akiva.naiman@gmail.com)**

Wow, wow, wow, What's the name of your organization? It's Reynu.

**@38:09 - shabsi kohn**

It's Reynu's services. Besides that, we also have another thing, huge aspect in the organization. It's called Holding Hand. We're imagining, oh, this is another thing.

When people go to Casa, and then they see that kid running around like, what is wrong with this kid?

Until they realize, looks interesting. Something's wrong with him. Well, imagine you're going to Casa, you're taking, you're going yourself to Casa, and you have a special new child.

extremely, extremely hard. You're not enjoying your brother's house, or your sister's house. It's crazy hard. You're going in such a way.

Imagine you're going with someone taking care of each other, and that's it.

**@38:37 - Akiva Naiman (akiva.naiman@gmail.com)**

You don't pay nothing.

**@38:38 - shabsi kohn**

You know, just, should they call you? You said the babysitter.

**@38:41 - Akiva Naiman (akiva.naiman@gmail.com)**

How do you find these?

**@38:42 - shabsi kohn**

Well, by the babysitter, there's groups, there's calls, it depends, one second, you're going see there's a guy, right? So we don't do it, what's that, right?

So we have this call, this text. There's like, just send that message, and I can't say everything is covered, but a large percentage of those covers.

now. Oh, now some of them are covered. You're talking about from hours of a half in a typical house and see if it's a house and if I'm six Hope two a.m.

Could you imagine? Six two a.m. girl comes out or a boy a bucker takes care of the child and you know and sometimes puts them to bed at home Put them to bed tomorrow.

I don't have a normal day. I tell you a story now last last week two weeks go actually Two two two weeks ago a guy came and called up like he had plans for a house and it's sister of the mother sister and He came in and he asked them for She she they lost their the babysitter.

They lost the babysitter called in and within a few hours. They got the deal Got it. They got someone to take care of them And the next day in the morning they're like one second like hey this work We were not planning to to Chevron because we're not going with our children So let's call in again Called in which day is on to to Chevron.

We want to go on Tuesday and on Thursday sure no problem and they're both covered Wow

**@40:00 - Akiva Naiman (akiva.naiman@gmail.com)**

is that amazing that's amazing that's amazing what you guys do well i really so i have an opportunity for you to be take part of this and okay if you would if you would want a part of this that would be for like approximately five thousand miles a month you've covered all our holes all our losses for you to take over the this month and cover all the things that are not covered that would be five thousand miles would listen bark i mean what you guys are doing is amazing what are you guys doing is phenomenal i bark chem you know i'm sure you can imagine i'm asked by a lot of different mice dice all the time i certainly cannot do five thousand dollars a month um and i would love to learn honestly much more about your organization uh you know we only just met um tell you this i'll give you a five hundred dollar donation today um and but i would like to be watching and make a time maybe in a couple of months when i don't have as much uh i'm not as busy sure

That's amazing.

**@41:01 - shabsi kohn**

Great. Um, I'm not sure how to do this part. That's amazing. Yeah. Yeah.

**@41:07 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah. I'm going on. I'm going on. What should we do now? I listened. I have five minutes left.

**@41:13 - shabsi kohn**

So I don't have time for you to talk. Just just.

[@41:16](#) - Akiva Naiman (akiva.naiman@gmail.com)

You and your Yeah. Okay. much.

[@41:19](#) - shabsi kohn

has to know how he's going to get how you can send him money.

[@41:24](#) - Shimon Newman

Boom. Yeah. Boom.

[@41:25](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah. I wasn't sure what you say first.

[@41:27](#) - shabsi kohn

Oh, sure. How would we do that? No.

[@41:32](#) - Akiva Naiman (akiva.naiman@gmail.com)

Thank you so much.

[@41:33](#) - shabsi kohn

Thank you so much.

[@41:34](#) - Akiva Naiman (akiva.naiman@gmail.com)

Thank you so much. Okay. I'm going to rapid fry you some. I'm going to do one minute of feedback.

Yoni will do one minute. Shimmin will do one minute. And Adam, going let you up and hook this. Okay.

Everyone. One minute of feedback for me. Shop seat. Your schmoozing capabilities are phenomenal. You did a great job at making a personal connection and you did a great job at bringing emotion.

Watch that at 2 a.m.

[@41:53](#) - **shabsi kohn**

It's amazing. Okay.

[@41:55](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

And you did a great job at telling stories and not just saying what we do, but you brought so that was.

Great. Um, \$5,000 a month is \$60,000 a year for a guy you met seven minutes ago. Not shy. I wasn't asking you monthly.

I was asking for one time.

[@42:09](#) - **shabsi kohn**

I heard monthly.

[@42:10](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

I apologize.

[@42:11](#) - **shabsi kohn**

I thought he said, no, I said, this month's whole is costing us approximately \$5,000. Would you want to take eight quarters of places?

Got it. Okay. So that may be so that's a much, but I thought you were asking monthly.

[@42:23](#) - Akiva Naiman (akiva.naiman@gmail.com)

No, I heard that.

[@42:25](#) - Shimon Newman

I'm okay with that.

[@42:26](#) - Akiva Naiman (akiva.naiman@gmail.com)

Shimon.

[@42:27](#) - Shimon Newman

I heard \$5,000 a month.

[@42:28](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, I was like, yeah, Tony, I just heard it that you need to work on that. I'll tell you something.

call for much Lucy.

[@42:35](#) - shabsi kohn

And the only thing I would say, if it's going to be part of this, it's going to cover all our holes.

[@42:40](#) - Akiva Naiman (akiva.naiman@gmail.com)

I know you're rushing Mr. Shimon. Here's the three big holes that we have. Remember, has to be specific, urgent and emotional.

You got urgent and emotional really good, but we need babysitting this month. There's three weddings coming up and two flights.

But otherwise, very good. Shimon, go over to you and then Yoni.

**@43:13 - Shimon Newman**

I don't want tell you more about our, I don't want to ask you for money right now. I like to smooth more, tell you more about our vision.

We need to get in a couple of weeks. And then maybe do the ask that time. Just because you were making, you were making a headway, you were making, you know, you were getting something somewhere to go.

The pitch feels rushed. Maybe not to do a rush pitch.

**@43:36 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, I love that feedback. would agree with it also under upset. Like, meaning just saying, you know, I just want to tell you about it.

You're busy, but to really sit and schmooze and talk about a way we can partner. We find a half hour one time.

Love that. Yoni. Um, yeah, so that's basically what I was going to say.

**@43:54 - Yoni Spigelman**

was going to basically just say that, you know, I totally understand your. busy guy if you're loved to if you can if you have facilities I'd love to show you around what we do I'd love to show you real like in real life what we do um we don't have that okay so but you could you could maybe bring to a wedding I don't know if can find that whatever yeah I hear you okay you could try and find some sort of of way to connect here okay here's here's a visual of what we do this is what it looks like this is what you know this is what it means and I'd love for you know I'd love to come back and speak to you when we have when you have some more time and just to really really get into it um and if you I also would say like if you feel like he's pushing like hey y'all I just asked me for money um then I would say you know how to be very clear with what you're asking you know right now kind of like what Akita says we have a five thousand dollar need to cover this month's weddings this month's flights whatever it is you know

I like he's the type of person who's like, who will actually, you know, I really am interested. I really want to hear more Didn't great.

@46:08 - shabsi kohn

If not, it's better to leave with a smaller donation than with no donation Oh, come on with a guy like Akiva's so warm and just like listening and just fear and just in the conversation Of course, we'll want to meet again.

@46:20 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

He never just Yeah, uncles Talk to me Akiva again Akiva gets to meet with me all the time Show you usually on Friday night Shot see I'm gonna let you go But we I do I'm gonna follow up with you next week about the guy who is gonna give you money on haystack for shoes the person who your brother who's making calls for \$18 and also The third thing I have you are going to do research and trying to find new donors from the But we'll let you go take care Thank you so much.

Thank you everyone Take care. Bye Okay, up Shimon at left so you got 15 20 minutes or whatever you need and then we'll end the call early today Well, first of all, I haven't met you

@47:00 - Shimon Newman

I mean, I don't think. Tell them, Sheldon, how are you doing?

@47:03 - Yoni Spigelman

Okay. I'm not officially, I'm not officially on this. I'm the guy who sends the long texts on the WhatsApp group.

I've seen them. I, were you here when I introduced myself? guess not.

@47:18 - Shimon Newman

No, I was not. I've been on for a number of weeks.

@47:21 - Yoni Spigelman

Gotcha, So basically I have known Akiva for a few years, but I am a fundraiser at United Hutsala of Israel.

I like to bounce a lot of my ideas off of Akiva and he added me to the WhatsApp group a while back and I saw you guys have these meetings and I just think that they're really awesome.

So I hopped on just to see what they're all about. All right. So very nice.

**@47:48 - Shimon Newman**

That's cool. Even though you're fundraising, you're getting in it.

**@47:52 - Yoni Spigelman**

I'm in Akiva.

**@47:53 - Shimon Newman**

I love this stuff.

**@47:54 - Yoni Spigelman**

I love this stuff.

**@47:55 - Shimon Newman**

Yeah. Oh, yeah. You've left fundraising. You're going to love this. So I made keep up. and he told me about this course, there was someone who met Akiva who was looking for a fundraiser, so Akiva had this brilliant idea of like instead of, you know, he's guaranteeing that if I paid for the course that I would get the money back, he guaranteed this guy that I would work with him until that point hit.

So I worked with this guy, you know, for several months, wrote him his money to us, but at this point, he doesn't have the funds to pay me a salary, at least a real salary, so we've agreed at this point to a part way, there's like more like an internship, so I got, I got, I got, I got work experience, real life experience, I took the course and I went to tremendous amounts, I've been off it since then, but we were in like this limbo stage for the day we officially said, you know, this is not, and he understands like he doesn't have the money.

So now I have two things that are up in the air, have two things possibilities that are that I'm weighing.

One is for a yeshiva that gap here. That's cool. That's interesting school. It's a long way. won't get bored with all the details.

But it's only for guys who are trying to get more. So people who are leaving other schools who don't really have a shiny gimbal program, they've opened a shiny gimbal program.

So they're in their first year. They're about 20 guys. They're looking for a fundraiser. Wow.

**@49:27 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay. So that's awesome.

**@49:30 - Yoni Spigelman**

Yeah. But I'm going to speak to friends of mine who work for schools.

**@49:34 - Shimon Newman**

It's not easy being a first year. Because like where is your donor base? Right. And they started the school without a donor base.

Now they're realizing they should have had some. They need a donor base. But they should have started, they should have started the school until they had some serious money.

Because they're in a big hole after year one.

**@49:55 - Akiva Naiman (akiva.naiman@gmail.com)**

Oh, it happened so often. Literally so often. Because.

**@50:00 - Shimon Newman**

you're operating costs are just gonna be much more than you even know. Yeah, 100%. So that's one place that's a possibility, but it's risky?

[@50:10](#) - **Yoni Spigelman**

Well, I'm sorry, I it.

[@50:12](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

already paying a salary or? We didn't get there yet.

[@50:16](#) - **Shimon Newman**

They don't have any money.

[@50:17](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

You spoken to this person? Oh, that's no, no, not only did I speak to that person, like I told you, I said, hey, you know, please let me one instance one.

And I've asked multiple people. I've asked literally dozens of people at this point show me one instance of a successful commission only fundraiser.

Oh, definitely don't do commission.

[@50:43](#) - **Yoni Spigelman**

Oh, I know. I I I spoken to a heave.

[@50:47](#) - **Shimon Newman**

I spoken to out on low and fall from on a high spoken to Ben Gonshire. Every single answer. You hit the big boys.

[@50:54](#) - **Yoni Spigelman**

Like a non-calfman.

[@50:56](#) - **Shimon Newman**

Every single person is told me do not do commission and will emerge. is if the second question they ask you is do you have lot of connections run like I'll tell you you can do you can do commission if they're also paying the salary right right I hope they call it I like to do bonuses over commission but but but there has to be a salary or has to salary yeah and I met with the second guy who I'm meeting with the end of Monday who runs a here a program on most of him throughout the heritage role right yeah so he he's already he's already established the base because he he raised his his budgets half a million dollars a year okay that's good so he's and he's raising that okay he's that on his he's raising that on his own helping but it's a big organization that is two people underneath him

of run some of the programs and he has a guy in the business office but otherwise he's like basically a one-man show and he can't grow the organization and also do the fundraising.

Okay, great.

[@52:11](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

So that sounds like a real job. Right.

[@52:14](#) - **Shimon Newman**

So that's what we're on Monday. We have to talk about salary and he said it was going to be, he was sad and he said we're going to have trial basis.

Well that's normal, it's pretty much normal. But what does that mean when you hear something like trial basis? What are you hearing?

[@52:30](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

What I'm hearing is like, so am I trying for this for a month without pay? It's like a trial.

No, no, no, no.

[@52:35](#) - **Shimon Newman**

No.

[@52:36](#) - Akiva Naiman (akiva.naiman@gmail.com)

All pay.

[@52:37](#) - Shimon Newman

You know, he said he said a year. What do you think?

[@52:42](#) - Akiva Naiman (akiva.naiman@gmail.com)

He said a year. A year of trial basis, you mean? Yeah.

[@52:50](#) - Shimon Newman

That's fine. Full pay.

[@52:53](#) - Yoni Spigelman

Yeah, pay.

[@52:54](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, full pay. Yeah, you don't worry.

[@52:56](#) - Shimon Newman

We have to figure out what full pay is going to mean. Okay, so I said.

[@53:00](#) - Akiva Naiman (akiva.naiman@gmail.com)

Well, the data that yeah, yeah, so we'll speak with him.

[@53:03](#) - **Shimon Newman**

Listen, you know, we've bounced out numbers back and forth. I know it started by starting out 18,000 shuckles sounds like lot of money, but then that's \$5,000 a month, but you should be able to raise \$5,000 a month.

Like I would hope. Yeah, I said, don't listen with that.

[@53:19](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

\$5,000 a month is easy to say. And we all know it's harder to do, right? So do they have like it sounds like they have a donor base, right?

And you'll do all the things you want to share about how to find new donors and stuff like that.

[@53:33](#) - **Shimon Newman**

You know, yeah, there's a lot that we've done with this because he's in specific communities. He likes to go community fundraising as opposed to like, he's donor fundraising.

When he gets a community, he gets like a lot of people in the community to donate to him. I have a lot of ideas that are swimming in my mind already, like adopt a moshav, like give adopt a call.

[@53:54](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Right. That was my first thought too. And he never, yeah, that's great. He has people who are don't eating right now monthly.

[@54:02](#) - **Shimon Newman**

There's the every month is she different. She remember the most of him has people sponsoring this, but I don't know if he's covering his costs.

If he's how much he's charging, like, why is he charging that kind of money? There's a lot of potential here.

[@54:15](#) - Yoni Spigelman

And I would also say 18,000, by the way, 18,000 check out is excellent for a starting fundraiser. I know.

[@54:22](#) - Shimon Newman

Yes.

[@54:23](#) - Yoni Spigelman

I would have, I know it's a big ask. But I mean, is that what you're, I don't know, I don't want to overstep my, my balance, but my like, my question is more of, is that what you're going into ask?

Because I, if you didn't already speak him, that's a pretty big ask for first time fundraising.

[@54:44](#) - Shimon Newman

I guess, but if I go on a 15, he comes down to 12. Again, is it how much?

[@54:52](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

You have to decide what's the minimum you're going to take? Okay, so if you're going to go and say, listen, I need 18,000 foreign

50 shakala month, okay, neto or not neto brutal. Excuse me, right? mean, you know before taxes, right? 2014 for check-out before taxes He's he's gonna be he's gonna say like listen.

There's no way we can do that To say listen, I totally get it. were you thinking? And he's gonna tell you what he was thinking probably like 10 or 11,000 Check-out, which is more normal that is still a pretty good in the nonprofit world as a starting starting again You know we talked about it.

You can get up to 20 30 even 40,000 check a month for as a fundraiser But but starting off.

It's your first real job. Essentially, you'll probably tell you 10 or 11 you say okay I hear that I can't do 10 or 11 Why don't we meet somewhere in the middle and we figure out a strong bonus structure?

That gets me that that kind of like in a mortgage They they put all the interest in the first few years of the mortgage so you pay that up right in the beginning We'll say a bonus structure that heavily helps me out not all not a hundred percent goes to me But but a good amount until a certain point and then

And then, you know, then it goes back to the organization as I grow so that I can, and you want to couch, you want to from it like, listen, I want to be, I love what you're doing, meaning your ship money, you're talking, I love what you're doing and I want to be here a long term.

This is not like a leapfrog job for me. I want to be here for three to five years. for me to be here for three to five years, I need a couple of things.

I need, I need a long enough leash so that I can know that if I need a mega donor in the second month, I don't want to ask him for \$2,500.

I want to build him up so I can ask him for \$25,000 in six months from now. That's one thing I need.

And the second thing I need is I need stability in my job so I'm not running after tutoring jobs and night gigs so that I can be fully focused.

You want that and I want that. Yeah, that's that's how I would frame it. That he came in with it.

#### @56:52 - Shimon Newman

I've spoken to a lot of people and he came in saying, I know and I've been told that I will lose on my investment.

In the first several months with you. He's prepared lose an investment. The question is how much that's that we have to listen?

#### @57:07 - Akiva Naiman (akiva.naiman@gmail.com)

You know, I I strive to be you know, if I can hit average and and you lose a little bit But start making money that'd be great But you should just know I would love for you to break even and maybe even make some money paint him a picture You can sell a dream.

Yeah, well, I can start selling him the idea that I'm starting to have Well, I'm gonna say for sure do that.

love this idea of that and Adam We're gonna come up to you but I love the idea of adopt a adopt a moshav You could literally make so easy to just make up a really beautiful board his website, you know, they had this thing What is it in the moshav?

It's a coal. It's learning in the moshav. Like what happened like what right now is just classes.

[@57:44](#) - **Shimon Newman**

I Mean I'm not could we do a live camp?

[@57:48](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

To the moshav that you that you Adopted like how cool would that be that anyone could like get a ping on the email?

Okay classes starting? Check out your investment at work, right?

[@57:59](#) - **Yoni Spigelman**

But you also have to sure that your stewardship for that, like you have to make sure that you set up your stewardship for that beforehand, like don't do adopt, don't do adopt a moshav and then not give them up about like this event happened here, you have to be very, very, very good at that.

That's one thing bar shem that at United States, Delaware, I work, we do a lot of these adopt adopt something.

So we have adopt a volunteer, have adopt a city, whatever it is, and we're very, very careful about making sure that that person they are adopting, they are specifically reached out to by our team to give updates about calls that they have gone on.

Or if they're, if someone adopts a city, we will specifically look into, okay, we are going to, we are going to look for calls from, let's just calls that happened over the last quarter in Ramape each other.

and give updates about certain ones. So stewardship in these events or in these cases is super, super, super important and you need to make sure that you think about stewardship.

All you're thinking about these ideas too. Okay, yeah, thank you.

[@59:15](#) - **Shimon Newman**

We talk about individual or you think about even like getting like a shool to adopt the entire mashup.

[@59:21](#) - **Yoni Spigelman**

You can send, you can send an email show while you can send it to the president of the show who can share it.

You know, there's many ways to do it. I think like it's a beautiful thing for a shool to see in their weekly newsletter.

You know, your sister city or Europe opted, whatever it is in Carney's show more own. Like, this is what they did this week.

Right.

[@59:47](#) - **Shimon Newman**

These are the shiram, these events, this is the shop at tone. You you sponsor me, but we able to buy new, we buy the vice-seaduram.

They don't have shiram on the shop.

[@59:55](#) - **Yoni Spigelman**

Exactly. Yeah.

[@59:57](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

if it's and if it's it or it says, you know, don't invite. Your sister said a Milwaukee whatever or Beth Jacob.

Oh, you know, LA like and and you sent a copy over right to them It's it's just yeah, the money and it's everything is all in the stewardship.

It's all in the field goods Are your next visit come visit? get to work for the more shop hundred percent hundred percent for sure They these a lot of these very melons have they come.

mean, you do the same thing with Yoni, right? take them around that's a center for me, I totally struggle with we have nowhere to show a donor You know, we bring them to a JC club

sometimes But like the bit of a craft scoop because also sometimes that club might be 40 kids and sometimes like 14 kids if there's pass that day It's like, oh, this is why we're giving you \$18,000 like, know, like You know, it's one of the biggest for me about working in such a work Like we have just such a broad spectrum of different things that we do so like someone adopts a vehicle I can literally bring their visiting Israel.

**@1:00:52 - Yoni Spigelman**

I can bring their vehicle to that But we have I've done other things where somebody we have those thing called bigment that they're which is a voluntary

warehouse. And somebody who is a donor of a volunteer house, like I've literally taken them in my car, driven them to the Batemanadev in Haifa.

And like, they walked in and I've had really cool experiences with donors, like I took one to Kyriak safe air, and they turned their Batemanadev into a Ikhlodhatsala colo.

And like, this guy was literally like one of the most mischievous people you ever met. Like, he was so like blown away, he walks in, he sees people learning Torah at one o'clock in the afternoon.

And the same day I went, I took another donor to another Batemanadev Telegviv and they're sitting there playing Xbox.

You know, like, but again, when you have these types of things, that kind of stewardship, it really, really just, it wants, it makes them want to do more, it makes them want to stay involved.

And it really is so important.

**@1:01:55 - Shimon Newman**

Yeah, straight up, straight up.

**@1:01:58 - Akiva Naiman (akiva.naiman@gmail.com)**

All right, Shaman, listen, we're all rooting for who's your Do set up dovining partners?

**@1:02:04 - Shimon Newman**

Oh gosh, you already finished?

**@1:02:05 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, we started doing these dovining partners. Okay, I'm going to be your dovining partner.  
Yeah, I dovining for me.

So what is it Monday?

**@1:02:16 - Shimon Newman**

Monday, we're talking more recently. Yeah, we've already met once. We're going to meet again.  
That's perfect.

**@1:02:21 - Akiva Naiman (akiva.naiman@gmail.com)**

The next time I'm going to dovining is Monday. So that works great. So I'm putting a note here.  
Okay, should be about to lock up.

Thank you. Thank you, Yoni. Thank you for me to work.

**@1:02:38 - Yoni Spigelman**

Otherwise, otherwise I won't dovining for you.

**@1:02:43 - Akiva Naiman (akiva.naiman@gmail.com)**

Okay, Yoni Scott, so much. Adam, are you feeling up to it, my friend?

**@1:02:46 - Adam Alsberg**

Yeah, so again, so basically I just wanted to cover today. Can we help draft me an effective  
message to Sarah proofs that she said last I heard she said.

This is on the 19th of February. She said, hi Adam, sorry for the delayed responses, because I can ask for all the details that I need, mission statement, pitch deck, things like that, and I also volunteer to make it for her and things like that.

So she's sorry for the delayed response, and I'll go here with ECP, and I'm finalizing Mr.

**@1:03:16 - Akiva Naiman (akiva.naiman@gmail.com)**

Sheetik's plan in funding in order for the ECP to blow up.

**@1:03:20 - Adam Alsberg**

I will not have time in next few weeks to address your questions directly. Please circle back and if you reach your passions, dedication to the own presence of the demographic is very impressive.

We'll be in touch. So I responded, don't be sorry because I said how busy you must be. It's so exciting that you should be seeing momentum, blah, blah, I'll circle back in a few weeks, blah, blah, blah, So now I would like to address a message saying the following, saying, saying, hi Sarah.

First of all, I want to circle back and say, do you have any leeway from just circling back to confirm I could get this information and get access to

And I'm also willing to make it as well, and then number two, I wanted to say another something. I was offered a very, very, I was offered a job this past week, like I got a job offer and it's paying really good money and it's kind of hard to refuse.

I have to go in two days out of the weekend, it's great benefits and the salaries more than I way more than I was expecting.

Congratulations. However, thank you. It's not my dream job. My dream job is to co-direct this ECP with Sarah. It's not my dream job.

I'd be taking it for the money, not because I'd want to do it or because I'm happy to do it.

So that's number one. So number two, I want to maybe say like in this message, so first paragraph, glad I hope everything's going well.

I'd love to get these fundraising details so I could start, so I could start, you know, in contributing and with from the fundraising side.

Also, uh, uh, is there a key, but what do you think? Should I say something like hey? I I?

Is it is it is it possible to explore any potential involved in for me beyond the fundraising? I? received it.

Is I even leverage it or should I just leave it leave it? I don't know what to do fair question Great question.

@1:05:23 - Akiva Naiman (akiva.naiman@gmail.com)

What um, what is your gut?

@1:05:27 - Adam Alsberg

My gut tells me great question my gut tells me to Leave it and to come and to and to not mention the other job opportunity Do you also do the fundraising but not mention the other job opportunity?

Take this job opportunity take it for like a month and then reach out and like before Pesach I'd say hey, hey Sarah.

just want to wish you a good young before Pesach I wanted to see you get done it by the way.

I've been working at this company for the past two months now just It's like I needed a full-time job in paycheck, I just want you to know that my interest in those use so remains, and it's still my dream job to, you know, co-direct this department with you.

Is there any potential room for any potential updates, and when that could happen?

@1:06:19 - Akiva Naiman (akiva.naiman@gmail.com)

I mean, what is wrong with that? That sounds like a great, very balanced approach. mean, listen, this is what I'll tell you, Adam, and then Nonia, if you could jump in as well, please.

You know, you've been on this call for, don't remember how long ago this point, a month maybe? Yeah, two months later.

So, you know, this woman, who's amazing. know Sarah for literally a decade, and she's doing her best, I'm sure.

She has not offered you a job, she has not offered you anything you've asked for, and right now you have a job that will pay good money, and it's probably not...

Your dream job, but it's but it's not your nightmare either. I'd imagine It's not like oh my gosh, right?

@1:07:06 - Adam Alsberg

Like it's not bad.

@1:07:07 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'd imagine or you wouldn't be considering it You are I don't know how old you are but probably young early twenty six twenty six.

Okay, so later 20 You I would have said this in it regardless of what 20 zero and you're young now.

I'm not that old. I'm 39, but I Have done so many jobs over my life. Okay, that Not my dream job at all, right?

They're not my dream job when I right now I'm over. two sales reps for a for a startup company in England Not my dream job like this was not like I want nothing right But guess what pays the bills and more importantly that well, it's really important right no money on the chin You can't we can't really put on money and and you and parenthetically if no one's told you this already You should be investing your money in an investment fund

ASAP, you haven't been doing that already, so that in 25 years from now, when you're 51, you're going to have \$300,000 \$400,000 sitting in bank, that's when you're really going to need it.

So if you haven't been doing that, you should feel free to come in, but the connections you're going to make and the life experience and the work experience you're going to get from this job, which is the only thing that's actually in your table right now, is crucial.

You're not saying no to ECP, I don't think you even need to email Sarah to be honest, right? You can just say, hey, I have rather him for him, sure, but go to the other job, you know, and then maybe you get involved with ECP and I'm very, I highly doubt, Adam, that in any time soon, Sarah is going to call you and say, Adam, I've got a full-time job for you, I've got a full-time salary, when can you start?

It just doesn't sound like that's what's happening. Sounds to me like maybe in the next few months, she'll say, okay, Adam, can you help out?

And that doesn't pay the bills. Right. Well, what do you think?

@1:09:05 - Yoni Spigelman

I mean, that's basically along the lines of what I was going say. I don't know you. I don't know. I don't know the whole backstory. But, you know, if, if she was like dangling a job out in front of me and being, you know, just not getting back to you with information about a specific job that she already said we're going to pay you for.

You know, then I would follow up with the email that says, Hey, I'm here. I'm ready to go. Let's make it happen.

I did get another job offer, but it seems as though like there's nothing really written set in stone and you do have an opportunity that is set in stone.

You do have an opportunity to make good money doing a job that, like Akiva said, you know, I, I too have worked many, many jobs that were my dream job, including when I first made all the I.

act boxes in a warehouse, that was certainly not a dream job for this guy. But I would just say that you have this opportunity.

At this point, like you've already reached out, you've told her you're available. At this point, you can email her, you know, have a happy pace off, and then you keep doing you.

And if she reaches out within the next few months or in the next year and says, hey, we've got an opportunity, you might find that this job that isn't your dream job act, it turns out to be something you really love.

And you've been in it for a little while, and you're like, you know, at this point, I'm not ready to leave it anymore.

Or you could say like, you know, again, this really isn't my dream job, and now she's offering me my dream job.

Let me make sure I get a, let me make sure I get a salary that's commensurate to allow me to leave.

This non-dream job for the thing I really want to do. Yeah, I hear you.

@1:11:04 - Adam Alsberg

No, it's good. It's good. It's just it's just I'm coming from like the background of If you want to be successful do what you love doing so I'm just trying to seek.

I'm just trying to make sure I'm ensuring that Well, I haven't been on on these meetings for about I don't know six seven eight weeks And it sounded you're in the same place you were last

time I was on exactly exactly, but it's it's not that I'm frustrated just because like I have other things going on and but it's just at the same time Like I want to do good.

I want to do I want to do faster. want to I act like this is a good cause This is some we're all doing good things.

don't know why Hashem is putting up these roadblocks for me to Okay, can I just give you a story that like it's not really like a story, but it's literally my life

**@1:12:00 - Yoni Spigelman**

I have been an EMT for a long time at this point. I've been an EMT for around 13 years, but I was convinced that when I got married, I was going to work for NCSY.

I spent years as an NCSY advisor. I was the Miami Beach City Director of NCSY for years. Literally, for nine and a half years, I kept applying to NCSY.

kept getting denied. I kept applying here and there and all over the place. And I very much had this same outlook of like, I don't understand why God is putting all of these.

Like, all I want to do is do good. Like, I've literally said to my wife exactly what you just said.

And I find myself now living in Israel, working for an incredible organization, doing what I love to do. And an organization where I can fundraise so that we can continue to do what I love.

No, I understand.

**@1:14:02 - Adam Alsberg**

I also appreciate the story you shared. I just, and thanks for relating. It's just more to the fact that, sort of, to Schimman's point, from an objective standpoint, doesn't feel like I've made any progress.

haven't been making any progress. granted, now I have a bunch of people that I'm going to ask for when I go through the modules and learn how to nail the ask.

mean, modules 5 and 6 and everything like that. So I have my people. I have a dozen people that I could call.

So it's just, that's number one. number two, number two is that I don't have, I'm accepting this job because I don't have another choice.

I need the financial security again. So the point is, I already do my asset in my core classes and my, like my, my teachings on the side.

I do my custom projects and my teachings on the side. However, when I'm starting this new job, I'm not going to have time to do that let alone fundraise and Organize for a massive by the tone that is my dream project as a keep-in nose so So Mike can you don't cut you off.

**@1:15:13 - Shimon Newman**

Yeah, please please to reveal my age. I'm exactly double your age Okay so And everyone has their story I I was living in Toronto I have a degree administration and all I wanted to do was be a principal and And nothing was opening up no jobs growing up actually met with my rabbi and I said she leave the community to go to another Community to try to find jobs instead of saying in Toronto At that point he said he advised me not to leave Not more than like a year later The vice principal of the school left she had a family emergency I took over her job the year after that I got to go up because the principal retired I took his job and in my career I got to be principal like you saying you don't understand why I shouldn't Putting these Roblox the Roblox same

to the next place you need to go and then you eat from there.

**@1:16:03 - Adam Alsberg**

A million percent and I'm never complaining. I'm never wanting to show anyone here to think that I'm complaining because I'm beyond happy.

These are roadblocks. You're exactly right. The roadblocks, they're not roadblocks. They're just like those pivot points. Right.

**@1:16:19 - Shimon Newman**

They're bumpers.

**@1:16:20 - Adam Alsberg**

They're bumpers on the side of the bowling alley are pointing to the right direction.

**@1:16:27 - Akiva Naiman (akiva.naiman@gmail.com)**

Hashemas, we could all tell stories. I remember one time I was looking for a staff for a summer program I was running and I literally only had one staff person who I did not want to take.

You only know who it was. Mayor Freud told the story. I know he's okay with it. I am not hiring this guy but I literally only had one person so I interviewed him and I was like okay you're accepted.

The next day three people have applied for the job and when I was like okay I was meant to take this guy and because Hashem gave me no other choice which is, Hashem gives it makes it easiest for you.

You only have one choice and that may or four and as you only might know we learned trying to lifelong friends He helped me stop for three years.

I've been getting his job and that's his why and now he's in principal of school That's like money. So so like you don't like I I'm looking at this is like ECP you could say for the next six months and be waiting for ECP You eat I would say for you to go get a job be financially stable will be a much bigger building block for you Adam To be able to build your shop at home I agree, but at the same time Let's see if let's drop the message to Sarah and say let and say any updates on the finances Just so that I could take advantage of Of the present.

#### @1:17:42 - Adam Alsberg

I want to be able to move forward I want to be able to have a non-profit to where I'd wear a go along with the modern and I could start actually asking for I've been doing this for two months and I haven't had my first ask It can't it can't hurt, but you can I'll tell you but again I'll just say a couple thoughts it can't email email her and I you know

#### @1:18:00 - Akiva Naiman (akiva.naiman@gmail.com)

I'm happy you're happy to I'm happy to you send it me and I'm happy to look at it, but if she even you can say listen Oh, I I just you know, let me know if you can by next Monday.

You don't say anything about your personal job. She doesn't reply to you my friend It's kind of like it's kind of like dating like if she's not writing back buddy It's time to you know time to move on And then yeah, yeah, and she might come to you it might be in a week or a month or a year Um, but but ultimately you've been kind of sitting here waiting for her And there's a time in life where you just have to move on And then you and then you take this job and then you listen you're working you 40 hours a week Assuming it's not like a 50 or 60 hour a week job.

You're only going in two days a week You will have time to build a shop of town. You will have time to start on a 501c3 or partner with mge And and raise the money and run and build a stream.

Exactly.

@1:18:52 - Adam Alsberg

was gonna say I'm just gonna go to mge Nothing from me because I love them. J. did great work.

Yeah.

@1:18:59 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Yeah

@1:19:01 - Shimon Newman

And Adam, I only met you a couple of times, but you're a very mature guy and you're going to be there.

You're going to be there. I appreciate it.

@1:19:10 - Adam Alsberg

I know there's good things ahead. just want to, sometimes I get a little impatient and I just want to make sure that I'm doing all the right things before.

I can only say this with that 2020 hindsight.

@1:19:24 - Shimon Newman

Looking back, when you're going through it, it's hell and it's very frustrating. That's for sure. Oh, man.

[@1:19:31](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Can we all relate?

[@1:19:35](#) - Adam Alsberg

Anyway, I'll send the message.

[@1:19:37](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Listen, I actually have to go.

[@1:19:38](#) - Adam Alsberg

I have a meeting. So I appreciate you guys. Thank you so much for listening, for giving me your own stories and it's just a pleasure to just.

It's a pleasure to see that everyone's been in the spots where I went and you guys all turn out fine.

And so, you know, it's great to see that. And again, I'm never complaining. Well, first of all, I'm honored to be part of this course, but I'm just thrilled to have the opportunities that was giving me, and it's just more so like more so like I want to get this moving already so I'm going to send you a draft of the message, if you could just flip it over and give me some edits and I'll send it to her and hopefully that helps.

You got it, buddy. Otherwise, going with the modules and I'm going to, once I finish modules five, you know what, I'm just going through the modules.

I'm going to get a list of 100 people that I'm going to ask from, and then I'm going to literally just go down the phone.

Do I have a coach assigned to me? You did not purchase a plan that has a coach.

[@1:20:44](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

But you can lean on the WhatsApp group.

[@1:20:47](#) - Adam Alsberg

Definitely. Perfect.

[@1:20:48](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

That'll be fine.

[@1:20:50](#) - Adam Alsberg

Okay.

[@1:20:50](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

All right. Thank you so much guys.

[@1:20:53](#) - Adam Alsberg

Great to see you soon. And I think you're keeping on with us as well.

[@1:20:56](#) - Shimon Newman

Happy performance.

[@1:20:57](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

You too.

[@1:20:58](#) - Shimon Newman

Thank you.

[@1:21:00](#) - Akiva Naiman (akiva.naiman@gmail.com)

Oh, like here we go.

[@1:21:04](#) - Shimon Newman

Yoni. Yeah. My wife, when we she worked in Toronto, she did, she ran a group for a federation, which was team, uh, team, uh, philanthropy, they were teaching kids, hold on, we got disconnected.

[@1:21:25](#) - Yoni Spigelman

Hello?

[@1:21:26](#) - Shimon Newman

Yeah.

[@1:21:26](#) - Yoni Spigelman

What were you saying? My wife worked for federation in Toronto.

[@1:21:30](#) - Shimon Newman

met only only seven months ago.

[@1:21:31](#) - Yoni Spigelman

Oh, my husband's home.

[@1:21:33](#) - Shimon Newman

Yeah. Thank you. She ran a team philanthropy group. Yeah. They teaching kids to meet, uh, philanthropists. Yeah. And they always keep money in Toronto.

last year, because of that war, they decided to send the money out. And one of the places they gave was United Salla.

Very cool. Um, interesting how this, they almost dropped the ball. This was a big mix up and they didn't present on time.

My wife convinced a teenager. You used to like give them a second chance just there's some nicks up But my daughter who's turning 15 want to be a empty trust me So how do we get a tour of the United South?

**@1:22:11 - Yoni Spigelman**

asking the right guy I'll give you I'll give you my number Yeah, what's that?

**@1:22:19 - Shimon Newman**

What's that? Yeah? What's that text me and we'll make it happen My kids are dying my kids. I mean my note is 11 didn't read 90 seconds cover to cover But they read the other two books cover to cover over and over and over again with the first ones they get it But there was B&T and she's like determined That's amazing.

**@1:22:35 - Yoni Spigelman**

I think it's it's such an all like I'm telling you before I became an EMT I never would have imagined that I'd be doing this work because I used to be the most squeamish human being in the world But literally I tell people all the time the ability To feel a partnership with a cut-ish bar of home the way that I get to

feel that is not normal, like, I get to go on calls where like, people are dying, and then, and then they don't, because, because we were there, you know, or someone could really be in so in a ton of danger.

And then, we stop it. And it's like, it makes no sense, you know, there's no reason this person should have survived or should whatever.

And they do, and it's like, really that, like, I feel like such a partner with Hashem that it's so, like, and sometimes, again, sometimes it's easier than others, you know, sometimes it's really hard to do this work because this work is hard.

But sometimes it's like, you look back and it's just mind blowing, so it's very cool. It's, it's really awesome.

[@1:23:51](#) - **Shimon Newman**

You're from Toronto.

[@1:23:52](#) - **Yoni Spigelman**

Do you know the Spiegelman's from Toronto? Which Spiegelman's? You know, Lauren Spiegelman? I know Lauren very well.

[@1:23:59](#) - **Shimon Newman**

You're, you're. I'm his nephew yeah, yeah, so I know learn going back almost 30 years because I went to Shari Torah at Muncie And he and I came back after my year in Israel And I went to learn in Shari Torah back in this matter just six months, and then I went to why you after that So he was there then yeah, I see I see him and you while I see him and you why every day you live you live in I live right down from MDY.

I'm down the hill.

[@1:24:29](#) - **Yoni Spigelman**

That's up time So I live in I live in the mission mirror with a key to life. Oh Okay Yeah, that's the younger place for the people Very nice, but that's not that's my uncle.

Okay for sure.

[@1:24:42](#) - **Shimon Newman**

I see him. very nice. It's very very nice to meet you Yeah, I have easel Vegas, so I What they handle the book.

[@1:24:49](#) - **Yoni Spigelman**

I hear you I hear you. It's crazy. All right. Thank you nice to meet you You

# **Weekly: Nonprofit Navigator Coaching - March 19**

[VIEW RECORDING - 61 mins \(No highlights\)](#)

[@0:00](#) - Havneh Feder-Haugabook

Well, good.

[@0:02](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

We start on time. So I'm glad you are on time. And we just get started right away. So, but you, there were two new people who just joined you and I just saw this other guy right by Glassner.

Although I don't think he's going to be coming tonight. He's going to be starting off soon. And let's see which of the other people come.

So one thing I just like I explain is group coaching. Sometimes that might be one people. Sometimes it might be six people.

And then what I do typically is I do a little bit of teaching. then other than that split up the rest of the time to do coaching.

Kind of not kind of custom coaching like specifically for you or whoever it is on the call. makes sense.

[@0:43](#) - Havneh Feder-Haugabook

Good. So I'm not going to a minute with you specifically is the group coaching and like a customer like depends on a good of workshops basically.

It's basically like mini workshops exactly.

[@0:57](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

We've done everything from role playing to who, to guest speakers, you know, if I'm traveling or whatever, to, to just talking through whatever is, you know, where you're stuck in your organization, right?

There are organizations that are here like you who are just like literally just, I have an idea. I want to build it to like, I raised \$800,000 a year.

Where do I go next? So that's why it is kind of like a wide wide wide wide. Um, I want to go before everyone gets on.

**ACTION ITEM: Review orientation materials in Nonprofit Navigator portal. - [WATCH](#)**

I do want to take a minute to walk you through since you're new and we have that time. Let me walk you through the portal, which you probably already got acquainted with.

**[@1:40](#) - Havneh Feder-Haugabook**

This guy went to. Okay. Yes. Amazing.

**[@1:46](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

So this is, yeah, members, non-profit navigators, that pro. don't really need to look at anything here because you're in a higher tier.

This is more for people in lower tier. So there isn't going to be much here that you need. Everything is key that you're going to see here is actually going to be

Recaps of our Wednesday nights, so you don't particularly need to look at it Where you're gonna be hearing is what you're gonna be looking at is learning.

Okay, this is our English course We're about to add our Hebrew course actually exciting.

**[@2:13](#) - Havneh Feder-Haugabook**

Yeah.

**[@2:14](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

have I was waiting for our first Hebrew speaking client And so now we have one so I'm gonna Let's have game it all And then have you looked at this yet Yeah, I like I spoke there.

@2:30 - Havneh Feder-Haugabook

I didn't I didn't know like I Was I guess I realize there's also one-on-one coaching at the group point.

So it's like, okay So that yeah, beautiful.

@2:39 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So this is for you to watch really at your own pace And I'm just gonna walk you through briefly orientation right really helps you get into the mindset of a fundraiser and I have a I have a tagline for nonprofit navigator, which is no money no mission and And I'll tell you it is why right like for my in the beginning my first

or years, it was no mission, no money, right? I have to have a really strong mission so that I could and then like fundraising, whatever, like it's a secondary thought.

And what I've learned over the years was, hey, if you really want to build something amazing, you have to put the money first.

Same thing with business. If you want to take care of yourself, your wife, and your kids, you need to pay yourself first.

And so this video will walk you through just the importance of fundraising first, paying yourself first. You as the person who is making, who's bringing the money in is the most important employee.

Certainly if you're a one-man fan, right, which a lot of non-profits are. So that's really, really crucial. And one of the reasons I actually created this course was because I saw so many people struggling with this, this mindset.

@3:50 - Havneh Feder-Haugabook

Wow, so like I mean, for example, people were taking less money or just not really worrying about like overworking themselves for like low

Well, Exactly. Exactly.

@4:04 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Think about me, right? When I met you, okay, I was making \$50,000 a year in the bank. Wow.

**@4:12 - Havneh Feder-Haugabook**

Nothing. You know what I'm saying?

**@4:16 - Akiva Naiman (akiva.naiman@gmail.com)**

and I just know when, you know, know mentor came along and said, buddy, you're being taken for a ride, right?

there is, it's really important to pay yourself well. When you, what happens when you don't pay yourself well is your, you have to scramble to, you either don't scramble for side jobs and you don't have enough money to put bread on the table or whatever the proverbial bread is for you.

Your family suffers and you suffer because you don't have enough to get by or you're scrambling to take other side jobs and then nonprofit suffers, which is, that's what typically happens.

You're scrambling to do side jobs. nonprofit suffers. That means the people who you're helping suffer and above all, you suffer because you're struck so thin.

**@5:00 - Havneh Feder-Haugabook**

I mean, that's it, it makes a hundred percent sense, you know, right, it makes sense.

**@5:07 - Akiva Naiman (akiva.naiman@gmail.com)**

It's creating a hamster wheel of good-hearted people, putting it on puppet, running out of money, and becoming desperate people.

**@5:16 - Havneh Feder-Haugabook**

Yeah. Because it it's like, to worry about money, how are you also going to take on, like, you're supposed to be involved emotionally in the fundraising, and also, you stretch yourself and you stretch stuff in again, and you burn out.

[@5:31](#) - Akiva Naiman (akiva.naiman@gmail.com)

You burn out, precisely. So that's really, really important. And since I see no one else has come on, you said, well, me just take you through it.

If we have more, listen, if you have this hour and forty-five minutes to yourself, it's all going happen. Yeah.

have no complaints, you know, about, like, one at once.

[@5:50](#) - Havneh Feder-Haugabook

Exactly.

[@5:51](#) - Akiva Naiman (akiva.naiman@gmail.com)

Module one. So module one is, this is because this course, all nine modules, has created for you. Some people come in and they burn

[@7:00](#) - Havneh Feder-Haugabook

time. All this material will help me do that as well.

[@7:04](#) - Akiva Naiman (akiva.naiman@gmail.com)

So I want to, yeah, so let me, so again, since it's one on one right now, let me talk you through that a little bit.

There's a lot of benefits to fundraising for another organization right now for the next, you know, whatever, three to six or 12 months.

That's great, right? I'm going tell you the positives and the negatives, and let's think about what makes the most sense for you right now, okay?

Let's talk about the, the positives, obviously, are you get fundraising experience, right? You're working at an organization that most likely has been front where you don't want to work for some girl, and it's unsuccessful.

You want to try to get in somewhere that's successful. You're fundraising for them. You're leaning on experienced people. You're learning your tools.

You're learning your SIRM system. All that, know, you learn by doing, especially in front-raising world, but really probably in most worlds.

And so that's a huge benefit, okay? the downside follows downside number one is it's hard looking for a job let's put it this way if you're looking for a job as a fundraiser a paid job as a fundraiser most likely no one's gonna really hire you this yet because you're you're not a fundraiser yet right like even though you're getting certified I mean you got a certificate at the end of this course you're not yet there right and even when you get a certification you have to go along and say hey you know I'm a little bit but you're still beginning of your fundraising here let's say you go in as a volunteer a volunteer fundraiser is a risk for for any organization right it's any volunteer as a risk but a volunteer in a senior all fundraisers will go senior position so a volunteer in a senior position for maybe only a short amount of months right it might be hard to find a nonprofit that will take you on so which type of nonprofit that will take you on will go with the extremes the ones the ones that are super organized and big and like they're not

I'm gonna have paid staff right the ones that are as you go lower down this scale probably more open to you Be like yeah, sure free help like it can't hurt But but on the flip side you're gonna be getting less What do you call it coaching and leadership and fundraising and environments makes sense so far right and Then there's the last but I'm not saying I'm not saying what yes or no I'm saying like kind of this is what I thought of when he puts it that in a group the last bit piece over here is is that the last piece over here is that You're fundraising for your organization right now the first place the first place you start when raising is friends and family Doesn't have to be family doesn't have to be uncomfortable, but it doesn't mean that I shouldn't even say friends and family I would say your network your network is the first place right like I Won't say the name on a record a call, but you and I both know and M right mm-hmm.

I'm talking about Yeah, so that's That's what a classic place you would start. Most likely.

#### [@10:03 - Havneh Feder-Haugabook](#)

I would imagine, yeah?

#### [@10:04 - Akiva Naiman \(akiva.naiman@gmail.com\)](#)

So, so if you're working for another organization, you're going to say, sure, Hovna, yeah, you want to come on, you know, whatever.

Who do you know? Who are you bringing, right? If you're working for a very large organization, they'll give you a list.

But if you're working for a small organization, they don't have such big lists often, right? And so they're going be like, what what are you bringing with you to the table?

And you don't really want to give away your potential donors, another organization, you want to keep them for your organization.

All right.

**@10:34 - Havneh Feder-Haugabook**

Make sense? All right. Yeah. But I have a quick, let's say, let's say you start mingling, start meeting people, right?

And they connect you on one hand. That's an organization that already has a list, right? Could you also potentially, you know, make one-on-one catches the people and eventually, you know, like when you partner us?

they do you know like maybe maybe get them excited also about what you're what you're planning just like like my big thing is like how do I as I invest in like the next couple years um also building you know the winding itself and also doing the nonprofit like how can I make sure that I don't have to work like four jobs you know to yeah at the same time you know what mean like I for sure I appreciate that um I'll share two two concepts um people people yeah I've read this I don't I'm butchering your 20s are for making different mistakes you're third it no

**@12:00 - Akiva Naiman (akiva.naiman@gmail.com)**

Oh, this isn't That's not it. One second. But basically it's true, but I was looking for a career one area in your 20s, try everything in your 30s, figure out what you do best for 40s, make money for what you do best.

**@12:15 - Havneh Feder-Haugabook**

So I have seen this.

**@12:17 - Akiva Naiman (akiva.naiman@gmail.com)**

I only learned, I only learned this like a half a year ago, but I was like, Oh my gosh, it's so true.

Like in my 20s, everything, right? I was, and because I was, that's why I could literally do so many different things.

And over the last 10 years, I figured out what I really do very well. And I'm, I'm building my businesses.

So in my 40s, it's time to make money. It's rare at your age to be already making a lot of money, a small amount of time.

It doesn't mean you have to do jobs, but it's rare. So this is, let's take a step back and talk about career for a second.

Yeah. Oh, I hope no one comes. I mean, not really, but this is so fun. Oh, so, um, uh,

About career yeah, so you're about you've been doing what till now remind me work-wise Well, I was without the war I was bartending before that I worked there like a food science startup Doing private security bartending whatever get me by between me learning basically good So, you know, there's there's like the cash now and the cash later aspects of life There's some jobs like I just I'm doing a couple jobs right now on the side even still with my steady job and the business Just because I need cash now like you know, it's just how it is so There's one aspect of life where if you figured out something that you're well-suited for and there's a lot of it Right, let's say security if there is a big need for a partner Private security guards or whatever it is security, you know security guard and that pays well

not okay then not something and it pays well enough now go for it you know go for it but spend the hours that you have taking that now think about it but also think about the following whatever when you're trading your time for money yeah there's different ways to make money it's one way is trading your time for money one way is is like what i'm doing i'm not right now even as we speak if i were to if i was to charge you for a one-on-one right i don't be making x dollars an hour but even though there aren't five other people here there are five other people paying to be here right i'm making more money than my time could actually allow for good let me make sense yeah so you want to think about it like okay how am i gonna be trying my time for money if i'm trading my time for money as a security guard then i have to think is there room to move up in the career ladder as a security guard if there is no room to move up or if you're not interested

Then moving up like I'm not interested in managing a security for you know form of like having 15 other security guards Like if that doesn't mean you then only take that job if it pays well in the net Hmm, that makes sense.

Yeah, otherwise if it's like well Get some type of paycheck. Don't do it Don't do it for the 50 shackle an hour, you know, right?

Do it for whatever, you know, okay, but that's one And I'm we're gonna tie this all back into fundraising because yeah, it's all about helping you build your nonprofit as you as you build as you go through your life Another another important thing is to figure out how many hours a week do you want to work and How many Shekels monthly want to make I do this math constantly so constantly that I was just at the supermarket and 45 minutes ago, and I did the math again while while

problem with supermarket to my car right now it's because of my it's good inflation it gets you it's you think it's not it's not I guess I want to hold that instead of a supermarket and it cost me a little probably like 50 or 60 shackle more right so I said okay in order to make myself feel better let me think how much longer would it have taken me to go to the supermarket how much money do I make per minute because I know how much I make per minute and it took me time to sit here and was it worth it right did I how many minutes would it take me to make 50 shackle and how long you heard I'm saying here with the customer yeah yeah do this for yourself happen it's one of the greatest gifts you can give yourself I just calculating your time for money right because you're because we're talking about two aspects of your life time for money and which we haven't started doing yet your long-term career making serious money both in terms of not

Cropping in for profit. We haven't we haven't touched that just yet But I'm just talking about right now finishing in Gaza.

How are you making me?

#### @17:06 - Havneh Feder-Haugabook

Yeah, cuz it's like the past like the past Year and a half. It really I mean the past two years is pushing us push back my degree Like extended like you know, like a lot of things have been on hold And I guess I guess right now turning the the decade to 30 You know, my also starts thinking like okay, you know, I do want kids in a couple years I do want to get married and you know, the next few years like I do want to leave Tel Aviv like Stop spending all the money here like get a car It's like things that I feel are very necessary for like my mental state and like my Foundations that I want to build on one side About saying I need like you said, it's like Realistically, know, like again a company 15

#### @18:00 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Years at least to really get to Mike, know, that But I don't know if it has to take 15 years, you know, let's say like a decade or so, but yeah I would say you know five to ten years I think you know, you don't have to follow the quote exactly if you started being strategic now Like I was non-strategic with my time or my money until I was 36 Three years ago.

I'm only 39 So so but I but over I had like I told you but I think I told you but like I had a moment where I was like Oh my god I am not in a good space financially like I was in really bad space and I had a lot of kids for a lot Like you know, you had a family for over I had yeah, I had I had already had I had already had five kids at that time and I was but I was making a salary But my salary wasn't enough my salary wasn't keeping up with my expenses All right, so credit card debt and loans

kept building up and I made it through the day by day. I'm fine. But then there was a moment where I turned around and there was this debt monster behind me.

And I was like, how did this get here? And I have no plan. What I thought was no skills, but you actually, I had a ton of skills happening.

You have a ton of skills too. So we'll talk about that in a moment. Let's wrap up this time for many people.

Say that's the last piece of this piece and then we'll move on to the larger picture. So how do you calculate?

How do you calculate? much time? How much money your time is worth?

**@19:34 - Havneh Feder-Haugabook**

It's good question, right?

**@19:36 - Akiva Naiman (akiva.naiman@gmail.com)**

So the answer is there's no way to do it that they're like, oh, this is how you do it.

It's like, and I get a significant amount of research into this. So I'm like, I want to be ethical.

I want to be fair. want to be right. capitalism is key. is king. You buy what you do. yourself.

So the more you value yourself, the higher you can charge. And the more value you bring, the more often people will want to pay for it, right?

Look at my course. My course is \$4,000. It's not a small amount of money, right? But I built myself and more importantly, the coaches I bring on and, you know, I don't know if you saw this when you bought the course, but you get a free pitch deck.

Like you will have a designer work with you. So like, that's more and more value that you're getting.

**@20:33 - Havneh Feder-Haugabook**

Right. Make sense? So let's talk about you for a second.

[@20:36](#) - Akiva Naiman (akiva.naiman@gmail.com)

Right. Let's talk about some of the value that you bring. You bring the value, let's talk about security guard and for a second or bartender per second, right?

You bring incredible value. Now, how much you get paid an hour in a security guard or bartender position?

[@20:49](#) - Havneh Feder-Haugabook

So security guard, you're making like 1200 a day.

[@20:57](#) - Akiva Naiman (akiva.naiman@gmail.com)

I think like eight hours, 10 hours.

[@21:00](#) - Havneh Feder-Haugabook

It's the day could be like four hours, too, It's just what I'm. Yeah, it depends an hour They're not days.

We're like I'm good for like this lady for like three three hours Okay Bartone a lot. It's it's very demanding on the body and you can get like 85 cycles an hour Okay Okay, so hold on I'm saying yeah, no, I'm trying to get in the call But but the time for bartending is like it the timing takes up your entire day It's like this is up your sleep like the the loss is not worth the money So that's beautiful.

So it's not right not only about money, it's about the physical mental emotional, you know And I value myself again like I had just finished my my master's degree Like I'm like and I have two degrees, you know, I have all these capabilities all these skills.

I don't I don't Right. Remind me whether your degrees are in nutritional science and my bachelor's and the master's in public health.

Awesome.

[@22:09](#) - Akiva Naiman (akiva.naiman@gmail.com)

that's going to talk about the career one and we'll get to that in a moment. But in terms of what would you would you bartender for a thousand check on an hour?

What amount would you bartender for an hour?

**@22:27 - Havneh Feder-Haugabook**

Wow. I would not have to stay in the city like I have to stay in the long gig and not for like a job.

Oh good. I have to at least make like I know 5,000, 6,000. Awesome.

**@22:48 - Akiva Naiman (akiva.naiman@gmail.com)**

So you have to now you know how much your time and at this point you had for this one your body and mental health etc.

Your sleep is in worth an hour. Why? Because. Because like there's no other and I've really researched it. It's just what you want.

That's it You know like that's just how much I turn that's absurd. Okay, you don't have to hire me like, you know I only go high-end Gucci Events where they pay five thousand check all night.

That's just what I do You hear them saying so you leveled up your value you get way less events But you'll get one event and that one event you five hundred like that was worth it I could lose one night of sleep for five thousand check all Yeah, so you market yourself that way then again going with the security guard piece again I know there's that's kind of more like regulated But maybe you charge three times as much and you only do security work for people who can pay that much and who value and you and you tap yourself essentially like yeah, I Guarded I was a guard in Gaza for 300 days like I know what I'm doing I have tons of I have tons of experience You don't have to have the most experience you don't have to be the best in the world you just have

Value yourself it. This is how much I charge. Yeah, I know the value I bring Yeah So yeah, yeah So that is in terms of like, you know, don't know you don't have four jobs And we'll talk about the the career piece now and in a second, but if you have one job Right, which is like which is we'll talk about in a moment.

Let's say you're you're a nutritional, you know I don't know what jobs you get in that field But let's say you have one job is paying you a normal salary, but you want to make extra money Just for savings for your kids or whatever whatever might be Knowing how much you charge for our for job You that is here.

You know what? I'm gonna give you a live example and they'll move on to Korea one second  
Someone just what's that mean?

I think I know what about, but I'm not sure. Let's see if I'm right one into program And would you be down to getting coffee something, maybe next week, maybe, and I'm talking about, like, you know, your strengths have been with that, and the advice and pointers for us dealing with them, don't that.

So, essentially, I was a, I do life coaching, okay? So I did life coaching at the Sichiva two years ago, and the Madrid, just what I mean right now.

Now, I haven't even listened to that message yet. He's never another Sichiva. He's like, listen, all, just like a hundred guys, as you just heard, who need these, who needs life coaching?

Like, who you grab coffee and talk about how we could bring you in? First of all, I have to think about, do you want to do what my time, getting coffee is time I'm losing money, right, and, or I could be making money, I lose money, I could be making money.

A, B, do I want to do life coaching, and if I want to, and you have to pay me X amount of dollars, my, right now, let's put you for me as your bartending.

All right, like you'd have to pay me stupid money for me to say yes, because I'm so busy like you \$1,000 an hour which no one's gonna do that.

So like all right. No worry. You know what I mean? That's your side hustle So I want you to think about how much money you want to make how much money all those things and and just and just have a number And have a number I I could tell you how I used to charge \$100 an hour for my time And now I charge \$250 an hour for my time.

That's it There's no like I don't have all about it like it's just it is with most people and that's okay and Why I created the chorus was because to make myself cheaper.

Okay now career-wise. So are you looking to get a full-time job? I'm still gonna bring this all back to your nonprofit.

What are you looking to get a job now with your degree?

#### @26:44 - Havneh Feder-Haugabook

So because while I was mid-war, I kind of made a change in direction I was looking at jobs kind of related to my field in order so I can like

Okay, said take care that income and start focusing on the next thing It really depends yeah, it depends like Because again, I'm gonna have this two-year course Right, it's a which on Thursdays and Fridays, so I'll be able to work all week long So that's like that's idea.

wonder the work outside of television and liking like commute to the course on the weekends So yeah Looking for something I mean like we said something it's gonna allow me to sustain myself to not be like, you know Yeah, so here here is here's a couple of just career points When you when you choose a career in your 30s At least my experience and I think a lot of people's experiences use you don't yet

**@28:00 - Akiva Naiman (akiva.naiman@gmail.com)**

know if that's going to be your career choice for the rest of your life. Like I am a born educator.

I'm not a born fundraiser, although I'm good at it, it's my skill set, but I don't like live my goal in life is not to create a fundraising course, right?

It's not, it's not, I have one and it's still not my goal. It makes money, it's a business, it helps people, it helps nonprofits, love doing it, but ultimately my goal in life is teaching and inclusivity and actors like things like that, right?

But life happened to work out that I moved from NCY teaching NCY fundraising and then I learned how to be a co- I like that and look at me, I have a business now, right?

And then consulting business and business coaching or whatever. So when you think about a career and what you're about to go get yourself into for the next three to five years, think about it, here are a couple things you could think about.

One, it is something you're going to enjoy doing, okay? Just because otherwise it's kind of miserable, you know? It should either be a good work environment, good boss, something that you just enjoy doing.

That's one. That's kind of the lowest frequency. Like that's okay, but there could be much better. Two is something you enjoy doing and or has a high ceiling.

Again, if you're going to become a pharmacist and the highest you can go in pharmaceuticals is, I don't know, \$200,000 check a year, that's not high enough.

It's not very, I don't know if you consider high or whatever, it's not like you're probably looking for more than that in an active career.

So now here's where the floor cap is, either going into a career or a business or a firm or a corporation, whatever it might be, that has a high ceiling.

Like a doctor has such a high ceiling, could become a brain surgeon, you could make a million dollars a day or whatever.

So you could do that in sales, high tech, right? AI, system building, whatever, anything that you can kind of build towards, or something that has a skill set that can be turned into a separate revenue machine.

**@30:15 - Havneh Feder-Haugabook**

So what do I mean by that?

**@30:16 - Akiva Naiman (akiva.naiman@gmail.com)**

Give me an example of a job you could do with either the course or the, what do you call it?

Shrek, whatever. No, Shrek. There was someone, one of the coaches wanted to join, but I think we're having a good time.

Yeah.

**@30:33 - Havneh Feder-Haugabook**

I was thinking of something, I mean, I had thought about so many, there's so many things that I wanted to do.

I'm telling you, like I've had this urge to do our cause, co-care job in the Shabak. Oh, wow. You know, which is like very strong in people and talking and more manipulating.

But it's like handling handling people that however is like would probably extend my it was like Then all my goals my other goals like 10 years down a lot, you know I thought about Working with like the social media you would eat Let me get your step back cuz you know, there's there's there's in your career And in supporting your pollinators idealism and then there's monetary is them.

**@31:35 - Akiva Naiman (akiva.naiman@gmail.com)**

I don't know if that's a word So one second. Let me just what's up this guy? Hey, buddy, what's going on actually it's actually every Wednesday, so I'm gonna I'm gonna add you to the invite but right now actually there's only one client who came on and Because it's the new one hopnet and because I know him for like 20 years.

We're actually just having a You talk and so no need for you to come out like we're not doing all you know so much done It's not like last week where we were like really doing that part work.

Um, so yeah, okay, you the best Like last week it was great like it was it was uh, but I guess the shops he had a baby that would dropped out Adam has disappeared off the face of this earth.

I'm sure why Um, and uh, who else the rabbi rabbi whatever what's his name is only starting next one's cake You and there's uh, uh, jonesons traveling.

Yeah, I love yourself today, man I'm enjoying it.

**@32:40 - Havneh Feder-Haugabook**

I'm taking advantage capitalizing on it capitalizing right so you have to think about right There's your again.

**@32:45 - Akiva Naiman (akiva.naiman@gmail.com)**

only have a certain amount of time in your life and only certain amount of you know energy and so oh, we're at an alsberg anyways, whatever and uh, so um It's funny.

There's like seven people in the course right now, but it seems um, so so you have to think you just have to be balancing idealism, like I could work with a food, I could work with it, and that's great, and it speaks your ideals, but you also have to balance that with the amount of money you're going to make for your family.

Yeah. So, take me away from idealism for a second, because I want to come back today or when we talk about the nonprofit.

Materialism. A classic, you know, someone who is not idealistic, what kind of job would they get in your college background?

**@33:34 - Havneh Feder-Haugabook**

Maybe a nutritionist. They would be in charge of something like health entrepreneurship related. Cool.

**@33:50 - Akiva Naiman (akiva.naiman@gmail.com)**

Do you enjoy that?

**@33:53 - Havneh Feder-Haugabook**

I like, those things, like, I lost my entire, like, something in the war, man, just took out my desire.

I had I had I was driven and it just it was like it's gone hasn't come back Yeah, I feel you first of all and thank you for your sacrifice and I'm willing it'll be a pivot in a positive way I thought it was for sure, but you lost your desire from what from the nutritional aspect I from the traditional public health aspect the preventative Side of it, but I had I had planned on doing There is work in like food safety and Food quality which I have sent tons of Resumes for that kind of stuff, which is interesting.

It's interesting things. I believe in for sure. It's not something that would bore me It pays well pays, know, like 13,000 shekels 30,000 shekels a month right now that that's incredible 13 and 13 13 It's portable like it's like a night out

**@35:01 - Akiva Naiman (akiva.naiman@gmail.com)**

So, let's talk about, so first of all, by the way, I've seen this happen just to the people who are speaking with either an army or October 7 survivors.

Their entire lives have shifted more idealistic than they were before because they literally had to live again and you go through life, you go through, I mean, I have to tell you this because you're living it, but like when you go through a life-threatening situation, you literally start life again and you're like, wow, well, do I want to do in this world?

And so that's normal. Let me just use this nutritionist part as an example and then we'll move on to the idealism and then the nonprofit.

If you became a nutritionist, right, that's a skill that you could then monetize as you got more and more value, you'll be able to give more and more value, right?

could become a nutritionist, again, for either ultra-health individuals and individual nutritionists and plants. You could create a nutritionist course.

You could create a nutritionist workshop, right? There's so much you can do with that knowledge. that can leave the workspace and you have it, and people will always need that, right?

That's just one of the examples of where that fork in the road is, either it can eventually pay you a lot of money, or it can give you so much value that you can eventually make a lot of money off of it.

I'm going to talk about the nonprofit now, and I've been talking a lot, but that's because I want to give you over lot of information now, and then we'll kind of discuss a little bit.

People open nonprofits for two reasons, sometimes both reasons, One is idealism, right? I very much believe in X, Y, Z, right?

You want to help IDS soldiers. Incredible, right? that's idealism, you lived it, you love it, you want to be there.

And one is you can make money doing an nonprofit. You can. Many, many, there are 30,000 non-profits in Israel, many of those overwhelming majority of those are individuals or maybe two people and they're raising whatever it is, 50,000, 100,000, whatever the numbers are, and they paid themselves a salary and they're on the non-profit and that's it.

And their job is a fundraiser or they're like the founder or executive director and a fundraiser and it pays you, it can pay you a pretty decent salary.

Now, it's essentially sales, right? Like if you don't make the sale, you don't eat. So it can be risky and that's always the job.

know, you have even someone paying you salary or you're kind of soloing. But what I want to, what I want to open your eyes to is that I believe that you, and this is now I'm going to bring it into you, Hopnet.

My gut is that you should build this non-profit slowly, okay? The question is, and this is the question that you have to decide how slowly.

And the reason I'm saying that is because you're pretty darn capable individual, you know that you're smart, you're talented, you're well-connected, you're well-educated, you're not just someone who's like, I want to make a non-profit, I'm meeting with someone, I met with someone who wanted to start a non-profit, and he's like, I have a WhatsApp group, it has 30 people in it, and I really want to turn it to non It's minimum, right?

But you could. One second. I'm not spacing out by the way, I'm thinking about it.

### @39:07 - Havneh Feder-Haugabook

It's the 16 seconds of silence. That's really magic happens.

### @39:12 - Akiva Naiman (akiva.naiman@gmail.com)

Magic happens in the pause. Okay, I have my thought. I'm going start with some questions. Why did you decide ideas, veterans, through agriculture?

Um...

**@40:00 - Havneh Feder-Haugabook**

two things. I've had this feeling that I use, I'm just feeling of this thing that's much more there, that's not, is to be grounded, the need to feel grounded.

My choice in setting the traditional science comes from my love for the process of creating something, connecting to the process and having some kind of fruit of that labor where there's food.

Wait, I'm so sorry.

**@40:38 - Akiva Naiman (akiva.naiman@gmail.com)**

Someone wanted to get in and he didn't realize this. Let's take it in. I'm going to say that. I'm going to say something different.

**@41:48 - Havneh Feder-Haugabook**

So, anyways, to answer your question, is my love for the process of creating something, it's food It, my dream and my desire is to, um, always been food related, uh, wine.

That's why I do want to, that's why I want to create the winery. I'm good at it. I'm like spiritual about it.

I believe in that. Um, and that's, that's one thing. My, the, the healing through is because I have been, um, a Mitchell pile for PTSD for my shoot.

That's way. I've been through the process. I've been through the therapies. I've dealt with it. I go to therapy now for it.

I'm a nasiag of that, uh, process of pain. Um, and I want to heal others while also hearing myself through that, through what I believe in that process of creating some of the creating life.

Um, and I want to do it in the, in the area where there was the most pain. I want to,

Bring where I've lived in the hotel and I want to bring people back. I want to create income for the hotel And bring back life to those amazing dude.

@43:09 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I think you're really set for success here. Here's what I would say, okay Go I would say find a job Okay, right now Now I would say a 75% job Maybe not man who's missa, you know, but like 75% missa and the reason I'm saying that is so that you will have 25% of your time to work on the nonprofit But I also think and want you and I want you with your decisions But my advice would be to also pay yourself for that 25% of your time in the nonprofit So here's how I would build it go get a job that is It's called fit the move to one of those things either winery in Israel or

**ACTION ITEM: Look for 75% job in wine, agriculture, or fundraising spaces aligned w/ future nonprofit/winery goals. Focus on networking opps. - [WATCH](#)**

Culture or mental health Oh, fine a full-time job meaning like a 75% job. It's something that you were saying.

Hi. I'm looking for a job I'm here for the next three to five years. Whatever it is. Like I'm looking for a job, okay?

Because that will open you it's all about doors and networking That will open you up to the space that you anyways want to be in What I wouldn't say is do a hundred percent and And build your nonprofit because then you're not gonna have any time and you're not gonna build right build your nonprofit accordingly No, but some people you give that advice.

Do I say listen go get a real job, you know build your nonprofit super slowly But I would say I can't do that.

I'm yeah And because they're gonna be so to move to put you know Because They're gonna be so good to see each other that is gonna help you that is gonna work together beautifully And I can

I mean, I don't know if you know people already in the spaces, but I can help make some connections for you in these spaces.

Ooh, what's your name? Shrek. One second, one second, What is her name? I was going to ask you though.

@45:17 - Havneh Feder-Haugabook

Yeah. You know, I am starting this winemaking course. This is like, I'm going to do it in the fall.

And, you know, like I mentioned, I'm going also ask you about like how we thought I could start the nonprofit before the actual business, but I'm also going to eventually have to use these skills to also find investors for the business.

You know, it's going to be like, eventually I'm going to have two things that maybe money you saved up for the nonprofit, but I'm going have to actually start the business itself.

Right, but this is where this is exact.

**@45:55 - Akiva Naiman (akiva.naiman@gmail.com)**

Yes. And this is exactly why I'm saying find a job that. already going to open up those doors. Meaning as an example, right?

If you work at a high-end winery here or if you work at a company that does shipping, that does wine shipping to ultra high net worth individuals, they don't know.

You're only doing that. You're doing this because you love it, but you're also building connections to people who are going to be your eventual customer.

Or you're getting a job in Otanaza because then you're going to know every farmer there is. And so when you come with 500 Cialine, you're going be like, we love to have now.

know them for years. And we know just the guy.

**@46:33 - Havneh Feder-Haugabook**

We know the boss guy. We know the best. know everybody.

**@46:35 - Akiva Naiman (akiva.naiman@gmail.com)**

You want us to start. This is how you're like, I'm looking at my life backwards right now. I'm situated to run this course because of the experience I have, but also the connections I have.

Like my sales calls, these sales, I got another one literally while I'm talking to you right now, another potential client, right?

Is someone who I know from 12 years ago, because I was in the space of nonprofits. You want to move yourself into space.

of wine, agriculture, really good in agriculture. The idea if you're already in net space, you're already good at your cup check.

Now you want to get immersed, you want to just go down and have meetings with people. Now you don't have a limited time and money, so you can't just go down and have coffee with anyone you want.

So that's why go get a job, go start looking for jobs within net space. Does that make sense? And you might go get a job for a farm in Otep Aza, or whatever, an organization that's helping build back up Otep Aza.

And you might say, hey, I'll work for you 50% of the time doing, I don't know, security, and marketing and sales.

But I also want 25% of my time to do fundraising for you guys so that you can get into that space of knowing who you'll meet millionaires and billionaires who are supporting Aza.

#### @47:49 - Havneh Feder-Haugabook

You know, I volunteer, I told you I volunteer with a nonprofit that takes soldiers who deal with PTSD and I'm a running coach there.

writing coach. I don't think with this nonprofit and it's fun to be it's like for like veterans who suffer and have all these misgoes.

And I was thinking like two weeks ago I was like maybe I could pitch to them as well like I will you know train them but I also want to help like help you guys raise money and want to get paid to do that.

#### @48:26 - Akiva Naiman (akiva.naiman@gmail.com)

Maybe I could do that as well I don't know that could be amazing it could be amazing what I'm what I'm however what I'm what I'm nudging you towards is trying to find one thing that can be 75% of your time okay at least having money if listen might not be possible right but that if you can work for a organization at 75% that that is only good it's good obviously with no in all respects but it's only good on us if it's only if it's paying enough but also if it's really going to be opening doors to

Potential new donors now. You also you also you're not going to just take all their donors and run with them That's not ethical either right so you'll get experience as a fundraiser You'll you'll get to travel and me feel and it will be good right like whenever I finish with ncs Why all those donors who've been giving to me for years if I ever put my own nonprofit which I will I'm gonna call them I'm not I'm not stealing them from ncs.

Why but they know me. I know them for moving with relationships connections. You're mad Exactly so it's just but but that organization's fun.

Tell me isn't in the agricultural space Yeah, and it's not in the Gaza space. It's not in a wine space and so I would I would I would counter and say go look at those spaces first And that's what's going to help you build your eventual wine business with the nonprofit attached to You might have an investor who invests in your wine and also has to have a tax write up and give you a

as well. You might even build your business model that way. You say, hey, I only take investments where 50% you have to match the 50% of the investment with the donation.

You know, say, listen, we build for good. We make money, but only to help Kylie. We pay the bills, we pay her salaries, but the whole goal here was to do Kylie in a sustainable way.

People love that. Yeah.

#### **@50:26 - Havneh Feder-Haugabook**

Yeah.

#### **@50:27 - Akiva Naiman (akiva.naiman@gmail.com)**

And people, yes, people much sooner will make an investment in a company than they will make a donation. But if you tell them, let's say, listen, and shock you, right?

It's always shocking when someone's like, I'm only going to take your investment if you also support our nonprofit. I'm not saying you were going to say in that way, but if you build a business model in that way, that makes you stand out.

And, you know, I heard speech recently at a winery about standing up. Absolutely. there's I I very much believed in this path and I think this is like a very good like strategy right now cuz I you know coming out of me the email is like my mind's yeah like finishing my degree and coming out of me the name at the same time right right like well let me talk here here here you know I changed my life okay so I really changed my life I turned out in two job offers this week okay one like a couple of hours ago and the line is as follows you can do anything but you can't do everything and for a guy like me and a guy like you if you're if you're smart and talented and connected like you really can you really can do a lot of things happen like there's ten different kind of jobs you could probably get accepted to right now yeah but you can't do everything and as you get into your 40s and 50s

I'm not there yet, but as you're gonna see 40 to 50s, gonna start you're just like right now your brain is like Oh, I have to settle down I'm gonna get a car and think about marriage in case you're gonna develop and you're gonna get to a point where you're gonna say like Okay, I'm gonna die one day and it just becomes more real for you as you get older like I'm gonna die one day What do I what is my legacy?

**@52:19 - Havneh Feder-Haugabook**

I've been thinking about it since I was like 20 the same question man That's what that's that's my guiding, uh, you know, what?

**@52:30 - Akiva Naiman (akiva.naiman@gmail.com)**

Legacy and for a man, I think I don't know I've never been a woman But I think this is more appointed for a man like leave his legacy and his family of courses like to see but but the man's work Is his legacy just as much and and for you to be able to say every step of the way I built towards helping Thailand with PTSD every step of the way even if in 10 years from now You have a successful winery and and you never launch your nonprofit But you're to duck a money goes to Kylie with PTSD or been 10 years from now

**@53:00 - Havneh Feder-Haugabook**

You wound up working on a farm very happy and you and you're hosting Kylie with busy and you're in your spare And you're spare you don't know where life is gonna take you, but if you know Yeah, this is what I'm helping then everything falls into place I know what a hundred percent that I need to work with people and I need to help people that's like that's my biggest thing is like I know that I My own story everything I've been through in life like That I can help people I have help people and that's what I want to do.

You know what I mean, and I want to Do that in the way that I That I love you know through my person so so in in Kabbalah, right?

**@53:48 - Akiva Naiman (akiva.naiman@gmail.com)**

have that said We just want to give we just want to give which money give and then we have kaburah strength and The reason we have to have both of those I mean not just Judaism a lot of different legends But you have to both those is because

If you're just giving, and you're giving a little here, giving a little here, giving a little here, you're not really giving in your full potential.

So that's why I'm pushing back against you, I'm saying, I want you to think about your 20-year goal, your 10-year goal.

I want you to only work and make the money. The money, if you were rich, you wouldn't make money, you would just be helping people.

Neither of us were blessed with that just yet.

**@54:20 - Havneh Feder-Haugabook**

so you need to work.

**@54:21 - Akiva Naiman (akiva.naiman@gmail.com)**

And that means that's why I'm pushing you to go find jobs that will be stepping stones towards your ultimate goal.

And that's where the kaburra comes in. That's what I'm saying, don't take any jobs. Even if it pays well.

Hi, my bartending job, we're here there for \$5,000, check out. But a job? Even if it pays well?

**@54:41 - Havneh Feder-Haugabook**

agriculture, wine, or fundraising, we're all three if you And I'm making money myself, but that's awesome. with me here and people I can hold on to.

100%.

**ACTION ITEM: Start building donor database using provided link. Input 20 initial potential donors incl. people guarded for, acquaintances. - WATCH**

**@55:03 - Akiva Naiman (akiva.naiman@gmail.com)**

So I didn't realize what we were talking about all this today. But one of the things I wanted to talk to you about is, I want you to already start building your database, OK?

That is something you should already start doing. And I'm about to what's up you a link that you can use.

You'll see it with you at the course. But I want you to already start, honestly. And then we'll wrap up.

**@55:37 - Havneh Feder-Haugabook**

What do you mean by database?

**@55:41 - Akiva Naiman (akiva.naiman@gmail.com)**

Like, I'm going to, I just what's up to you the link and you can do it after this phone call.

OK, you see this?

**@55:59 - Havneh Feder-Haugabook**

I want you to.

**@56:00 - Akiva Naiman (akiva.naiman@gmail.com)**

Already already right now like right after this call honestly start writing down 20 name of people you can ask money from All the people you've guarded all the people you know, and then Everyone and then whenever a name pops into your head.

Just shoot yourself an email or what's up and come back and put it in here This is your lifeline right if if sales are the lifeline of the business fundraising is the life is the lifeblood of a non-profit And so any person you have just put them down in here We're you and it will walk through how to use this another time and it's literally gonna be part of the course You don't really need to right now.

It's also pretty self-explanatory I was like, but this is going to be when you turn around whether it's in three months or three years Whatever it is not with three years Let's wait a while, but in three months when we start building the actual Revenue the flow of money coming into the non-profit.

That's where we're gonna start Good, so yeah so so uh so if you need to make quick cash it doesn't have to be part of your big dream doesn't have to be yeah we all think that you know i'm

right now work company in england you know it has nothing to do with my dream but it brings money you know i worked there an hour a week um and it paid me my fee and so i'm happy you know not finally um but uh not my finally i need the money so i do it but um but ultimately um yeah that's anyway i'm just going i'm repeating myself at this um but okay so that's how you can i can i use uh what's his name uh regina for potential yep hundred percent just don't ask them before i ask them just don't ask them before i ask them well you're not going something anyway this will this will be probably you know much more than yeah no well no i would say two three months you'd be asked them nice two three months that's what i would say and it could be you're not asking them for money to begin with you saying like hey i'm opening up a uh

you know whatever the name of your nonprofit is going to be um who do you know in this space that I could speak with for advice or you know I'm looking to open up a winery in three months for now once you've done your course do you know anyone who owns a winery here Renee yesterday because he came up in the news and I have a google alert for him met with the king of Jordan king of Jordan is this I think I read about this guy right what's the last name Haas H A A S oh is this Haas not an what do you think of a Haas yeah Jesus yeah my dude he's like you met with a very significant first he's part of the half a trillion dollar Trump thingy with AI holy what is his net worth man I he made I know he made 70 million dollars last December because that was public but it's

Well, it's whatever more than 70 million 71 million maybe not 72 Nothing Nothing Right So funny like you meet a person like that.

You're like you have no idea. He's the sweetest guy Super nice, so guys super nice I got about all right, brother.

So I'm not the two next ones. They right?

#### @59:24 - Havneh Feder-Haugabook

They're off next Wednesday I won't buy some some that on and absolutely. Okay. Cool beans. I'm gonna set With your coat.

Okay, and what time are we gonna we start doing them? Is that like in a later on?

**ACTION ITEM: Decide on coach for Havneh - Israeli nonprofit space expert vs. fundraising specialist. Assign coach once decided. - [WATCH](#)**

#### @59:38 - Akiva Naiman (akiva.naiman@gmail.com)

One no, so one-on-ones. I'm no I'm already gonna start you with your coach now, but um, but um You make that at your own time like between you and her whoever it's gonna be.

[@59:48](#) - Havneh Feder-Haugabook

Yeah.

[@59:48](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm just debating still Um Who I want I'm getting approached to give you a coach who knows the israeli space more and can help you just like with the connections and build  
the nonprofit or do I want to give you a coach who's better at fundraising and can help you bring the money in.

You hear what I'm saying? So I'm not rushing to give you a coach just yet. I want to think about it a little bit more, but I won't forget.

[@1:00:14](#) - Havneh Feder-Haugabook

Cool. And I'll read the orientation stuff. All right. Let's go. Thank you so much, man. Oh, this is great.

Yes. All right, man. Bye.

# **Impromptu Google Meet Meeting - March 26**

[VIEW RECORDING - 65 mins \(No highlights\)](#)

[@0:35](#) - Akiva Naiman (akiva.naiman@gmail.com)

and if you don't get that background up people are going to know that you're sitting in a room and I can know and I'm going to know I'm a you

[@1:00](#) - Yoni Spigelman

Janice is tired.

[@1:02](#) - Akiva Naiman (akiva.naiman@gmail.com)

Janice, dance. Oh, I'm being recorded. Yeah, I was gonna say. Well, okay, got everything ready. hope people caught my prepare legs.

really cool stuff. Oh, someone's here. Adam's here.

[@1:18](#) - Yoni Spigelman

All right, for sure.

[@1:19](#) - Akiva Naiman (akiva.naiman@gmail.com)

I actually do think it's gonna be just Adam today, maybe Shopsie, too, but I'm not sure. Although, we just got another client today, Arthur Shem.

That's all cool.

[@1:34](#) - Yoni Spigelman

Thank you. Another two, actually today.

[@1:36](#) - Akiva Naiman (akiva.naiman@gmail.com)

It's a duo.

[@1:38](#) - Yoni Spigelman

That's awesome.

[@1:39](#) - Akiva Naiman (akiva.naiman@gmail.com)

BH, BH. So, that's me. Adam, you're one. Second, this is my visual effect. Let's, let's, boom, ish, let's kind of cut off, right?

Let's cut off. I think it's OK enough.

[@2:18](#) - Yoni Spigelman

It's fine.

[@2:19](#) - Akiva Naiman (akiva.naiman@gmail.com)

I just want to, you know, stay professional.

[@2:23](#) - Yoni Spigelman

You're the most professional guy I know. Fact. Factual.

[@2:28](#) - Akiva Naiman (akiva.naiman@gmail.com)

OK. I think we're going to add a thalice if you're here. otherwise, not otherwise. Thalice if you're here, we're going to start because you're the only guy here.

Well, we'll hold since I'm not going to teach you anything, Yoni. Although, honestly, what I'm going to teach today is literally, I'm so excited to teach it.

[@3:00](#) - **Yoni Spigelman**

Yeah, it's really cool stuff.

[@3:02](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

It's really cool stuff.

[@3:03](#) - **Yoni Spigelman**

I don't know that I can stay the whole time, but I'm excited. I'm going to start it. I'm going start with it.

I just got off of another meeting. Yeah. With a Hazzala meeting. And I was like... I really want to go eat dinner.

But at the same time, I love this meeting the last time I was here. So... Oh, don't you have to stay on the whole time.

[@3:33](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, I'm going to come hang out for a bit and then go inside. I'm going to wait just one more minute for Adam, and then I'm going to just start since we're recording anyways.

The light is terrible. I mean, it's a little better.

[@3:47](#) - **Yoni Spigelman**

It's a little better.

[@3:51](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Whatever. Whatever. It's a new laptop. Apparently, NCSY gives you new laptop every three years. Who knew? Apparently not you.

@4:02 - Yoni Spigelman

Not me.

@4:03 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I was like, by the way, my octopus, I'm probably like, you know Anyways, I'm like, You mean I'm going to be carrying around this 11 year old laptop?

Oh, okay. I guess Adam can hear us.

@4:17 - Yoni Spigelman

Okay.

@4:18 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I can see that. Oh, man, Adam, I'm sorry. Okay, as long as you can hear me and see me, I'd love to hear and see you, but I'm going to start Adam.

And no, you can't have my old one, because I bought my old one. But although I might, I might actually have went to whatever, not for now.

Okay. Hello, everybody. Three very cool tech tools today to share. One of them is working really slow. I'm going to reload the page and we'll see where that works.

Oh, there we go. Okay, so the first one is the fact that if you guys follow you, Shua King, you'll know this.

Shua, should be.

@6:00 - Yoni Spigelman

You Well that happened.

[@6:46](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay, your computer allows. Let's try. Who's joined? See, is that you?

[@6:53](#) - +972 55-\*\*\*-\*\*11

You got very mad at

[@7:02](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay, it says it's recording, we're good. Okay, so I had all my tabs open, let me open them again.

[@7:09](#) - +972 55-\*\*\*-\*\*11

Chat GPT and Zoom chat also. Say it again. Chat GPT and Zoom meeting as well.

[@7:17](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yes, the first one is chat GPT, they got much better at their images. check this out, check this out.

So I typed in, I typed in create an image that looks like it was taken from iPhone 6, a group from men, 5 or 6 smiling while off, but look at this, is this not crazy other than the fact that they all clearly go to the same Yeshiva.

Yeah, they're all very, they're all very come on, but like, look at that detail.

[@7:49](#) - Yoni Spigelman

That's pretty enough. What just happened?

[@7:51](#) - +972 55-\*\*\*-\*\*11

You just totally made up? This is a fake picture.

[\*\*@7:54\*\*](#) - Akiva Naiman (akiva.naiman@gmail.com)

Create an image that looks like it was taken from an iPhone 6, a group from men, 5 or 6 smiling while in office space.

There's a sign in background that says nonprofit. Navigator with orange, but like this is crazy. Give them that is all ties and have Only half wearing hats, you know for diversity Wearing make one of them where I keep us through go.

I don't know if we'll be able to handle it. Let's see Anyways, this will turn into a flag koga.

[\*\*@8:24\*\*](#) - +972 55-\*\*\*-\*\*11

What's that?

[\*\*@8:24\*\*](#) - Akiva Naiman (akiva.naiman@gmail.com)

Oh, yeah Anyways, that's one the reason I'm sharing that is because it's where do we go is because When you're creating and this is for everyone watching when you're creating marketing Stop right your imagery images or you for your flyer for what's up for social media Whatever it's going to be for it You really no longer need an actual picture this can create videos it can turn into a GIF and The the level quality is beyond crazy.

So that's one one really cool tool. Let's see. Moment of truth. It's coming. Okay. Second cool tool is a is a I'm just playing up a random guy over here is a tool called Joni.

It is free. You can go online. You can look up Joni Chrome extension. Okay, Joni Chrome extension. Check out the crazy things it can do that is like for us in a Jewish world.

I mean, this is everything because a lot of most of our people are in WhatsApp. Look at these tools it has.

tool number one that I love is here. Let's say over here, you see here where it says reply. Right here, I can do a reminder.

Let's say I want to remind myself about this donor. I can click reminder about this and it will remind me about it.

And let's see two months from now, I want to ping from my WhatsApp and will be to remind to Texas donor.

Phenomenal, right?

[@9:54](#) - Yoni Spigelman

Game changer.

[@9:56](#) - +972 55-\*\*\*-\*\*11

That what's it called? I don't know. Joni here, let me show you.

[@10:03](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'll put it, I'll put it in the chat. It's [Joni.iropes.com](http://Joni.iropes.com). I'm just gonna put it in the chat right now.

I'll put it in chat in a second. don't want to navigate away from this page. The other thing it can do and you can look at this up on your own, it can integrate with your Google Calendar.

So if I want to put this into my straight as a reminder, my Google Calendar gives me email reminders.

So I never miss a thing in my Google Calendar. I don't know why it's telling me. Click it right now.

One second, can't. Okay, here we go. Right, I go over here. I click it. Oh, because I haven't set up my Google Calendar in this computer, but you click it and it's a great, strange Google Calendar.

Another thing I really like about it is, forget which button it is, I just down.

[@10:46](#) - Yoni Spigelman

Do you know if it will integrate into Outlook Calendar? I don't know.

[@10:49](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

totally could, but I don't know. So check out this note. This is the best guy ever met him at the airport, wants to give towards

You know NCSY scholarship fund, whatever it is, right? I press okay. Look at this There's a note on his chat So anytime I come to the chat I have my notes here about this guy.

He doesn't see it. Certainly. Hope he doesn't see it I don't think he sees it we can test it out, but isn't that crazy that is crazy So that is going to be getting downloaded What's that?

That is going to be getting downloaded a hundred percent I'm pressing X delete the note and then what if you can download stuff about the you know If you have a group you can download all the contact and it also does scheduled messaging Like for a time zone if you want to go to sleep You don't want to text him at four o'clock in the morning You just send him on you know whenever you want, right?

could be recurring. It could be whatever and you can also do The last thing I'll show you can only you do not only bulk messaging, but you can also do bulk messaging

to groups. So if you have multiple hot solid groups, Yoni, you can send a message to all the groups at once.

That's amazing. Yeah, so there's a lot and this is the free version. I haven't even looked into the paid version yet.

It is one of the best chromic sensors I've ever seen. Hi, David, how's going? So yeah, so that's tech tool.

Fantastic. Good to see you. I recommend just watching the last five minutes in the recording. It's a crazy WhatsApp tool I've found.

**@12:35 - Dovid Rabinowitz**

Okay, amazing.

**@12:36 - Akiva Naiman (akiva.naiman@gmail.com)**

done a lot of research into WhatsApp tools. I've done a lot of work with WhatsApp over over the years in different consulting gigs.

And this is again, mama hands and the best thing I've ever found. And WhatsApp in general is hard to find tools for because of their API limitations.

Okay, that is the second one. Let's go back to for a man. Oh, look at it. See, took off hats.

[@12:56](#) - Yoni Spigelman

That's awesome. And by the way, just to answer your question, the Answer is nineteen. I am in nineteen. Hazzala.

What's that group?

[@13:04](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So perfect, you know, that just saves you all of that time. You won't miss any. Oh, my God. See, I look, I tried to add a blue shirt.

Chachi Bd. Give it an error. It knows, man.

[@13:16](#) - +972 55-\*\*\*-\*\*11

It is so fancy. Bd is rumor than me.

[@13:21](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Let's see if it can give one of them a blue shirt. oh, forgot to write a key pastor guy.

We'll add that in after. Okay, tool number three, tool number three. I'm going to pick a random donor. Check this out.

Okay. So you're in LinkedIn, right? We've talked about this before. Fine, you know, you approach someone making, know, to make the ask, oh, no, it's ruining my big reveal.

Hold on. All right. To make the ask you check them out. You look at number line looking up on LinkedIn.

All right. I'm not even friends with this guy. This isn't my donor. It's a donor of someone else that I know.

So this check out this Chrome extension also free called zoom in. I'll talk about more in a moment. I don't get any money from these places.

the way, there's tools that I buy. You think I'm like a walking advertisement check this out It tells you all about him gives you phone numbers if you upgrade it gives you the email and seemingly mobile phone number It is it tells you about the company.

It's just a quick snapshot now There's a lot of ways to get information about people and with the advent of AI.

It's getting easier and easier You could also ask chat The course is a free wealth screening tool. They have free and paid obviously premium and premium But I've found this other tool, which I really like which is called zoom info.

This is their Extension I'm not logged in I was logged in but then I got Who did I so so zoom info you can go to chat.

She did I've added this to the course now You can go to chat. became ask it. can I find donors for my organization in zoom info?

I So if I wanted to, sorry, I'm on a new computer, so if I have to log in, let's see, takes two seconds, I'll just show you.

No, thanks. just explain. So let's say I wanted to find in the New York area, right, I want to find current role, I want find CEOs, or C-suite-level people, right, maybe founding partners, right, want to find people who are going to be most likely wealthy.

You can do a bunch of those. Right, let's say C-level, right, and I want to do it in locations.

I want to do New York, okay, let's say New York area, right, New York. It's a specifically Lower East Side, lots of Jews there.

And boom, I've got a whole lot to think here. I can very quickly look, Randy Bergman is probably Jewish, right?

None of it bloom build might be to it. There's another one called clay where you can even search for last names I think you can actually maybe do that here.

Contact here. Let's see Goldberg Oh in here. okay. was here. So just up boom I now have all the coins and Goldberg's for a CEO's or founding partners or sea level or six-week level in the New York Lower East side area all of these people All their information all the ways to contact them, right?

Let's get random guy gave your card Okay, that wasn't a good pick because I could put him into the link and but boom I could probably plug this into Chachi Bt or go to their website learn all about this guy call him up making us Then not crazy or what?

Yeah, okay now Last but not least let's see if it can get the blue shirt. It is struggling struggling the blue shirt. But the idea again of the chair, millennials.

[@17:03](#) - Dovid Rabinowitz

Yeah, I asked you a question. If you please do. Yeah. How much money, how much how much money do you think you're raised from doing this type of cold?

Let's call it cold calling over years. Very good question.

**@17:17 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

So the answer is, the answer is that if you have people to start with, if you have warm calls to make always go with that, always go with that 100%.

However, however, if you have an intern, if you have a volunteer, if you have someone that can just sit and make phone calls.

Shopsie, this is what really why I was preparing it was for Shopsie. Shopsie has someone who's just who's ready to just sit and make phone calls.

And they're looking to expand their donor base. Instead of just calling random numbers, here are people in New York who, know, in the area who might be a good fit 100% that you're going to, you're going to, you're best starting off with your warm contacts.

But now. How it is much easier to get cold contacts and their contact info who we know are Jewish in your area.

You can learn all about them. And you can and see if they're interested.

**@18:12 - Dovid Rabinowitz**

Yeah, I've gotten some great donors going cold. Yeah, I see you don't want to answer the question how much money, but that's okay.

Oh, no, it's not about answering questions.

**@18:21 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))**

I'm saying like in the Bay Area, which is where I do my fundraising. I have definitely cold, cold foundations and people before.

Either people who I've only have heard of or people who I like maybe met once type of a thing.

I've definitely raised tens of thousands over the years or maybe even more. I can't say exactly. I'm not in systematic enough for that.

How about you?

**@18:44 - Dovid Rabinowitz**

I think that's good. think that should be inspiring to everybody. You know, going in that, you know, it's not a bruffle of a tone.

There's real things coming out of this.

**@18:54 - Yoni Spigelman**

Yeah, for sure.

**@18:55 - Akiva Naiman (akiva.naiman@gmail.com)**

And sometimes I find fundraisers who are like, I don't know, how am I going to find leads? Like what?

I do today like I've already exhausted my family members or whatever. Okay, here you go. Go grab some leads, you know, I Can tell you that bar husham.

**@19:09 - Yoni Spigelman**

I brought in a very large donation from one cold call that I made I have I have I have luckily I don't make a ton of cold calls because I have a big database of people that I have to reach out to and But when I first started I was making only cold calls.

So that was fun. Um, I would say about About a quarter of the calls that I made led to some sort of donation and probably less than that were like large donations But it's still a great it is still a great way to fundraise, you know The only way to get people to hear to hear about you is for them to hear about you 100% and even if you're getting on a call

**@20:00 - Akiva Naiman (akiva.naiman@gmail.com)**

Especially if you're new again. I'm doing it's not just for you, Adam, but it's you know for anyone watching this Especially if you're new and you don't know who to reach out, especially if you're new and you want to practice right Record your call throw it into AI and say hey, me some give

me some feedback on this I'm all recordings loom or a cap cut or to script They'll turn your audio into text nowadays with AI and you throw that that text into the chat you can say Give me you know, give me tweaks for my for my pitch, you know, so you don't get hung up on every time And you know what even if you're getting \$50 donations You know that that's still much better than nothing and maybe you're saying like listen, you know I'm not really looking for donation right now, but I am looking to get the word out about what we're doing, right?

Adam will take you specifically. We are a Jewish education leadership training program in Israel Right where our only of its kind because of xy and z i'm actually not calling for a donation today But we are looking to get the word out Could I add you to our email list could I add you to our whatsapp list with your new jony whatsapp where they get a

direct message, parenthetically, right? When you set up a broadcast list, this is this is gold by the way, if you when you set up a WhatsApp broadcast list to send to all of your donors, only donors who have saved your number in their phone will see your message.

If they have not saved your number, they will not see your message. I only learned this a few months ago and so half my donors were never even seeing my updates as it was.

But with Joni, I literally sound like a commercial. But with Joni, everyone will see your message. will look like an actual normal regular message.

And so if you say, can we just add you to our monthly no spam, just trying to get the word out.

And if you have Gabriel Cohen, who is the CEO of whatever, right? He's, you know, who you see how many employees he has, a whole bunch, right?

And he's on your what? On your list? That means in a few months, you can definitely ask him for a mention.

@21:55 - +972 55-\*\*\*-\*\*11

That's so interesting. That's enough. That's enough. to explain it to your client, which is like

@22:00 - Akiva Naiman (akiva.naiman@gmail.com)

setting in text like you do that without talking to the phone or you just like wait i stopped sharing say it again i couldn't hear you would you would you like would you start turning in like these broadcast tags without like having screens on your phone would i i couldn't black hat type zodiac i couldn't hear you would you like would you like um sending the text without already speaking to another phone a text message no no one's gonna do do so much spam nowadays you got you got a text message like hi my name's Adam i'm from this this people

immediately ignore it i'll do you one better we set up a mass texting system and ncsy and because it didn't come from my number even though i was like clearly me texting almost everyone thought it was spam you know people people get so much spam that but hey dude that it's just it's not worth it that's really cool yeah yeah

100% go. That's much better lady.

**@23:05 - Yoni Spigelman**

Okay, I think just in addition to what you just asked Adam, that all of these things can help you fundraise.

All of these things can be really helpful, but you still need to have you in the fundraising part. You know, we still need to have the fundraiser in the personal touch.

know, AI is amazing for lots of things, but AI is not amazing at creating relationships with people. And that's what most of fundraising is about, is about creating a relationship so that you can, I don't know how to, so that you can facilitate this person into continually donating to your cause for many, many years.

it's good to use all these things, but you definitely have to I definitely have to make that first personal touch.

Yeah. I agree.

**@24:06 - Akiva Naiman (akiva.naiman@gmail.com)**

My pitch for this course is AI will never be a sub-super fundraisers. It's all about you, Adam. I posted the link in the chat, by the way.

**@24:18 - Dovid Rabinowitz**

Should I make a little point on that about the relationships? Because when I started fundraising, I was all into fundraising, like, and all into relationships.

And then I realized that the relationship isn't necessarily going to be how I think it is, how I want it to be.

It doesn't mean people are necessarily going to spend a lot of time with me, so much so that I was just with somebody last week.

And we've been in touch over the phone a lot. I met him years ago and he's given, because of this, I'm telling you hundreds of thousands of dollars.

I saw him last week, when I went over to his house to see him, he said, have we met before?

He didn't even read. And that's why I made sure to do something that I could be in front the space finally you know it's been a long time and he's pushed me from phone calls to texting while giving hundreds of thousands of dollars while getting it he pushed me pushed me so i had to find a way to get back in front of him and it was amazing i saw him i saw some mother but he asked that question have we met ever before in person you know because so i'm just i'm just sharing that made you and that made you feel amazing i think you're in general i thought i thought he was like wait do i know you oh no it wasn't like that he knew exactly what it was and and i did so much money over the years but i saw where we were going when we went from a meeting to phone calls to texting still getting tremendous money and i had to find a way to get back but but he was you know he was happy to give tremendous money while it was overtak you know and and so i didn't i didn't feel bad about you know that that's that's where he was so busy he is so busy he's a real executive so that's

to where it had to be. So, you know, but I said, my son, you know, gave us this creative way to get back in front of him, which was my mission, Nace, that had happened.

I happened to be next to the same time as him and his father. It was nifty. We made a see him on Jesus to the mission.

And that really touched him for his father. It was awesome. was not, but it was a nace that it all worked out perfectly.

Right. But, but for the years before, I mean, he would say text me, you know, I know people that would say, okay, I'm not dealing with this.

I don't have time just to text people, but no, that's where he wanted the relationship. And I text it, and then he would give big money.

So, you know, it's not how we always think about, you know, the relationship. And we have to always be thinking how we could deepen it.

But, but, you know, for somebody it might be text me. And that's where it is.

[@26:49 - Akiva Naiman \(akiva.naiman@gmail.com\)](#)

100%. 100%. I always follow the donor for the donor. the donor says I want a texting relationship, go with the texting relationship.

I wish all of my donors wanted. one of the All of them make a phone call Um, yeah, exactly Um, okay, well Adam will probably end early take because it's just you but you have to forest it a four half hours yours until nine o'clock Unless anyone else comes out so Adam that you are in the spotlight Alright, I'm gonna go to the cover, I'm to the setting basically working on it No, no, I mean, I would always love to hear from where you're at First of all, David, thank you so much for all your help of giving me on the bandwagon over the year.

[@27:31](#) - +972 55-\*\*\*-\*\*11

Oh, we're just starting, just starting. I know, I know, just starting at two o'clock high. So what are we working with now?

working with, so yeah, so in fundraising right now, so I have to call out, which is, yeah, we're trying to, yeah, I got a lot of clarity, because I got a little confused about what exactly what I'm pitching to go to.

I get my pitching, where I get out of the sheet with you. We're like the business metrics, but really, like, as we're saying, it's a good thing to go.

I got a lot of clarity to speak about, like, what exactly am I pitching, exactly where we are, which is a group of guys with a lot of people now, lot of sound, who are instead of, like, fibrillating their personality and feeling behind the camera, it is actually actually using their focus and a lot of music to move on to them, and as well, you know, gave me some sort of work.

So, it's been a big opening and I was kind of my, with my, with my, my, act. But basically, yeah, basically, what you're trying to do is just kind of like, figure out, yeah, new relationships, big names, one thing I, one thing I struggle with, I love, I I love, like, this, I love to throw a pile of big chips and I just keep, I just keep looking at, like, hey, this, this grand business, and this, and this big person, and this career, this, that, and this, and And I, and I also,

I'm trying to build up a list of like, um, how long have you been coming, I'm showing you really got to contest it.

[@29:09](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Keep going.

[@29:12](#) - +972 55-\*\*\*-\*\*11

Can I go here? Yeah. Yeah. You're good. You're good. You don't need to have solo stuff.

[@29:16](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

But go for it. I'll do it together.

[@29:19](#) - +972 55-\*\*\*-\*\*11

Um, so and so basically, uh, when right. So that, uh, it went right. Oh, yeah. what, what are the things that, I mean, how long does it take using to just collect information, phone numbers, like, in a way of thinking, like, have you heard of like, WooCommerce or any of these, like, uh, fundraising campaign pages?

[@29:44](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I have not heard of WooCommerce. That's new for me. What is that?

[@29:49](#) - +972 55-\*\*\*-\*\*11

Um, it's like, it's been wave charity, um, uses its platform. And then the one that we, uh, we worked with.

And so basically, what it does is it has, it just has all the list of the donor that gives you your campaign, and it has, like, you know, had their phone numbers and stuff like that, but it doesn't have, like, it doesn't have, like, the team that you connected to in the program, it just came a lot of time to go through from the page, from the team member to the page, finding the contact information and putting it together.

So I was trying to use myself, how long should I be teaming, like, how long, how long should I be putting it, investing in that, like, a night, like, let's say, let's say, like, right now, I have a list of 15, and I want to get that much higher, and, you know, it's from doing work, I started doing more, but, um, much time should I investing in that, investing in new business, and definitely, can I work on, and, um, and then, and then, we can clarify this, this is something that was talking about, um, the idea of edification, and, like, trying to identify other people, um, what exactly, how do you, how do you

to do that, like, what am I, and I'm like, somebody who's going to ask for that, I'm like, somebody that's going to, then, then, like, explain more about the cool well, then to the back to me for that, because how does that look like most effective way in your, in your opinion?

Yeah, okay.

[@31:16](#) - Akiva Naiman (akiva.naiman@gmail.com)

David, you want to answer? Should I, you want to, how do you want to go about this, your, like, go for it, go for it, you know, but later, so, um, Adam, you know, it's a good question about how many, how you know, how much time should you spend collecting the information, putting it all in, and how much time should you spend actually, you know, fundraising, um, you know, 15 is a good number, certainly to start, but, uh, I would say, yeah, you want to grow that number, but I do, but it's very easy and fundraising, very, it's very easy in anything, even with my business, even with nonprofit navigators, very easy to get distracted from the main goal, like, I am doing all these things with AI and building them for the business, but like, that's not actually building the business, it sort of is, but it's not really bringing in.

[@33:00](#) - +972 55-\*\*\*-\*\*11

Which one which I'm in.

[@33:02](#) - Yoni Spigelman

I'm in United. thought it's a different. thought I don't know.

[@33:07](#) - +972 55-\*\*\*-\*\*11

don't right. So it's not it's late charity. I don't lead cherry.

[@33:14](#) - Yoni Spigelman

I'm going leave. I've heard of it, but I've never used it.

[@33:20](#) - Akiva Naiman (akiva.naiman@gmail.com)

L. E. No, I don't see it. No, I don't it.

[@33:23](#) - Yoni Spigelman

I'll leave E.

[\*\*@33:25\*\*](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

V. Like lab like heart. Lab lab tells it again.

[\*\*@33:28\*\*](#) - +972 55-\*\*\*-\*\*11

Can't do this. Uh huh.

[\*\*@33:31\*\*](#) - Dovid Rabinowitz

So use them. So we use them because we got it.

[\*\*@33:35\*\*](#) - +972 55-\*\*\*-\*\*11

Basically, my first call. Well, one of the taught me them made it. And so he said, he said it's doing like a credit coffee season, something bad.

And so he's a credit card scene. He gave it for the stage for three. So it's very new. Right now, or dog, it's just like, it just has like, okay, you know, mister, you know, you talk to him, go to and yeah.

And then you click on that and then you have like this job to go see and there's information with a billion addresses which is, you know, with a phone number and then it has to go collect that information and put it into the Excel shoot so that I can go and come back to you and I can find Yeah, that's very, very, meaning like every platform has like the ability to just download it and look at that.

**ACTION ITEM: Extract donor data from campaign website into spreadsheet. Pay for service if needed. - [WATCH](#)**

[\*\*@34:22\*\*](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So that's unfortunate, I guess. You guys have some sort of, like, this is a new Yeshiva.

@34:30 - Yoni Spigelman

Do you guys have some sort of CRM like Salesforce or something that you're using to track this? Or this is like, hi, I'm a Shymish.

@34:39 - +972 55-\*\*\*-\*\*11

What's CRM? What's thing?

@34:42 - Yoni Spigelman

CRM? So if you don't know what that is, then you don't have one. It's customer relationship management. But it's like a platform.

@34:48 - +972 55-\*\*\*-\*\*11

It's one of the, no, no, no, no, no, Adam also had to speak to different people who had,

@35:00 - Dovid Rabinowitz

Listen to donations to see if he's able to speak to those those donors who had given who had given And it's not back on it.

@35:07 - +972 55-\*\*\*-\*\*11

It's not tracked on the excel sheet who collected it It's not an excel sheet it doesn't you have to go to the campaign like site go to the team Okay, know fish bird and I go to you know, I should look at his top Yeah, I have to go back to the other site and find it as to look up those Find a name then to get the number put on the fellowship at the guy, you know, they're saying co-host an email Can I call the guy I didn't you miss that some people are like, you don't want to touch you better than right now.

really yeah Let me start to go up.

@35:42 - Akiva Naiman (akiva.naiman@gmail.com)

Here's what I would do if I was you okay, I'm gonna share my screen Okay, oh, you know what hold on I want to share I want to share my entire screen Okay, cuz I know reason I'm saying this because this is not what you should be spending time I'd be spending time on the

a phone calling a list of about 100 people who have donated and working with Dubit about what you're saying on a phone call, but that is what you should be spending your time at.

Okay, texting, what's up, giving them updates, them, you should be fundraising, doing office work. I'm about to show you in five minutes how you're not going to be to do, and not need to do any office work at all, and this is why I'm such an AI fan, okay?

we are on your page, right? See this? This is your page, right? Let me just get this out of the way.

So I sorted over here, you can sort by highest, right? Yeah. Sort by highest. Now, I'm going to take, I'm going to score a little bit, I'm going to take a screenshot of these guys because these are the highest, right?

I'm going go to chat GBT, Darth Vader is just so not helpful, and I'm looking at anonymous.

**@36:54 - +972 55-\*\*\*-\*\*11**

What is this?

**@36:56 - Akiva Naiman (akiva.naiman@gmail.com)**

Oh my gosh. Mommy and Tati. Okay. Okay.

**@36:59 - +972 55-\*\*\*-\*\*11**

Daddy and Mommy. Fine.

**@37:00 - Akiva Naiman (akiva.naiman@gmail.com)**

might be a little bit harder than I thought, but let's let's just take it as an example, okay? I'm going to go to chat TPT again, you can do this in the free version as well.

I'm going to upload this screenshot. I'm going to say put this in an organized table with including name of donor team.

It was given in an amount. Give it. This is on a slower version right now, but it's actually fast here.

This is faster, but whatever. Let's just let it go. If you really have no way of accessing this in the back end, which is mind-boggling to me that you can't just download it, like, cause, magic, charity, any of these major places, these are the only people you should be

getting time on once, once you get over here, okay, none of these people, you know, seven, oh, this is not a good platform, right, none of these people you need to be spending time on to begin with, just the larger people, that's, you know, you're going to get 80% of your donations from 20% of your donors, but here we go, as you can see, being as fresh, healing, rena, Suratkin, is this helpful at all, this is not as helpful as I thought, is this helpful at all or no?

No.

**@38:28 - +972 55-\*\*\*-\*\*11**

It still doesn't need to help with, I mean, it definitely helps, I mean, I get to put it here, right, right, right, I can go back to the thing and I can just look up, I guess, maybe I was wrong, I thought, but ultimately, Doug, he should be just focusing on the people who have given a thousand dollars or more.

**@38:55 - Dovid Rabinowitz**

100, well, you know what, I would even lower it to 500 because he thought it'd be on the phone.

Talking moving even 360. I don't care. Just you know what especially for a new fundraiser. You got to be pulling the trigger It's a bit so important.

Just be yourself Doesn't matter what they say you just you know, you'll be more comfortable You'll and then you're gonna see first of all you have some big names there Ben Phillips and is a Givir awesome It says Yeah, Yeah, exactly.

**@39:23 - +972 55-\*\*\*-\*\*11**

Yeah, I'm talking about what's Today, yeah What do we have to call or work for him? he um Yeah, we're trying to we're trying to get him in involved like apparently he's a he's a post-no guy He's got a he's got a local.

He's not a phone call like I'm gonna call him. It's a problem. thought but you know He's got an answer Okay, we never know him right email or what's up him like getting meaning keep this guy.

**@39:49 - Dovid Rabinowitz**

Yeah Yeah And if he comes there throw this guy is I mean he is a major player He's a big ball stalker big and he's so if you can get him

You also realize you have a visitor center and you have a place where people could come and many wealthy people come to earth.

So if you're able to rope people in to see what's going on and there's so many people with money walking around Ramada school.

I mean people have apartments where I brought them all. was a wealthy guy just bought an apartment in Ramada school.

You know I mean if you didn't get people in or you can meet people you have this list you got what's going on it's very big.

**@40:32 - +972 55-\*\*\*-\*\*11**

I wanted to you guys want to put a business in person. You know like pay time for great time for me to pull them in.

What's the best amount of like figure out new donors other companies. trying to get a phone was like you know like I said that's 12 said hey I like it or what's that.

Hey I went I can throw it right now. was in the corner like you know I'm drinking it but I love to do some of these new environments that are in school as you feel from a big little bit down right here.

You know, unbelievable, you know, we're gonna be around in the situation like what's the best way I want? I want to find it.

I actually what I did. tell you what I did. I wasn't with Xavier on the Hanukkah with a bottle of Buffalo Trace.

don't know, you guys probably be afraid of that. But I thought I was a spot. And I started pouring slides at the at the garage show in Australia.

And then I smoothed people and like, well, that didn't come of it yet. But, you know, was like, what's a way to get these guys who don't know me, don't know who I am to just like, get involved.

Like, I don't do that. Like, when they're here in person.

**@41:38 - Akiva Naiman (akiva.naiman@gmail.com)**

Double, you could take it and I'll follow you. All right, all right. Okay.

**@41:44 - Dovid Rabinowitz**

Yeah, no, no, I'm first of all, I love that you did that with that. I mean, that just shows that you're ready to do anything and you had an out of the box idea.

Yeah, I just love that. I love that.

**@41:59 - +972 55-\*\*\*-\*\*11**

I don't know that. I don't know. Know what came of it or you know, you know, you're not sure but but I just love it.

I love that you did. Yeah, it's good. It's good I had a great time. I had a great time.

I was like in I was in the next one. like 115 like would have a bottle of bourbon in it.

**@42:15 - Dovid Rabinowitz**

know, what I would say It's a good question. don't know I don't know right now And you have a lot of people with money, especially in like you went to a hobby There's a lot of retired people.

My uncle actually gives a shear across the street from the Gruschl in the The Yeah Okay, I just stayed there when I was there, so I stayed right there.

I've been in the Gruschl I was yes, he gives a shear there to retired people Um, and maybe I can connect you to him actually to my uncle to his name is David Raskis lives in San Diego right by you And he gives us here to like 20 or 30 Retired, you know, wealthier people that live in rahavya.

Uh, maybe he could connect you to people but I think you want you want to be Um, I I think like just the more straightforward you are the better it is That's what that's my initial thought like if you could get on the phone or meet somebody and say we have this amazing Kyle, I'd love you to see it.

You can introduce him to the rest Kyle Right and say and I want to get your help because we're growing tremendously.

We have this Awesome program and uh, and you know, and I'd love to ask for your support would that be okay?

Like I mean, I think you should be going going straight for the jugular Uh, but again offer them to meet the rest Kyle, uh, but you are there to raise money.

You know use these opportunities, right? I'll show you Okay, you know tell me I'm wrong. Also, go ahead. I'm just trying think about it for the first time.

**@44:06 - Akiva Naiman (akiva.naiman@gmail.com)**

I would say, I would say, first of all, Ross is great family. know the rest of this in Baltimore.

would say, you know, going, I looked at the better thoughts in a little bit. He was a chairman of Mira Yeshiva.

He clearly loves Yeshiva. like, this is a guy who you should be stewarding, and David, you should help him steward him, because probably not going to be big.

He might not, well, your campaign was months ago. He might be ready to give a big gift again. I would say, I would say, build him into a \$25,000 \$50,000 ask.

That's what I would say. You might not give Ben Phillips and this guy, right?

**@44:37 - +972 55-\*\*\*-\*\*11**

So that's one thing I would say.

**@44:39 - Akiva Naiman (akiva.naiman@gmail.com)**

Second thing I would say, so that's what I would say, put some eggs in that basket for sure with Adam.

The second thing I would say is, you know, you're always to go back to the beginning of this call of W talking about cold calls and warm calls.

You have a coal L. You have, you know, 50 hundreds. I don't know how many hundreds of guys over the years of the call, but how many guys you've had like total throughout the calls.

**@45:00 - +972 55-\*\*\*-\*\*11**

like, okay, not hundreds, like, like, we're like, we're like, 25 now, and we've had like, 40, probably, we've had 45 people in the corner, not four years.

That's fine.

**@45:09 - Akiva Naiman (akiva.naiman@gmail.com)**

So 50 people, let's say, who will actually answer the phone, and say, give me three names of people you know, who have who can make a \$5,000 donation number, \$2,500 donation, make it a little bit lower, right?

Give me two, you know, what's that?

**@45:25 - +972 55-\*\*\*-\*\*11**

They probably don't, they don't have those numbers to get them to the campaign.

**@45:31 - Akiva Naiman (akiva.naiman@gmail.com)**

Paul, if those people, right, if they're people that did not give to the campaign, because people don't always give to a campaign, right?

I have tons of donors and then see swine in the Bay Area, and not all of them give to when we have the annual campaign.

So there might be names that are kind of within your network, right, that did not give to a don't really know him, but there's this guy who lives down the block from me who has an eight-story house or whatever, Didn't have to.

or in the amount of school or whatever. You clearly are a guy who will pour drinks for everybody. You walk over and say hi, you know, my name's Adam.

have, we have a leadership colla. However, you're pitching the colla, whatever is. Would I be able to grab a few minutes with you?

apologize for coming to your house like this. Would I be able to, you know, would that be something we could have a meeting about?

Just finding the, because there's people all around you. And because you have, you know, myself as an example, in NC Swag, it's just me, and I have like a two-staff member, you have four staff members who live there.

But you have, in theory, 50 people who are all connected by one degree off of someone else, and you have a base of locations, like I would say, you have a lot of things going for you to find new donors.

That's the first thing I'd say. This CF. And that's what I think you should be putting your focus on.

The second thing I'll say is that it's important to make a pitch, right? People like to, this goes into psychology people.

People like to buy stuff, right? Imagine if you would a store, and they say like. Listen, tell us how much you want to spend, and then we'll let you know what you can afford.

People aren't going to do that. are like, well, I'm coming here with a \$425 budget. No one acts that way.

You go into a store, you see what there is to buy, and then you buy it. Even if you came to the store knowing I'm only going to buy one thing, I'm only going to buy one thing.

Typically speaking, you buy more than one thing. I'm conned. Yeah, you're with me so far. So your job is to give people something to purchase.

Now, when you're having a campaign, when you're having your campaign, that's the product, that's the purchase. We're having a campaign.

We're doing X, Y, Z, and it's only for a week long. know yours was longer, whatever it was, that's the purchasing, you know, we're not asking you to do anything else.

We just want you to buy this thing. people's brains are wired to say, okay, I understand, people need to understand.

And you're saying there's a thing I need to purchase, what I get for it, I'm in the car, and this is the Colos longevity or, you know, ability to stay open, because that will show them.

**ACTION ITEM: Create 3 pitch options: high/med/low \$ amounts. Incl. specifics on what donation covers. - WATCH**

Israel. You need to have this when you start sick and double it, I'll defer to you. But you need to have a product for people to buy.

So that when you're knocking people's doors or calling people or calling back Ben Phillips in or even stewarding people, when you mean stewarding meaning you're not asking for money, you're just keeping them in a loop.

So when you're ready to ask them for money, you need to be able to say, listen, we're raising a quarter million dollars.

And if we raise a quarter million dollars, I'm going to show two hands. If we raise a quarter million dollars, we're going to be able to do X, Y, and Z.

I don't know what X, Y, Z is that and that's for you and your achievement and all the staff to figure out.

We're going to be able to have, you know, X amount of people teaching kids in the area. We're going to have certain tutorials, go to sister schools, and sister communities in America, whatever X, Y, Z is for you.

We're going to give stipends to guys to learn to keep the fire alive, especially now, you know, every guy has 10 Kylie and he's learning for him, again, I'm making stuff, but I don't know what your X, Y, Z is you have to have that clear internally and then externally on a pitch deck or by by.

or by voice with the guy, with the peer or the potential donor. And if we don't raise a quarter million dollars, this and this and this happens.

Now you don't always have to say that in your meeting with them, but you need to know that internally, that if we don't raise a quarter million dollars, whatever your number is, \$100,500, \$500,000, if we don't raise that, three families are not gonna be to learn Torah, and they're not gonna be to get a stipend, they're gonna be able to have that income.

If we don't raise that, that's 30 times that are not having Torah learned specifically for that. If we don't raise that, whatever it might be, right?

There are three sister communities who are not getting our Torah. I don't know what the XYZ is, but you need to figure that out.

So when you go to a potential donor, you say, please purchase my product. Make sense?

[@49:41](#) - Dovid Rabinowitz

Got it, nice, But yeah, Akiva, mean, spot on. What I told that, and there's always, you should have three things in mind when you're calling somebody, because otherwise you'll be confusing.

You air high, a medium and a low. goes great, you go for the high . And you know exactly what you're asking for.

Right? \$25,000, you'll sponsor the POT program for the year, let's just say, or \$10,000, you're going to sponsor a week of learning for 30 families and creating leaders in Closiero, or \$2,500, it's the entire Closim and all the leadership taking places, you know, is going on for the day in your, in your, I'm just giving examples, but you know, just to keep it simple, you want to have three things in mind always and every call you go into, you know, high, medium low, depends how it's going, right, right, right, yeah, but, but the, the, the, Adam, the first step is we got to make that list of 15 into 100, and he got to start calling them and ask for money, but then we're, we're, we're, on back when you say I should, and again, we can't, we can't, we can't, we can't, look for the look to do the things we can make, and you know, I think you shouldn't make the list, it's not that you shouldn't make the list, it's that you shouldn't waste a lot of time making list, just sounded like you were spending hours

**@52:01 - Akiva Naiman (akiva.naiman@gmail.com)**

I'm just saying, think about either with AI or someone who can volunteer, whatever it might be, so that if you have only two or three hours a day to fundraise, I don't know how many hours a day, 50% of that is like finding information, typing into a document.

As you know, I built this course based on action that you're going to raise at least \$3,000 in the three months here, but really hopefully much more, you're going to learn how to fundraise and win two fundraisers and who to fundraise and what to ask for.

We really want that for you. don't want you to just finish off here and still feel like you're at the same as you were in the beginning.

So yes, listen, if you're really the only person who can do it, then just get it done. But it should not take up your whole day, your whole three hours every day, get those phone calls in, meet the guy with the eight story house just like it's about ABC, always be connecting, and then ABA, always be asking, I just made that up, but that's what it is.

**@53:04 - Dovid Rabinowitz**

Okay, so I would say, I would even add, and we're closing up over here, but you have that list of 15 people.

Adam, I would encourage you to start with that. The excitement, really, gishmak of asking somebody for money and sharing this course and him giving and you seeing what you're building.

I mean, I want you to feel that excitement, that action. Call those 15, or not 15 in a day, that's too much.

But really, even today, call one or two people, five people, you got to get five people in there, speak to a couple of them, ask them for money, going to be, you're going to walk out just feeling like on a high.

[@53:50](#) - +972 55-\*\*\*-\*\*11

It's smart, it's smart. And if five people don't answer, and if you don't. Call the next five.

[@53:58](#) - Akiva Naiman (akiva.naiman@gmail.com)

wait, are these 15 people who just... Donated right now a few months ago This year the mall, yeah, I like I'm two or so 15 already done it and then like seven of like people are like, you know, like, you know, like, know, biggest Catches out there, so I don't know, you know, so think if you could work with Adam name by name because we don't want to we don't want a Ben Phillips and to get a phone call and Asking for, you know, twenty five hundred dollars for a paycheck campaign.

don't want that, right? We want it to be twenty five thousand. Just make sure he's get he's asking the right people for the right amount If you can it's okay, right?

[@54:37](#) - Dovid Rabinowitz

Yeah, of course, I will caution, you know There's somebody like Ben Thompson there, you know, you A lot of times, you know, you may need to change the like the relationship You need to build relationship.

need it before you get to that big numbers Don't you know, don't feel bad if he gives less or he doesn't give right now.

Don't don't feel bad it's, you know, but they have something in your, in your, um, you know, Siva, who was, it was a bad type of capability is exciting.

Right.

[@55:08](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah.

@55:09 - +972 55-\*\*\*-\*\*11

I mean, it happens to be, he like asked him for like, let's say he asked me to be, uh, to be a, um, \$6,000 and no, he's only \$2,000.

I think it said \$5,000.

@55:24 - Dovid Rabinowitz

That's it.

@55:25 - Akiva Naiman (akiva.naiman@gmail.com)

Oh, is it matched? Yeah, it's matched, matched, Listen, ask this noble guy if he could ask him if they got, if they'll take literally a five-minute phone call with you, you know, like see if you can get them on a phone I would say or if he's coming to Israel, you can find that if he's coming to Israel.

@55:44 - +972 55-\*\*\*-\*\*11

Right.

@55:45 - Dovid Rabinowitz

When you want to have the next step, then, right, it should be a move's management piece. And also remember it was an employee that asked them for a donation, right?

That you said he worked for him. So an employee asked you for a donation. Okay. How would you are?

You're not giving him a million bucks. Okay. Game point. You want to try to figure out how we can get him more involved?

@56:05 - +972 55-\*\*\*-\*\*11

I can ask it. I can ask him like, hey, like listen, like this is what we're doing on the earth We want you to be involved.

there's a bit of my heart. I don't think it's it's a certain amount of like It's called to this afterness, which is like you just show up to the suit.

like with no plan But I mean I just think how you've spoken in this part I listen that we we really really think that this is something that you would be Really want to be involved in and I don't have to work.

How do I do all this? I mean, I want to hand it into my question I'm like, okay, I don't want wrong But on the other hand, like maybe like maybe that's like I can take I don't want to give you a number I want I want to I want to go for me with you.

I want to develop. want to take this for dinner I want you to come through to the call when you're here.

What are you doing next? mean with a bigger extension What what's what's the number like what and also like

I've forgotten in your experience, do you expect something to do that, or have you ever tried something like that?

**@57:07** - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

David, are you or me?

**@57:09** - Dovid Rabinowitz

I'm not really sure I understood the question, to be honest.

**@57:14** - +972 55-\*\*\*-\*\*11

The question is, the question is that, like, I didn't talk about it a little bit like this. But I mean, let's say I have a person like, you know, like, Jose Kocab, or if I have, you know, bad Phillips here.

Something like this is, well, I could ask him for 24, I could ask him for 10, could ask him for 11, but I never asked him for that.

But you might say, no, I can tell you, like, you do that. The relationship with you is really, really important.

By the way, I don't want to ask you anything right now. I want to build with you. I want you to call me to the call, see what's going on.

I want to tell you that. I want to tell you what's going on. What are you guys doing? Like, you know, Michael Richard put out an unbelievable 200 page.

Thanks. on an awful child that you need and it's getting unique on it. It's going to look like a mind-boggling thing.

And you know 15 years he's proud and unbelievable. I got your question. I'll share my thoughts.

**@58:18 - Dovid Rabinowitz**

Of course there's always time that you should be building relationships. I'm scared though because many fundraisers when they start they say I don't want to ask right away, I'm going to push it off.

And unfortunately they never get to asking. And they can build relationships. They get harder and harder. This is what my father always says.

You want to build that relationship around the fact that not you're taking his money, but that you're creating an amazing muckin' pirate up together.

giving money is not a negative. mean that's how you're building a relationship. So don't feel bad about it. You should be jumping in on there.

**@58:56 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, yeah 100% I figured that Todd Cohen, I talked about it, believe in the course, Todd Cohen Fundraiser in South Bay, and Florida taught me this, the relation, the donation is the relationship, meaning like, yes, you have a relationship and you get to know each other and you did smooth over the years, whatever it is, but like, ultimately, would you be talking to this man or woman if they weren't donating, like, probably not, right, like, the whole point, Julie Weissman wrote a great in the chat, which was, do you see her, do you see her comment?

Look, listen to this comment in the chat, one second, let me find it, because it's so good. She says, I'm making shidoochim between people who have the funds to make things happen and people who have the tools to make things happen, and when they are passionate about making the same things happen, magic happens, it's a great line, that's really what you're doing.

right, Adam, tell us. us. What did you gain from this call? What are some of the action steps you're going to be taking before over the next week?

[@1:00:06](#) - **+972 55-\*\*\*-\*\*11**

Okay, I'm going be thinking after the vlogs of how to get the data from the Cante website into a fellowship and getting people getting, okay, so I can call all that I can call those people for them.

So I'm going to have to ask them, let's say I'm going to achieve this time. So then you go go through the stuff for me, you know, pay and pay whatever it is, and then that's it, that's one bit.

Also, the next thing is going to be having these three, I'm just, I'm going update, like, three ads, three pictures, you know, you know, pay for a lot of the guys that going to make me feel more, I'm going to talk about

**ACTION ITEM: Make 5-11 fundraising calls tonight. - [WATCH](#)**

You know, in the community, we're going to have like three options, there's going to be a 5-2 opportunity. And then, and then, and then, yeah, into the phone call.

I'm going to make sure that every night, I'm the office. I'm calling it every size 5-11. I'm going to be making acts 11.

I'm going to be, you know, you know, some sort of, some sort of kitchen act. And then, uh, and then, yeah, we're going to be, uh, hopefully, we'll be making some headlines with the guys who are here from America.

We'll just, you know, and we'll take that. We will build a new kitchen. Okay.

[@1:01:46](#) - **Dovid Rabinowitz**

Amazing. Amazing.

[@1:01:49](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

It's all about action. It's all about actions. So easy to talk in a Zoom call, but I have a, I have a call with a donor right after this.

We all have to do it. This is what we get to do. Go ahead. Go ahead. I'll tell you for me, I have work hours, like there are hours that I work, and then I work from 8 p.m.

till 11 p.m. it is 10 p.m. and those are my work hours and so I do not take phone calls in between, you know, texts or whatever it is, you know, from Jonas, unless everything except in Persian, if a major donor calls me and it's 530, I'm still going to answer it.

But ultimately, I have various hours when I'm working when I'm not working. Cool.

**@1:02:55 - +972 55-\*\*\*-\*\*11**

Cool. Okay, great. Great. Thank you so much. I really appreciate it. We're gonna push you Adam.

**@1:03:06 - Akiva Naiman (akiva.naiman@gmail.com)**

We're pushing you to success, man.

**@1:03:07 - +972 55-\*\*\*-\*\*11**

I see that. I'm appreciate it. is like this is like epic push. is like, you know, the big dog.

The big dog is all getting it up. But thanks for having us.

**@1:03:18 - Dovid Rabinowitz**

Who we can we try to ask you to do it even today, make a couple of those calls today.

Today.

**@1:03:28 - +972 55-\*\*\*-\*\*11**

Today. Yeah. It's a perfect time, by the way.

**@1:03:32 - Dovid Rabinowitz**

I just, it's, I'm in America. You guys are there to throw in Jealous, but it's literally right now the perfect time to call people.

**ACTION ITEM: Comment in group chat after making first fundraising call today. - [WATCH](#)**

[@1:03:39](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah. Yeah. Adam, we're gonna, I want to see your, we both want to get, please comment in the chat.

Okay. When you, uh, oh, we lost. No, we didn't lost the straw. Comment in the chat, Adam, once you made a call.

Okay. In the group chat.

[@1:03:58](#) - Dovid Rabinowitz

Okay. I'm sure he earned it. All right, take care everybody The other things are coming up to you.

[@1:04:07](#) - Akiva Naiman (akiva.naiman@gmail.com)

Hi talk some math. Well, thank you. was amazing Sky after you I did cheap by because I I I was late because somebody called me and said what they give you money for So these that happens, but you know My first donation and NCS why not the first time that I first so not my first Solicitation, but my first donation was a guy who came up to me.

like, how come you haven't asked me for a donation? That's where I'm like, I didn't know I was supposed to give me \$5,000 Awesome awesome.

[@1:04:43](#) - Dovid Rabinowitz

See I shouldn't see after dishmighty sends us whenever you're feeling a little down He sends some way to say no keep going you go.

We need you back Okay, I love your your I love your ashkappa straight Straight up amazing Thank you, man.

[@1:05:01](#) - Akiva Naiman (akiva.naiman@gmail.com)

All right. Okay.

[@1:05:02](#) - Dovid Rabinowitz

All the best.

# Impromptu Google Meet Meeting - April 02

[VIEW RECORDING - 81 mins \(No highlights\)](#)

[@0:01](#) - Yoni Spigelman

What's up, dude? How you doing?

[@0:04](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm okay. I'm little tired.

[@0:06](#) - Yoni Spigelman

I'm exhausted.

[@0:07](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Oh, never mind. I've got nothing on that. I'm not exhausted.

[@0:11](#) - Yoni Spigelman

Yeah, it's the Jerusalem Marathon Week. Oh, right. Wait, when is it? Friday? Friday.

[@0:17](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Good luck. Are you running?

[@0:20](#) - Yoni Spigelman

No, I only run when people are chasing me. Good, good.

[@0:23](#) - Akiva Naiman (akiva.naiman@gmail.com)

Or when you're chasing other people. Don't limit it. That's who. Yeah. Let's see. Who comes on today? Amazing. You just heard you on in the background.

[@0:44](#) - Yoni Spigelman

Do your thing, man. Oh, anyways. Yeah. So what was this ask you're going to talk about, huh? I'm going to talk about it in two minutes.

[@0:55](#) - Akiva Naiman (akiva.naiman@gmail.com)

I made some mistakes, but you know what? There were some wins and there were some, we'll see. I'll show you.

I've heard a few months, but it's exciting for sure, it's exciting for sure, you know, to have this, to attempt to create this endowment fund.

It's amazing, for NPSY?

[@1:16](#) - Yoni Spigelman

Nice.

[@1:17](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, I don't know, I'm actually, now you mentioned that, like, I wonder if there's anyone else who has an endowment fund.

And it's fine. I'll just have an endowment fund for the... I got my phone reset today, so I have, like, nobody's numbers.

That's amazing. It is, because my phone's been glitching like crazy, so hopefully now, once we reset it, it will work normally, which I'm very excited for.

I mean, it's an iPhone from 20, it's an SE. I don't know when iPhone SE is from.

[@1:55](#) - Yoni Spigelman

When was iPhone released? No, wait. 2016. It's a little old. It's a little well used.

[@2:04](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I got it refurbished in 2020. That's when I got it. Oh, wow.

[@2:09](#) - Yoni Spigelman

So it's old. Yeah. It's a little, it's a little well worn. It's wearing a monocle.

[@2:17](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I don't know what that means.

[@2:20](#) - Yoni Spigelman

Every time it stands up, it goes, my.

[@2:25](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Siri, turn it on again. Oi, are you sure? You look for it.

[@2:31](#) - Yoni Spigelman

Really, Akiva, I can't keep doing this every day. Hello.

[@2:35](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Someone should make an old Jewish voice for Siri. Yeah.

@2:42 - Yoni Spigelman

That'd be funny. It Have you ever heard the yeshivish ways? No. Okay. So it's really funny for the first two minutes.

And then it's really annoying. But it's like, on the upcoming traffic circle, mach. can't remember. It's And then if you miss your turn, it's the best thing that goes, ah, you're awful blooded it.

@3:07 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Are you serious? Who made that?

@3:09 - Yoni Spigelman

I'm 100% serious. I don't know who made it, but it gets very repetitive and like really old after like literally five minutes.

@3:17 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

All the way's voices are funny for like two, three minutes.

@3:20 - Yoni Spigelman

No, please no. And how's the baby? She's been crying a lot. That's awesome. She's, yes. Oh, Tali apparently saw you and yelled Mazel Tov.

Well, one of your boys, Tali saw one of your boys and yelled Mazel Tov to them.

@3:40 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Tell Tali I saw her driving from Lachish to Sorek and it was an aggressive turn. was well done. I was applauding her.

@3:48 - Yoni Spigelman

You made an aggressive turn on Lachish and Sorek and he was very proud of you. Nobody, nobody, nobody. Nobody.

Thank He's proud of me when I drive aggressively.

**@4:01 - Akiva Naiman (akiva.naiman@gmail.com)**

I drove past you, Yoni, also this week by Burger's Bar, but you were very focused on the road, which I guess I can applaud also.

**@4:11 - Yoni Spigelman**

What's really funny is I was driving with my lights and sirens on, and my brother-in-law almost pulled right in front of me, in my way.

And I literally, I even knew it wasn't my brother-in-law, but I just, I pounded on the air horn at him.

On purpose?

**@4:31 - Akiva Naiman (akiva.naiman@gmail.com)**

Like he was pulling shtick?

**@4:33 - Yoni Spigelman**

No, he like, I guess wasn't paying attention. Got it.

**@4:37 - Akiva Naiman (akiva.naiman@gmail.com)**

Shalom abdabid.

**@4:38 - Dovid Rabinowitz**

Mazel tov, mazel tov.

[@4:40](#) - Akiva Naiman (akiva.naiman@gmail.com)

Thank you. Thank you so much.

[@4:42](#) - Dovid Rabinowitz

Awesome. Yeah, yeah.

[@4:44](#) - Akiva Naiman (akiva.naiman@gmail.com)

We'll see if any, we'll see if any coaches come on today. I see one over there with Yoni.

[@4:54](#) - Dovid Rabinowitz

Yes, this one.

[@4:55](#) - Yoni Spigelman

There you go. we go.

[@4:57](#) - Akiva Naiman (akiva.naiman@gmail.com)

He's going to learn very well how to be a fundraiser.

[@5:00](#) - Yoni Spigelman

And then hopefully never do that.

[@5:06](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, so today was day one of me remembering I can't get any work done when I have a baby.

What was I thinking?

[@5:14](#) - Yoni Spigelman

Yeah.

[@5:15](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Like, yeah, just I get so tired when I'm not working. Like, not like meaning like if I go the whole day and like don't work, I'm just so under stimulated.

just get exhausted.

[@5:30](#) - Yoni Spigelman

Yeah, it's a different kind of tired. That's what I'm saying.

[@5:32](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Like, I'm not, you know, like, if I had like a good day, like nine to four, that's what I work, nine to four.

And then, you know, in the evening again. But if I have a good day, nine to four, I come home, I'm super, you know, I'm all, you know, had a great day.

And then, but this was like, whatever.

[@5:49](#) - Yoni Spigelman

This was not that kind of tired. This was a first world problem. Yeah. No one's coming.

[@5:56](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So I'll tell you guys about the endowment. And then. then. If no one shows up by, I'm going to make a policy, think, if no one shows up by 810, I'm just going to kind of call it a day.

Okay, so, I'm a little foreign. Fathom told me he's coming. I don't know where Adam is or Shopsi, so, yeah.

**@6:16 - Dovid Rabinowitz**

I just spoke to Shopsi for a while. Yeah. And he wasn't sure if he was going to be able to come.

I told him he better be on.

**@6:26 - Yoni Spigelman**

I'm going to break his knees, so. That's good. Like, that's good reinforcement there. That's the way to do it.

**@6:35 - Akiva Naiman (akiva.naiman@gmail.com)**

That's the way to do it, for sure. So, but let me get started here. So, basically, because you guys are really both in this world much more than, honestly, any of the clients are.

So, more shy to you guys. I'd love to smooth it out. So, a few months ago, I decided, like, I've been in NCSY since 2011.

I've been fundraising since 2021. And I've always. We've always been looking for that big ask, like you guys both have, like if someone's like, where can I give a million dollars to?

Both your organizations have what to give them, right?

**@7:09 - Yoni Spigelman**

NCSY does not.

**@7:10 - Akiva Naiman (akiva.naiman@gmail.com)**

Like our biggest thing is like a Shabbatone or maybe like a summer bus, but like then, first of all, they're not even so much.

Like a summer bus, maybe you could say is \$150,000. Maybe, you know, and then, and A, you need to fill that bus, which we can't do.

Like we are, we already are refilling all our buses. Like someone comes down and like, I'll pay for a bus.

Like we don't have anybody to fill it. and Shabbatone, same problem. Like someone's like, I'll pay for 500 kids to come through Shabbatone.

We still have to get those kids, which is complicated. So I decided to make an endowment fund very recently.

Uh, and my thought process was, uh, you know, my, I think I posted this. If I had, if I had been asking every NCSY family since 2011, since I started for \$5 a month, literally, which is like, no one's going to ever cancel that.

Like, why would you, it's like more, worked against. Then I would be making \$240,000 a year in passive revenue for NCSWAI at this point.

Wow, wow. And that's forget about all the people who I would have gotten to \$18 or \$100 or, you know what mean?

Like they're, you know, we could have got, and so obviously I'm building that now. We're building out. Are you talking about the students?

I'm talking about, I'm talking about one \$5 payment per family. We've had 4,000 families since we started.

**@8:25 - Dovid Rabinowitz**

the families, meaning the students that come through your doors? Yeah, yeah, exactly.

**@8:29 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah, yeah, yeah. If I, if I added in \$5 per parent plus \$5 per alumni, like once they graduate, you know, just basically double that number, \$480,000, right?

So are you, is this call about your retirement?

**@8:42 - Dovid Rabinowitz**

Are you retiring now? Well, this was my thought process.

[@8:45](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm like, okay, I learned now what I should have done 20 years ago. And I'm thinking back now also, well, if I had done 20 years, same thing with investments, right?

You always look back 20 years. got, if someone had only told me when I was 23, when I got married, to put a hundred dollars a month away, I wouldn't have to be.

So now we're doing it for our kids, but no one helped me, right? So I'm thinking like I'm almost 40, how much longer are my relationships going to last in Northern California?

Like how much longer is this really going to be going out and chasing these donors? So I said we need to make a \$6 million endowment fund.

\$6 million endowment fund creates \$300,000 a year, and that's two full-time jobs. You know, salary plus benefits plus scholarships for kids and programming and whatever.

And that's all I need, you know, two full-time jobs in the Bay, keeps the kids, keeps the teens engaged.

We can engage 500, 600 teens a year through that, with full programming. We don't need more than that. We can have more than that, but we don't need more than that.

So anyways, my first ask was this woman, this woman, Eve, who's the sweetest, and I know her for years.

I knew her late husband. He helped us out a lot. And my ask to her back in 2017 was, you know, we never had much to do with each other.

I said, hi, Eve, I was wondering if you could sponsor our big Shabbaton, you know, for \$25,000 a year.

Here. ~~cootbet~~Rover. Sure, Rabbi, no problem. Like she's just a sweet, just like, yes, no problem. She's been doing that ever since.

And I asked her if she would give to an endowment fund like two years ago. And she thought about it for a few months and came back to me and said no.

And then two months ago when I was there, I didn't even bring anything up because her mall has been having problems.

She owns like a mall. And she brought it up on her and she's like, by the way, I decided to leave NCSW on my will, which I've never had before.

So I called her up yesterday and I said, listen, Eve, you know, I made a change and we are making a diamond fund for \$3 million because I'm doing \$3 million here, whatever.

And I said, I was wondering if you'd be able to give to that. Because she was kind of ambiguous about the will part.

She clarified in the meeting yesterday. She said, yes, of course. And I'm going to go into my will and I'm going to increase what I was already going to give.

**@10:50 - Dovid Rabinowitz**

Wow. But she's going to give for that endowment now.

**@10:52 - Akiva Naiman (akiva.naiman@gmail.com)**

Exactly. Well, she's going to pledge to the endowment now. She's only going to come when she passed away, God willing, at 120.

You know, because I said, Eve, I've never had this kind of conversation before, but I feel like I can have a good, I was just very kind of natural.

And I said, you know, you should be happy and healthy till 120. She's like, listen, Rabbi, time moves on, you know, her husband passed away, her son passed away.

She, you know, she, she's, she's older, she's in her late 80s. She's super with it. She's like a diehard Trump lady in the middle of Northern California.

She's like, one of these just awesome people. Anyway, so, so she said yes, and she's going to increase her gift.

I don't know what that means. You know, she's like, listen, Rabbi, it's not going to be huge. I'm hoping it's going to be six figures, but you saw a cat's brought this up to me and then, and then I'll, you know, open to any feedback.

And then I think we'll wrap up for tonight. But, and that's something I can help either of you guys with, but, um, he's like, you should have asked for a specific number.

And he's right. And I teach that you should always ask for a specific number. And the reason I didn't was because of what a lot of fundraisers fall into, which is like, I felt uncomfortable.

I don't really know how much she's, she's good. She's been struggling with at the most. All this year, all the mistakes that the classic fundraiser makes.

Ah, Havneh, what's up, man? Sorry, sorry, sorry for- You're lucky. I was literally going to sign off in two minutes.

[@12:10](#) - Havneh Feder-Haugabook

No, no.

[@12:13](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Anyways, that was my big mistake, and Havneh, hope you learned your lesson. That was my big mistake, and- It wasn't a mistake.

[@12:27](#) - Dovid Rabinowitz

It wasn't a mistake.

[@12:27](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

It's a mistake, because she, I know, she's going to give me, like, she loves me, she loves NCSY. She told me she had ten organizations in her will.

It's not like she's going to give her whole will to NCSY. So, you know, I actually think that had I asked for a specific number, would have turned her off specifically.

And I see that you're agreeing with me. By the way, I'm going to put it to my mind for the next ask.

[@12:50](#) - Dovid Rabinowitz

What? Sometimes, even with that, it's easy to ask for a specific number when you've received a gift before, and now you're going to the next

And you're trying to up them, and you know what you're dealing with, and then they say, oh, it's too much, right?

But this is really the unknown. Right. Unless you know what you gave somebody else, you did the research, you really know.

I did outreach. Nothing, yeah. You could say, you know, would it be appropriate for me to ask for a number, and what do you think I should ask for?

You could kind of play a game, I don't know. Oh, that's a good idea.

[@13:24](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I had not thought about that. You could do that, but it's a tough one.

[@13:29](#) - Dovid Rabinowitz

You're really in new waters.

[@13:31](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

It happens to be, of all the other people I'm going to be asking for this, I went through other names.

There's not one other person who I feel uncomfortable asking for a specific number for. So hopefully this will be the only one anyways.

It's just because she's like so grandmotherly, I just feel uncomfortable. But like all these other people are like businessmen and women, and I'm like, listen, I'm going to be here.

I'm to ask all of them for seven digits, every single one, almost every single one. I'm sure none of them will give it to me.

But like at least I can ask and then they'll say, you know, like they know what we're talking about here, you know?

[@14:05](#) - Yoni Spigelman

So it's so interesting because this is like literally the conversation that we're having at United Zadzala right now. They really want us to start, us globally as a team, to start focusing on getting endowments.

Because a lot of our donors are older generation donors. A lot of them it has translated into the next generation.

But for some of them it hasn't. it's like so they're teaching, so we're literally we're going through like every time we have a fundraising meeting, we talk about like, because the ask for an endowment is very different than to ask for a donation, like a standard donation.

Right. You know, and they're teaching us how to get comfortable with the idea of, like the idea of talking about .

What's going to happen after somebody passes away? It's just really interesting, just like psychologically. And one of the things that they taught us is that if they're speaking to you about an endowment, they're already thinking about it.

Right. So, you know, if it's like the uncomfortable factor, but look, I think you had a lot of valid things to say.

If you didn't feel comfortable making the ask for a number, you know, you can at least be confident she's going to, like, she gives generously in general.

Right. She's not going to not give a generous endowment. Right. Correct. And for the other people who you're going to speak to, you're already saying you're feeling more comfortable to ask for a specific number.

Yeah. Yeah, yeah. So then ask them for a specific number. Yeah. Yeah, I will.

**@15:51 - Akiva Naiman (akiva.naiman@gmail.com)**

I will. I will. It was just, it was a good reminder. It was a good reminder to always make it, you know, you'll watch this in the course, but the USE

URGENT, SPECIFIC, EMOTIONAL is the three letters for fundraising. So, I missed out on the specific. I mean, I didn't miss it totally because I said three million.

I said what it's going to be for. know, I'm all, you know, so I'm going to give people. Have either of you guys ever done endowments?

**@16:16 - Dovid Rabinowitz**

And then Havneh will go to you. No. No. No.

**@16:20 - Yoni Spigelman**

It's a little bit out of my, like, I'm mostly dealing with younger generation. Right, right, right, right, right.

[@16:27](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, but again, but even with younger generation, if you have someone giving a six-digit gift at a younger generation person.

Yeah, for sure. \$100,000 into an endowment, and 20 years from now, because it's 5%, that money starts making money.

No, I agree with you, Mike.

[@16:43](#) - Yoni Spigelman

They're going to be year.

[@16:45](#) - Akiva Naiman (akiva.naiman@gmail.com)

Better that goes straight to an endowment fund, honestly.

[@16:47](#) - Yoni Spigelman

My issue is that in general, and I know that this is wrong, and I probably should learn how to approach the ask for an endowment because an endowment doesn't necessarily mean mean, like,

Well, you're gonna die, it's just, I mean, it does, eventually.

[@17:03](#) - Akiva Naiman (akiva.naiman@gmail.com)

No, endowment doesn't mean you're dying, there's legacy gifts and endowments, endowments, it's just an investment fund.

[@17:09](#) - Yoni Spigelman

Correct, so I do want to, that is something I want to focus more on, because we're doing both, we're doing legacy funds and endowments in general, but like, I think just in my world, it's just like, when you view someone, when we hear someone's making an endowment, it's because like, they're old.

Fair, fair, 100%.

**@17:32 - Akiva Naiman (akiva.naiman@gmail.com)**

All right, Havneh, okay, this is Havneh, Havneh was my student out in NCSY, back in the Bay Area, when he was in, I met him in 10th grade, or 11th grade, I don't remember.

Yeah, 10th grade. 10th grade, 10th grade, he was NCSY president. You know what, Havneh, why you introduce yourself like for two minutes and about your- know how I actually started, how I met you before I became NCSY president?

**@17:54 - Havneh Feder-Haugabook**

I came to the latte and learning in the synagogue in the This bae with Joseph Grishoni and Gali Atheas, and they were like, yo, man, you get coffee, it's cool, you know, like, Akiva, you're getting me to Akiva.

Yeah, that's how Akiva and I first first met.

**@18:11 - Akiva Naiman (akiva.naiman@gmail.com)**

And I remember you came to the barbecue, and we were grilling marshmallows. Yeah. Yoni also did NCSY. I did, I did indeed.

**@18:24 - Havneh Feder-Haugabook**

Where at? Miami Beach. And Baltimore. Baltimore.

**@18:28 - Yoni Spigelman**

Oh, wow. That's very. Well, I lived, I grew up in Baltimore, and then I was living in Miami. Wow.

**@18:36 - Havneh Feder-Haugabook**

Wow. Did you, like, eventually become, like, an advisor?

[@18:40](#) - Yoni Spigelman

I was an advisor, and I was the Miami Beach City director.

[@18:44](#) - Havneh Feder-Haugabook

Oh, wow. For a year and a half. Were you also a, like, participant? I certainly was. Wow, exciting.

[@18:53](#) - Yoni Spigelman

Although, we probably come from different backgrounds.

[@18:56](#) - Havneh Feder-Haugabook

Yeah. Yeah. mean, you know. It's funny, there wasn't anything in San Francisco. I don't even think there was B'nai Akiva.

No. Around the Bay Area, they had BBYO or whatnot, but this guy, Mike Donovan, I guess he was sent to do this, he came to our synagogue in the Sunset District of San Francisco, and he was like, yo, I want to start a San Francisco chapter in CSY.

And I was like, okay, you know, let's do it. A youth group, he's like, yeah, you know, we'll start out, meeting after school, you know, do, I have like a Nintendo Wii, we'll do some video games, we'll do some tour lessons.

He like sold it to us pretty well.

[@19:46](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Havneh, you know what, do you mind if I brainstorm something with these two gentlemen before we start with you?

Okay, Yoni and Dev, check this out. You're welcome to jump in as well. Okay, so Havneh, one of the ways...

To find donors, okay? This is for cold calling donors, essentially. Okay, but let's say we do, let's see, one second here.

Like, let's say Havneh, right? You just got a donation. I helped Havneh get a donation of \$10,000 for his IDF unit, right?

Yeah, it was nice. That's awesome. Part of that, I didn't do it all on my own. It was a joint effort, right?

Great effort. Yeah, whatever, it's good. It's all good. Anyway. I'm sorry, what's the donor cell number?

**@20:33 - Dovid Rabinowitz**

I didn't hear what you said.

**@20:36 - Akiva Naiman (akiva.naiman@gmail.com)**

This guy, by the way, is so big. He's one of the biggest in the world, to be honest. He's so big that his partner, his girlfriend, she wouldn't even give me his cell phone number.

She'd give me his email. Like, she's trying to help us get a gift from him. That's where we're going with the endowment.

But anyways, he's big. Like, you don't... So if you want to give us his e-mail afterwards. He does not want me to share this.

Okay, anyways, so let's say Havneh, let's say, right? Is he in tech?

**@21:13 - Dovid Rabinowitz**

He is in tech. Yes, he's in tech.

**@21:17 - Akiva Naiman (akiva.naiman@gmail.com)**

It's not Elon Musk, okay? So let's say, Havneh, you wanted to find some donors that you were passionate about IDF, okay?

So I just Googled right now, cause match IDF, okay? And so here's someone's campaign. I have no idea who it is, right?

I've like literally no clue what this is. You scroll down, have you looking at the screen? You scroll down, you do instead of sort by recent, you sort by largest gift.

And then, you see this now? Okay, there's nothing helpful here, nothing helpful here. Okay, normally it's not this many anonymous.

But you have a James Clarich something, okay?

**@21:56 - Havneh Feder-Haugabook**

You slap him into the internet. Boom, there he is on LinkedIn, okay? Okay.

**@22:01 - Akiva Naiman (akiva.naiman@gmail.com)**

You see what I'm doing? And there it is.

**@22:05 - Havneh Feder-Haugabook**

Okay. And you can just reach out to him. You can do that right now.

**@22:08 - Akiva Naiman (akiva.naiman@gmail.com)**

You can reach out to him and you could say, hey, you know, I would love to talk to you.

I'm in the ad, app, and here's what I'm building for my nonprofit. Okay. And you can even get his phone number.

I don't know why. Oh, because it's my other computer. If you look at the recording from last week, Havneh, or just even in the chat, I posted a Chrome extension called Zoom Info.

It normally pops up here on the side. don't know why it's not doing that right now. And, and it'll give you all his contact information.

Wow. Yeah. So now David and Yoni and Havneh, look what I did. I hired a guy on Upwork. If you're not familiar with Upwork, it's people like all over the world that will work for five, 10 bucks an hour.

**@22:46 - Yoni Spigelman**

Yeah. Look what I did.

[@22:49](#) - Akiva Naiman (akiva.naiman@gmail.com)

Can you see this? They are scraping every Jewish campaign on the internet for me. Do you see him and I have some.

And we're doing medical, religion, emergency, right? IDF, Israel, things like that. It's all in here, right? So let's see here.

Boom. World, Jewish, global. I have no idea what this is. Charity, open it up. And that way, any of my clients, this is obviously going to be a highly coveted document.

Any of my clients can now look over here. We'll go to Haya. Wow. Boom.

[@23:32](#) - Havneh Feder-Haugabook

You have Lloyd Dorfman.

[@23:35](#) - Akiva Naiman (akiva.naiman@gmail.com)

Right? Clearly, we'll look him up. There he is.

[@23:44](#) - Havneh Feder-Haugabook

Yeah. Okay.

[@23:45](#) - Akiva Naiman (akiva.naiman@gmail.com)

You see what I'm saying? So now we can even do this. Hold on. It's Upwork. We can even do one better.

You go to ChatGPT. Tell me all about Lloyd Dorfman and any contact info you can find. Bye. Okay, you'd read all about him, you'd probably try to find some way to, oh, Thomas, wow, this is legit, he is super wealthy.

[@24:15](#) - Yoni Spigelman

Yeah.

**@24:17 - Akiva Naiman (akiva.naiman@gmail.com)**

You would have to figure out, you know, how to contact him, but it's easy enough nowadays on the internet with AI before they start blocking it.

What do you think?

**@24:27 - Yoni Spigelman**

I think it's great. I think it's, I, I want that list. Yeah.

**@24:33 - Akiva Naiman (akiva.naiman@gmail.com)**

What do you think of it?

**@24:37 - Dovid Rabinowitz**

I'm, I'm, I'm, wait, can't hear anybody. What? Can you, it's right, right?

**@24:49 - Yoni Spigelman**

Hear me? No.

**@24:51 - Havneh Feder-Haugabook**

Yeah.

**@24:52 - Akiva Naiman (akiva.naiman@gmail.com)**

Let me just hear me.

@24:55 - Dovid Rabinowitz

Can you hear me now? Yeah, yeah.

@24:58 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I, I, I'm just remembering when.

@25:00 - Dovid Rabinowitz

They paid hundreds of dollars to get a cold call list of wealthy people in the New York City area, you know, calling them, calling them with a secretary to make it look legitimate, and then finally getting my first meeting and going out, and I'm looking for, you know, less affiliated Jews who are super wealthy, leaders in their industry.

I walk into the guy's office, and it's like, see this guy. I'm like, oh, man.

@25:26 - Yoni Spigelman

Okay. Well, please, please keep this private.

@25:30 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

You know, for now, for sure, but, Havneh, you like?

@25:35 - Havneh Feder-Haugabook

Yeah. This is, that's some Mossad work, man. You can, you know, that's some nice background searching. Yeah. That's scary.

@25:45 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm not able to give names to people legally. I checked with the lawyer, so that's why I have to build it in this way, but I still think it'll be pretty helpful for people.

@25:54 - Yoni Spigelman

That's dope. I think, I think I've seen, I've witnessed people using that.

@25:59 - Havneh Feder-Haugabook

Yeah. I think You Yeah.

@26:04 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I just had a baby and there's no app that exists, zero, that will call your phone if you forget your kid in the car.

There's stuff that will give you notifications and things like that, but no phone call. So I'm like, this doesn't exist.

You can build it. I threw it into AI. I told me how to build it. I gave it over to a guy in Egypt.

He's building it for me for \$75. And then I'm going to sell App Store for \$0.99. Wow. Damn.

@26:33 - Havneh Feder-Haugabook

Isn't that crazy?

@26:35 - Dovid Rabinowitz

You are awesome. Akiva, you are awesome. I appreciate that.

@26:39 - Havneh Feder-Haugabook

I'll let you. This guy build it well.

@26:42 - Dovid Rabinowitz

And also, yeah, amazing. I see Shabsi and his knees are over here, which is great.

[@26:52](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Shabsi, give me a thumbs up.

[@26:53](#) - Yoni Spigelman

Tell me you're alive.

[@26:56](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I need Shabsi's famous thumbs up where I can't. There we go. Okay, here we go. Okay. Let get started.

Yoni and Dovid, you're obviously welcome to stay. Havneh, tell us, give us in one minute what you're doing, what your dream is.

I'm doing it currently right now?

[@27:11](#) - Havneh Feder-Haugabook

No, no, no. For the nonprofit, the nonprofit you're looking to build. Oh. My dream is to, an ex, no, honestly a reservist, current reservist in the IDF, to build a winery here in Indra, where on one hand I have the business aspect of the winery, in Otef Aza, which is the Gaza envelope.

And aside of that winery, I want to have a nonprofit that helps treat veterans who suffer from PTSD. Me as someone who suffered from PTSD, who's been mainly nonstop since my mandatory service.

It's somebody that hits very close to home. And I want to incorporate using the soil. And the Gaza envelope that's been, you know, struck with so much pain and to be to recreate life and recreate something that can give soldiers a sense of accomplishment and an opportunity to connect at the end of the day.

That is my dream. Yeah, that's my that's my vision. Working out to figure out how to get there. What's the first step?

But I had just spoke with Allison actually for a talk with her. I figured I just got a 45 second voice share from her.

[@28:34](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So tell us, how has it been going with your coach? And let's coach you through one of the four steps now of getting your nonprofit up for granted.

And then we'll go to shop scene. They'll call it.

**ACTION ITEM: Today - Write timeline: winery cert course, nonprofit launch, therapy types, land acquisition - [WATCH](#)**

[@28:44](#) - Havneh Feder-Haugabook

So because right now it's just an idea. And the two asked me, there's a business side of this and there's also a nonprofit side.

And so the question is, where do I start with each? And. The first thing I need to do is to really write out and properly write out the mission, the importance, problem, solution, why it's important, the name, what is it going to help, have that specific, and a timeline of when I want to launch it.

Nice. And then also because I'm going to be using a couple varieties of therapies on this property in the vineyard, so I want to narrow down specifically what kind of therapies I'm going to use in addition to the agricultural side of it.

And also to see like, you know, are they proven therapies, you know, I'm taking stuff that I've done, you know, EMDR, MindBody.

And then the biggest question right now is to figure out the land. So whether or not I will maybe pitch this non-profits to a current winery in Israel, then maybe to have it start off, you know, in a specific place before, maybe once it grows and stuff, I can move that to a winery that, you know, then we'll invest in the land and starting our own winery.

So that's like where my questions are right now. I still have this big idea of the fact that I'm starting a winemaking certification course in the fall.

**ACTION ITEM: Connect Havneh w/ Jeff Morgan (Covenant Winery) re: winery/nonprofit advice - [WATCH](#)**

Awesome, awesome.

[@30:42](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Okay, let's talk about some action items that you can do right away. Number one, I think the first thing I would tell you to do is call the guy from Covenant Winery.

In Berkeley. I'm blanking. His name right now? John. Not John. John is the other guy. Morgan. I restarted.

**@31:09 - Havneh Feder-Haugabook**

The big guy? What? Do you remember his name? The big guy, right?

**@31:13 - Akiva Naiman (akiva.naiman@gmail.com)**

No, not the big guy. That's John Haydo. Jeff Morgan. Jeff Morgan.

**@31:20 - Havneh Feder-Haugabook**

Okay.

**@31:21 - Akiva Naiman (akiva.naiman@gmail.com)**

So I don't think you met him. He only came at the end because he was coming from another fundraiser.

So I just throw myself a reminder to ask him if I can connect him with you. He loves to schmooze.

I mean, he will literally give you an hour, two hours of his time and be like, Havneh, if you ever need any help, call me, call me, call me.

He's super well-connected in the winery world. Yeah, Yoni. I actually think there's a step even before this.

**@31:47 - Yoni Spigelman**

Okay. I think you need to decide what's going to come first. Yeah. I think that you need to kind of solidify the decision of whether am I starting a business first or am I starting a nonprofit?

I do care. Because I think that if you're trying to focus on too many things at the same time, something's going to get lost.

So once you decide what you're doing first, then you can start moving in whichever direction that means. If it means that I want to start a winery first, definitely talk to the winery people.

Definitely try and see if the winery wants to partner with you. But I kind of think that you have to—I'm sorry, I didn't mean to cut you off.

I'm actually really, really happy you said it.

**@32:34 - Akiva Naiman (akiva.naiman@gmail.com)**

It's a great point.

**@32:35 - Havneh Feder-Haugabook**

Yeah. But yeah, that's how I feel.

**@32:38 - Yoni Spigelman**

Decide who you are first. Right.

**@32:40 - Dovid Rabinowitz**

And just to echo what Yoni's saying, if your main purpose is to help soldiers with PTSD, you could start right now, going around to other wineries, doing agricultural things like that.

You could be jumping in and making that happen. You know, and on the side, you could be building your winery.

**@32:58 - Havneh Feder-Haugabook**

Yeah. See Well, Yeah, those are the questions, what you said is those are things that are like big questions in my head, definitely things I need to figure out first.

I mean, look, you know that your mission is really, really important.

[@33:15](#) - Yoni Spigelman

And I think everybody in here knows your mission is really important. You know, I just, you know, for me, it's very personal, because I have two brothers-in-law who I've basically been, I've been married into their family for so long that they're like my little brother.

And both of them, both of them have spent a significant amount of time in Milouim over the last, over the last year.

And one of them was in Milouim in Gaza for many, many, many months, more than 270 something days. And so like, we know your mission is important.

So it's like, well, so what, what should my focus be? Like, do I want to focus on making it a grand thing?

And then, you know, and then starting my, my, uh, my nonprofit, or do I want to start helping people now in whichever, in these smaller ways, saving up money, building, kind of what Dovid said, building, building up my eventual winery, but being able to start getting people involved in doing the things I want to do to help the soldiers now.

[@34:27](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Um, I have a perspective to share, but first, yeah, what do you think about that? Absolutely.

[@34:34](#) - Havneh Feder-Haugabook

Absolutely. My, my, my big question, I guess, what will, if I can answer this, what, when I'll get the answer would be, um, I'm doing the, the downside, if I were to start with the, I guess, wine side first, was that I may, by only, by first focusing on the wine.

course and then getting into the wine world and then starting my own thing like that could that could kind of like drag it on a long time yeah however if i can first i even as i'm studying because this course i'm about to do is it's on the pages and fridays um so it's towards the end of the week if i can first find a winery find someone who's passionate about these things to partner up with and build this non-profit into a land that already exists um and then you know all the way get my certification blah blah blah i'm already involved in the wine world i'm already involved in the having culture already involved in helping people i think that that could be it's interesting direction i think that could be actually i wouldn't prevent me like just dragging this along eventually like if i if i starting four years from now i don't know who knows what's gonna happen in four years you know what mean like right i'm also not now

[@36:00](#) - Dovid Rabinowitz

Not to be a pessimist or anything, but I would assume that starting a winery with vineyards is a massive operation.

That's not small fry. That's big stuff. And there are so many awesome existing wineries that, I don't know, maybe it's the right way to go.

Actually, our COO, our CFO, lives in Psagot. I'm happy to make a connection. It's beautiful over there. I have some donors that are like crazy into wine.

Maybe they'd be happy to help you also if you're, you know, whatever you're but... Nice.

[@36:45](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

That's great. Yeah, I'll jump into Fathom too. I'm really appreciating what Yoni said and then Devit said as well.

The runway for a winery is very long, right? It will take you, it will take you years until you see your first grape.

reason, everyone. Thank Thank Thank Much less bottle of wine. think at least a year or two, if not more, right?

and both. For sure, it sounds like it makes sense to partner with another person. And the runway to start a thing, whatever that is, that helps soldiers, you can do it tomorrow.

Exactly what you would say. So, you know, I don't know if I ever introduced you to Eden Shmuel. She survived NOVA.

Long story, I met her brother who also had PTSD as a soul. Oh, oh, I have to introduce you to them.

Okay. And now, next story. Listen, so this is a soldier who went through PTSD before October 7th, way before October 7th.

He spoke in Yom HaTzma'ut in Ramat Ben Shemesh. And I heard him speak, and because I'm so into mental health, I introduced myself to him and I connected with him.

Stomp. I called him up after October 7th. He said, he's okay. He's like, actually, my sister was at NOVA and she survived.

And I called her. I helped her organize a tour all around America. I brought her out to NCSY to speak.

She raised. I helped her set up parlor meetings in the Bay Area. had 50, we had one with 50, one with 200 people come, and she has launched a non-profit area in Israel called Beginning to Live Again, which is helping Nova survivors, and it exactly speaks to the point like you, Havneh, most people who survive Nova or who going through hundreds of days in Gaza were on a normal or whatever, not normal, it's the wrong word, but like on their career trajectory, and they're like, I don't know what to do with my life.

Like, she was a lawyer, she's 34 or whatever, she's like, I guess that's a lawyer, and she's like, I can't be a lawyer, I'm beginning to live again, and that's where her organization came from, we spent a lot of time together, and what my point here, Havneh, is that she was able to start that kaha, be able to ask people for money, get 15 Nova survivors, and just start programming for them, and it doesn't have to take 40 hours a week either, right?

I also also I want to bring another perspective here, which is the whole tagline of my business, no money, no mission.

And if you said, I'm going to go all into winery, and when I have money, I'll start non-profit, like you said, who knows when that's going to happen?

And at the same time, Havneh, you need to pay your own bills, your electricity bill, your rent.

#### @39:20 - Havneh Feder-Haugabook

know, that's why I'm like, I'll kind of push, one hand, this is my, the non-profit's my need that I see in the world that I want to fulfill, right?

And building a winery is my own, it's also, they're both part of my own legacy, but this is something that I want to, as an olé in this country, put down my roots here, and something that's, you know, my own mini institution that I can pass down to my own kids.

And so there's both, both are, are, things that are very much important to me. But I do think that what you're saying is, is, you know, is true, that starting this, can start.

I'm I'm I'm to start on my

#### @40:01 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

What I want to share with that is that this you could start tomorrow and you could raise significant dollars for it also tomorrow.

Those dollars, and this is really important, if you've already watched the orientation in the videos, Havneh, you know how passionate I am about this.

It's important that overhead is crucial to an organization. The dollars don't only go to the PTSD soldiers. They don't only go to the marketing.

They don't only go to the therapist you're bringing in. They also have to go to the executive director. The executive director is the most important employee.

Without you, there's no mission, okay? So you need to make sure that whenever you start building your budget, as you start going through, I think it's in module three, as you start building your budget, you need to make sure that you're in there, man, that you have a salary.

Now, I'll add and then I'll close with, you're not going to make a full-time salary from this topic. I mean, listen, you might get lucky and land some, you know, whatever donor or whatever, but probably not, right?

right. right. All All Thank Don't think about this as your, this would be my thought, my two cents, you know, if you're looking at the upcoming year, this is something that's going to take five or ten hours a week, you know, right now you're learning about it, you're going to start, Dovid has donors, I have a lot, between me and probably people your mom knows, just your context area, there's so many wine people in the Bay Area, Jeff Morgan, so many people who would donate to something like this, and they love wine, they love this, whatever.

You could start this and make a part-time salary, while you're also getting some other, while you're doing this wine course, and while you're meeting with wineries and building and your company, but you don't, you're not fully dependent on a company salary because your company doesn't exist yet.

#### [@41:42](#) - Havneh Feder-Haugabook

So, what you're saying is that I can, as I'm raising money for this, and I'm starting to build, right, I can, it's legit that I take part of that money as my own salary so that I can, not only, myself to, it is mandated, I will kick you out of the

You do not.

#### [@42:00](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I'm serious. It's so core to the reason I created this. You guys see this all the time. People who don't take salaries, and they suffer, and they struggle, and it's so painful to look out Yeah.

@42:15 - Dovid Rabinowitz

And also, some people, they don't have a salary, but they have more like a commission, and it's not right.

It's not right. You could do a commission or something, some sort of bonus structure, but it's really better to have a salary.

And it gives credibility to what we're doing.

@42:38 - Yoni Spigelman

And at the end of the day, if you don't pay yourself, the passion can be there. The passion can always be there.

But if you don't pay yourself, then you have to think of the consequences that will then follow with your whatever organization it is.

Just a tiny example. There was a guy in Baltimore. When I was a kid, I was considered one of those teams at risk.

And this guy started on his own. He started an organization for teens like me. And for years, he ran this organization.

He maxed out his own credit cards. He didn't take any money. He didn't take any money for himself. And guess what?

Not only did he stop doing it, but there is now nothing like that that exists in Baltimore. anymore. So when you're done, you, you know, the importance of your mission.

Yeah. And if your mission is so important, it should be a, like, kavod that somebody is getting paid to make sure that this mission is being carried out.

And if that person is you, then great, because you know that you're passionate about it and you're going to keep carrying it on.

Absolutely.

@43:56 - Havneh Feder-Haugabook

I, I, I, I, it makes so much sense with you. And as well, kind of just think about the fact that once you start worrying about your salary as you're trying to build this, you get all those extra stresses that are affecting your ability to get this done.

And at least having some form of security and just incentive, okay, like, I can now work on this, I have, you know, whatever, an intense amount, okay, I'm getting aid from this.

It's giving me that also that motivation to keep. And that also explains it, yeah.

**@44:29 - Yoni Spigelman**

And the last thing I wanted to say is about like, about your opening of your winery. It just, this is like something that I've been thinking about as you've been saying it is it's always great to have, to have that dream that like, while you're going through the mud, while you're going through all the, you know, the craziness of, of starting this organization, but also working on the side, like you, you don't have to open it now, but you can have this dream that in the future, you're going to have an organization that has a winery.

You're to have staff. IDF soldiers, or former IDF soldiers, and you know, dreams are very important in my opinion, and then you can take the actions to get to that dream.

But you have to start somewhere. Absolutely.

**@45:19 - Havneh Feder-Haugabook**

I think that's like the biggest thing for me too, is like, that step of like, okay, once I'm in there, like, you know, like, I'm like locked on, you know?

So it's like getting myself already taking those steps forward now to like, okay, get this all rolling.

**@45:38 - Dovid Rabinowitz**

Can I throw one more thing in? Just a little side idea, but just as you develop this, you'll, you'll, you know, you'll be thinking more ideas and stuff.

But I'm just going to point out one little tiny thing, you know, this is about fundraising, but you could also monetize what you're doing by, let's just say you have like, like, I know if you were doing this in the States, you have some sort of wine tasting, and you spoke about your mission, and

And, and about, you know, the soldiers, like what they're doing, and they would come and serve the wine, like, you could be raising money, you could be charging people for this, like it's, you know, you could sell higher-end wines, you know, it's a whole sub-business more than just having a winery.

There's a lot of ways to monetize what you're doing.

**@46:15 - Akiva Naiman (akiva.naiman@gmail.com)**

That's such a good idea, I'll add, you could make a label for a wine, like, again, either Jack Morgan or Jonathan Haydu, Jonathan is a good friend of mine who has his own winery, very, very high-end wines, best port I've ever had in my life, and, you know, if you had, whenever you come up with your name and logo, if you made a label, if you made like high-end wines with your label in it, you could totally sell that, and all proceeds go to your non-profit, whatever, let me, so I love that, and, Havana, I'm going to say, okay, so I'm going to wrap up with you, Havana, want to go to Shabsi, I'm going to say a couple of things to wrap up.

One, Havana, know your mind, and I know you a long time, it's really important for you that you write this down, not what we're saying here now, yeah, no, no,

Yes, I mean write a schedule for yourself, what Allison was saying with the timeline, because that's going to help your brain so that you don't get too scattered, and so that, okay, this is how many hours I'm working in the winery, here's my next steps with that action items one, two, and three, okay, I'm going to ask ChatGPT about, you helping me make a mission statement, whatever you're doing, make sure you write it down, like literally, today's Wednesday, what am I doing tomorrow, what am I doing Friday, what am I doing Sunday, et cetera, okay, I think that'll be very Because you're really 30,000 feet in the air right now, which is good, because it's really exciting what you're building, to be honest, and so we want to make sure that we stay, that's one, two, I want to say to you is lean on the group, lean on the group chat, please, like you have amazing people there like Yoni and Dovid, and other coaches and other clients, right, like, hey guys, I'm just thinking about this, what do you guys think about this logo, right, whatever it might, you know, whatever it is, lean on the group, okay, okay, welcome.

**@48:00 - Havneh Feder-Haugabook**

Thank you. Thank you. You're welcome.

**@48:02 - Akiva Naiman (akiva.naiman@gmail.com)**

What's your main takeaway from today or one or two takeaways before we go to shops?

**@48:08 - Havneh Feder-Haugabook**

What Yoni said with choosing who am I first, what's my first thing, writing things down. Just everything both of you guys, all three of guys said, I'm still processing it.

Okay. But yeah, and the biggest, I guess, making this time by getting myself with some actual tangible goals in the meantime that I can be okay.

Yeah. I think it'll be very good.

**@48:44 - Akiva Naiman (akiva.naiman@gmail.com)**

And ABC, always be connecting. You want me to connect you with wine people like Jeff Morgan?

**@48:50 - Havneh Feder-Haugabook**

I will.

**@48:50 - Akiva Naiman (akiva.naiman@gmail.com)**

David, if he knows people, whatever, we're here to help you. We're not here to help you. Yeah. We're here to help the soldiers through you.

**@48:58 - Havneh Feder-Haugabook**

Absolutely. Okay. Great. Shabsi? Yeah, that's good. Thank you. You got to hop.

**@49:09 - Akiva Naiman (akiva.naiman@gmail.com)**

You know that I've never seen Shabsi? Like, I don't know.

**@49:18 - Dovid Rabinowitz**

Shabsi?

[@49:21](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Oh, he also doesn't know. Shabsi had a baby girl. I want an emoji. I want at least one emoji.

Did you name her? We saw it.

[@49:32](#) - Havneh Feder-Haugabook

Did you name saw it. Did you name her? It sounds over good.

[@49:35](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Honestly, like, I was thinking, like, our first kid, like, we sat in the hospital. talked. Like, I have kids, guys.

Today's my 15-year-old's birthday. Like, we have not had a chance. We're like, we should rename her before Shabsi.

[@49:49](#) - Havneh Feder-Haugabook

Let's chat GPT. I'd be like, these are my kids' names. What name would fit well with, you know, with the rest of them?

Give me a bunch of options. That would go with.

[@50:00](#) - Yoni Spigelman

That would go with Akiva's, like, you know, life lessons. I just named my child from ChatGPT. I'm my child Nonprofit Navigator.

[@50:11](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Shaxi, is there anything I can help you with or we can help you with today in coaching? Unless you gained enough from Havana's wine journey.

Oh, I see he's going off mute. Maybe he's trying to talk and it's just not working.

@50:30 - Dovid Rabinowitz

I just texted him to see. Maybe I'll call him. Ah, he is texting? Okay, that's good to know.

@50:35 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I don't really, my texting doesn't work well for Mr. Al, but it's good know. Give me, I want you, if you can give him a quick call.

See what we'll do.

@50:44 - Yoni Spigelman

Akiva, you didn't keep an American number?

@50:46 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

I do, I do, I do, but it, it comes, it's ported through Ireland, so it's like annoying. And like, yeah, I mean, you can't speak because you're, I mean, you took it off mute, but it's not speaking.

@50:57 - Dovid Rabinowitz

Should I? Ah, shi- Should I put you on speakerphone, and you'll just speak through the phone and into my computer?

Should I hang up? Okay. Okay. He's trying to reconnect. Okay.

@51:21 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

What number kid was this, Akiva?

@51:23 - Dovid Rabinowitz

This is number six. Beautiful. A lot of money, a lot of money.

[@51:30](#) - Yoni Spigelman

A lot of money.

[@51:32](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Exactly. So I was doing the math in my head again. You know, but this is why I have this business.

This I do my jobs, you know, for my kids to be able to have what they do. Six is a lot of children.

[@51:45](#) - Yoni Spigelman

What's that? I said six is a lot of children.

[@51:47](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Six is a lot. I never... I mean, when I was young, I remember telling my wife that I want to have a dozen kids.

And that ship sailed, I think, up to the first. guys. I have a question to... ... Thank I always tell people, like, I love the idea of having twins, but the idea only.

Yeah, yeah. Listen, Yoni, you know Nassan also. I was one time complaining about my kids. He's like, he was, this guy is amazing.

hear me?

[@52:19](#) - Dovid Rabinowitz

Shabsi's here.

[@52:21](#) - shabsi kohn

Okay. Anyways, he says, we don't complain about brachos.

[@52:24](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay, Shabsi, take us away, buddy.

[@52:33](#) - shabsi kohn

I just got so focused on trying to make it work, I what I wanted to say. No worries. Okay, like this.

So I was speaking to David earlier today, and he tells me that I have, today, you were busy speaking about it before I had a baby.

Well, my sister just became a kala also. So we have a bar today.

[@52:54](#) - Akiva Naiman (akiva.naiman@gmail.com)

That's amazing.

[@52:55](#) - shabsi kohn

So yeah, every week we had a simcha the past four weeks in the family. We have So yeah, very,

Very busy. Hey, that's cheating. That's mine.

[@53:06](#) - Akiva Naiman (akiva.naiman@gmail.com)

Okay, first to get back to what you were saying, I just wanted to say that you've never seen me before.

[@53:11](#) - shabsi kohn

I have two horns. One is green and one is purple. Oh, he's Jewish. Yeah, yeah, yeah. And I wear a hat on top of it.

Sometimes.

[@53:22](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Yeah, you know, you're, I don't remember where you live, but Havneh and I have both actually have had people ask us about, I don't know, I'm just assuming that Havneh, I've had people ask me about horns in the Bay Area.

Have you ever had that? No. No?

[@53:34](#) - shabsi kohn

Oh, just me. Okay.

[@53:37](#) - Dovid Rabinowitz

Somebody came up to me and said to me, are you Amish or Midnight in New York? I said, you're not from around here.

[@53:50](#) - Yoni Spigelman

People just ask me, they're like, they're like, um, so who's Jewish in your family?

[@53:56](#) - Havneh Feder-Haugabook

Yeah. I'm like. Love it. Okay.

[@54:05](#) - shabsi kohn

Back to this Vart, we have a Vart today. Yeah. What you saying? Give us a download. So we're having a Vart today, mitzvashem, and I have a few people that would be meeting, I would be meeting here, potentially, I don't know if they're going to come, or Pesach, and they're busy, or whatever, possibly will come.

Now, the question is, what's the correct mode to go around to getting connected in such an event? Besides that, I was having a little bit, I'm trying to connect to people, and so far I've been having a very hard time to actually getting connected to people.

Which means I've been doing a lot of steps to do that, I've been sending emails, calling people, haven't actually got to a big fish yet.

Or, you know, any of those stuff. But.

[@54:55](#) - Dovid Rabinowitz

He, although Shabs, just to your credit, you're doing all the right moves, and you're pretty.

[@55:01](#) - shabsi kohn

Some big people.

[@55:02](#) - Dovid Rabinowitz

Although today, I was not helpful when I gave him the name of a contact who I thought would be a great prospect for him.

And he said, do you know that he was indicted and he's sitting in jail? So I said, okay, forget that.

See if can call the warden.

[@55:17](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Can you patch this call through to the quick question?

[@55:20](#) - Dovid Rabinowitz

I actually told Shapsie, you know what, so what? Call him anyway. think he's probably out by now. May not be nice, you know.

So he's a nice guy. Oh, man.

[@55:30](#) - shabsi kohn

Yeah, coming from Barter Park, we know a lot of wealthy people who sit in jail and still have money.

Oh, yeah, yeah, yeah. Okay, so you're asking people and you're not getting, I mean, what's happening?

[@55:43](#) - Akiva Naiman (akiva.naiman@gmail.com)

You're asking people and it's not, they're not making donations or what's happening? Before we talk about those. I reached out to a couple people.

[@55:52](#) - shabsi kohn

And so far, a couple people, first of all, to connect me and I was having a very hard time that like, could you like sit down a few minutes and like, yeah, come next week, next week, next week, next week.

Yeah. Pushing me off, you know, again and again, decided that I reached out to potential donors, who responded, some of them responded, some of them didn't, some guy told me, leave a message on my, you know, automated system, and never got back to me, which doesn't mean anything, it's a week later, he told me it's quite busy, and you know, Arab Pesach, Matzah Purim, and then, you know, email, got to the secretary, send the email, so I've done all those steps, and so far, nothing has come out, which doesn't really mean any negative, but also be positive.

[@56:38](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, it's true, I'm with you.

[@56:42](#) - shabsi kohn

Okay. Some fundraiser from Eric Sistral is giving me a call now, but I'm not going to pick up. See?

Now you know why people are doing that to you, same thing.

[@56:54](#) - Akiva Naiman (akiva.naiman@gmail.com)

They're all a non-profit navigator.

[@56:55](#) - **shabsi kohn**

No, he sent me, he sent me already four emails, and I haven't responded to him, so.

[@57:00](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Let's talk about the engagement party, and then I want to circle back to what you're sharing right now, but let's talk about the engagement party.

[@57:05](#) - **shabsi kohn**

So one other thing is I have one guy who will most probably come to this party, and he has an office in Albany.

He's a big asking and whatever. Now, he could most probably give connections. He's one of the big people that I would want to talk to because it's not a man asking for money, which is uncomfortable in a family setting, in my opinion.

You know, something like that, which I haven't been able to reach him, I've called him a couple of times, and he picks up, I'm in a meeting, goodbye, things like that.

**ACTION ITEM: At engagement party - Approach 3+ relatives, pitch org, req mtg/donation for Pesach prog - [WATCH](#)**

And then I have a few people who might, you know, be interested in donating.

[@57:43](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Okay, now a few people who are coming to the engagement party, you're saying? Yes.

[@57:48](#) - **shabsi kohn**

But I feel very uncomfortable because my cousin's coming, you know, my mother's first cousin, who I don't really know.

Yeah.

@57:55 - Dovid Rabinowitz

Akiva, I did advise Shabsi that even though it's uncomfortable, I think... You know, he's coming in without natural contacts and without an organization that's natural, he's making the right moves, maybe you should step above the uncomfort for a little bit and put on his work boots and he's out there and ask people for, you know, I'm looking for, I'm looking for, I'm looking for help I just started, it's an amazing thing, have a lot of special needs families that are, that are getting the help that they need and I'm looking for sponsorships, I'm looking for contacts, maybe you'll be able to speak in a little bit, you know.

Somebody's gonna buy it.

@58:30 - Akiva Naiman (akiva.naiman@gmail.com)

I, I, yeah, I 100% agree with you, Dovid, I would, I would say the same thing. And what I would say, Shopsi, and Dovid, I'm curious if you'll push back or agree, is it doesn't mean that you are like, that their engagement party's happening and Havneh, this will be relevant to you if you're ever at an event as well, right, so that doesn't mean that engagement party's happening and you're like, come and sit in the side, you're doing a whole pitch.

That's not what that means, like it's a simcha and it's your sister and you should enjoy the simcha. However, at the same time, if your mother's first cousin's coming and he can write you a check and he just doesn't answer.

Your phone calls, and you don't really know him so much, schmooze with him, and you're very good at schmoozing, Shabsi, and talk to him and say, listen, you know, I know how busy you are, and I'm super busy now with fundraising as well, and just have a daughter, but I really want to help this organization.

Don't make it about yourself, Shabsi. Don't say, I really need you to do well, or I'm really looking for donors, or none of that.

Say, I just joined because I really want to help this organization. I really want to help these kids. You hear what you're doing here, Shabsi?

Yes. You're disassociating it from yourself, or your success, or your fear of, or nothing. has nothing to do with you.

@59:34 - shabsi kohn

You're saying even though I do not really know him personally, on a personal level, I might know him because, you know, when he comes by, he might as well talk to older brothers and moves on.

I might actually know who he is, bump on the street, good Shabbos, but I'm going to take now and the time to schmooze with him, not to ask him for help.

I'm going to take the time to schmooze with him since I might have something of interest to him.

**@59:56 - Akiva Naiman (akiva.naiman@gmail.com)**

Yeah. Well, again, I, know, again, from my, this is. That's I just did at a Vort from a guy from England.

I think I told you guys about it, and I went just because, well, I went to also be Muslim.

ask because I knew of him, but it was like I knew there was going to be wealthy people there, and this is what I did.

I just made it, I just schmoozed with people about the dream, not NCSY, my other nonprofit, and just about the dream.

Like, this is what I'm passionate about. Like, we were just talking. I wasn't asking for money. I didn't ask them for money.

I said, like, let me just tell you, we're just, I was just schmoozing. I'm a good schmoozer. Shopsie, you're a good schmoozer, too.

And I was just sharing with them why I'm passionate about what I was looking to build. Same like Havneh was just doing right now.

So Shopsie, for you, it's like, yeah, I just got involved because I saw how great their work was, it is doing, and I just want to help them out.

That's it.

**@1:00:46 - shabsi kohn**

And that works perfectly fine to people who do not, who do not have money because that's the ones who schmooze at me.

The ones who don't, the ones who do have money, don't schmooze.

[@1:00:55](#) - Akiva Naiman (akiva.naiman@gmail.com)

Wait, so, yeah, so, but now you have them in room and you can't really go anywhere. You schmooze them not too long.

Not too like, this is not like a 20-minute schmooze. You say, listen, you know, Schmool, whatever his name is, right?

I know how busy you are. I really want to help these kids. What's a good way for me to connect with you?

I don't want to meet with you right now at the board, but there's a couple of things I'm really trying to help them out with that they need donations for.

When can I meet with you? What's the best way to actually do this? But for real, you know, not just something that we push off enough and enough.

They really need it, you know, over the next month or two, something like that. Or Pesach.

[@1:01:30](#) - shabsi kohn

Wednesday, Wednesday?

[@1:01:31](#) - Akiva Naiman (akiva.naiman@gmail.com)

Yeah, they really need it before Pesach. See that? Yeah, it's another two weeks, basically.

[@1:01:35](#) - Dovid Rabinowitz

And Shafi did tell me that one of the big programs that they run is extremely busy before Pesach. Good.

Good. So again, urgent, specific, emotional.

[@1:01:46](#) - Akiva Naiman (akiva.naiman@gmail.com)

The emotion here is I just want to help these kids out. That's the emotion. The specific is they have this Pesach program, whatever it is.

Okay, kind of bake it in there. Tell me what it is in our glaxas. Just a minute. The... Short service, short term respite, you know, over Yom Kiv, over Erev Paisach, what do think of the You know, Havneh, sorry, real quick, Shabsi works for an organization that helps families with mentally challenged, or physically challenged, or just mentally challenged?

[@1:02:15](#) - **shabsi kohn**

All special needs, right? Special needs, which is both. Both, yeah. Usually it's both.

[@1:02:20](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

So special needs, special needs kids, the families that have no, like, you have to drive this kid to the dentist, you have to like, just need a break, you know, you're going to a wedding, whatever it is.

And that's, they, and they, they, they have volunteers, and I think also paid, or people that help with, you know, babysitting and driving and whatnot.

So, so yeah, so Shabsi, baking the, the specific, right, that, that idea. And then the urgent is like, we really, you know, I need to, I need, I want to help them get the money that they're raising before Paisach.

We meet, can I just call you tomorrow? What's a good time I can call you tomorrow? What's a good time tomorrow?

[@1:02:53](#) - **Yoni Spigelman**

cannot be with you.

[@1:02:54](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Okay, what time? Friday? Sunday? Like, give, give me something. I really, let me, let me call you for five minutes.

Yoni, what do want to add?

[@1:03:01](#) - **Yoni Spigelman**

No, I was just, I was going to add, like, also just saying, like, how can I, like, I would love to pick your brain.

I would love to just hear some ideas for how, how I could potentially help them better. You know, I agree a lot with what, with what Akiva is saying.

Like, when I go to Smechot, I don't, like, I don't use that as a time to, especially with my families, I don't use that as fundraising time, but it's a perfect time to connect with people, especially if people who you wouldn't normally be able to connect with, because they're flying in, they're doing whatever.

Like, just make sure, like, I'm, I know, I'm going to go talk to this person for, like, three minutes, and then be like, hey, I would love to talk to you more.

**@1:03:43 - Akiva Naiman (akiva.naiman@gmail.com)**

Yoni, I want to actually, I'm, I'm open to pushback from my pushback. So I'm curious from, from both Yoni and Dovid.

You know, we all, we all use the, I just would love to pick your brain for advice. But I have found that sometimes it backfires for a couple of reasons.

One is, I'm not. Looking for their advice. I'm looking for their donations. And I'm a firm believer, I think we've talked about this in this course, that the donation is the relationship.

Like you're not looking for a relationship with the guy, otherwise you would have had a relationship with this guy, irrespective of the donation.

And some of my donors in the Bay Area are people who are parents of alumni, right, and have been, you know, like we had a real relationship with no money attached for years.

And now they became a donor, okay, fine. So there's a relationship and not the donation. But for people who, like for Eve, as an example, right, I was telling you about earlier, it all started with a donation and then the relationship built.

So, you know, if he's going to be asking this cousin, Shmuel, you know, I love to pick your brain.

I'm afraid it might be a bait and switch, but inauthentic. Like he's, he's calling because he knows Shmuel has money and Shmuel knows he knows he has money.

And, and, and he, he really just wants to help the kids.

**@1:04:53 - Yoni Spigelman**

I, I, I, I, yeah, I, I mean, I just think it's, it's yesh v. Yesh because I've had, I have had obviously those situations.

The pick-your-brain conversation doesn't go the way that you want it. Right. I thought we were just talking for advice.

@1:05:07 - Akiva Naiman (akiva.naiman@gmail.com)

I didn't realize you wanted a donation.

@1:05:09 - Yoni Spigelman

But what was very cool, just recently, I had a donor who donated \$36,000 like two years ago. They didn't donate again last year.

And I have kept up a relationship with them since then. They're an older couple. And we recently did an event for them.

And I invited them here. And then afterwards, they said, oh, we're thinking about potentially maybe considering doing something else.

I said, that's amazing. I'd love to come meet with you guys and just pick your brain and see what you're interested in doing.

And now they're doing another \$10,000 gift. Nice. Well, two things. There, they solicited themselves to you. That's true. You didn't need to, you know, it doesn't matter what you said.

@1:06:00 - Dovid Rabinowitz

You just have to show up. And also, what did you say their cell number is?

@1:06:06 - Yoni Spigelman

I'll text it to you after.

@1:06:07 - Akiva Naiman (akiva.naiman@gmail.com)

You have to get access to a thousand campaigns very soon. I'm going to give it to the coaches, obviously.

[@1:06:15](#) - Yoni Spigelman

I think that the point is that I think that there are times where it can be successful. There are times where it won't be successful.

I mean, some people love to feel like you are asking them for help that's not just money. Right? And some people just want you to ask them for money.

Can I throw them into a sense?

[@1:06:37](#) - shabsi kohn

What's that? I have... Oh, wow. If it's free. I actually have an uncle, which if I would go to ask him for money, he's a very complicated guy.

If I would go ask him for money, he would never, ever give me money. I've asked him in the past.

Never. I go to him for advice. He might give me money. But the question is...

[@1:06:59](#) - Yoni Spigelman

Right. So... So you have to make that call, Shops.

[@1:07:02](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

You have to make that call. But here, I just wanted to open up the ideas of A, you don't want them to think, oh, he's just asking for advice and he's not going to ask for money, right?

Like, you have to just be aware of it. You know your family. You know the people you're meeting with.

You just have to keep that in mind.

[@1:07:16](#) - shabsi kohn

And sometimes it's perfectly fine. Because he's never going to give me anyways. So he might give me a connection, which would be great.

If I get connected with him, it's worth more than the actual money. Correct. And that's true, too.

**@1:07:29 - Akiva Naiman (akiva.naiman@gmail.com)**

The second thing I'll just share with, no, I'm not going to share it right now.

**@1:07:40 - shabsi kohn**

Not that it was something bad. Please don't. Please don't. You want me to share it? I'll share it. It was a distracting point.

I'll share it anyways.

**@1:07:48 - Akiva Naiman (akiva.naiman@gmail.com)**

It's really not relevant for most donors. That's why I didn't want to share it. It's only become relevant for a couple of donors.

Let's say a donor comes up to Havna. And Havna's like, let's say Havna. We call Jeff Morgan from Covenant Winery, and you're asking for advice about the winery and about the non-profit, and he gives you an hour and a half of advice about the non-profit.

He's not going to be the one running non-profit. He hasn't been in Gaza before. He doesn't know anything about PTSD.

It's very nice he wants to give you advice, and older, wiser people, there's some good advice there always, but what I've found sometimes, sometimes with NCSY donors, it's like they'll give me advice and ideas, and then they'll be like, oh, so did you do those?

Or they'll want me to do something specific, and like, hey, buddy, you actually don't know what speaks to teens.

I know what speaks to teens. A donor should ask me, hey, where should my money go to? What would be the most helpful in an ideal world, right?

**@1:08:43 - Yoni Spigelman**

I'll advise that would be the situation. Can you imagine if that happened, right? That would be amazing. How can I help?

**@1:08:51 - Havneh Feder-Haugabook**

But that happened at the end of the conversation with the two of them. That That happened.

**@1:09:00 - Yoni Spigelman**

That's the end of that conversation.

**@1:09:03 - Akiva Naiman (akiva.naiman@gmail.com)**

That happens sometimes, and the people you and I met with Kavna are very special people. They are unique. That's why I flew out, and I flew you out, to meet them.

**@1:09:16 - Havneh Feder-Haugabook**

They're very unique people.

**@1:09:21 - Akiva Naiman (akiva.naiman@gmail.com)**

It's inspiring when you see that on the first time, when you sit in that scenario, you're like, oh, you see people being like, what can I do?

**@1:09:27 - Havneh Feder-Haugabook**

What can I do? I know what you're doing. What can I do? Please, let me know. I'm like, damn.

Yeah, these have been happening. Don't be spoiled.

**@1:09:38 - Akiva Naiman (akiva.naiman@gmail.com)**

The fact that you got \$10,000 over dinner, that doesn't always happen. When are you flying me out? When you are my former student and fought in Gaza for 400 days, I'll fly you out.

Okay. Yoni, I think I'm going to have to fly you out.

**@1:09:56 - Yoni Spigelman**

Okay. So, Chia, see you back to you.

**@1:09:59 - Akiva Naiman (akiva.naiman@gmail.com)**

Chia. So does that give you clarity for the engagement party tonight? Um, I totally forgot about that.

**@1:10:06 - shabsi kohn**

Um, just to recap, what you're saying is that I should focus on, you're saying I should not really be making any asks at the moment.

I should be making asks for, for what?

**@1:10:26 - Akiva Naiman (akiva.naiman@gmail.com)**

You should be, you should be making asks either for a meeting, right? Right. Not either for me, you should be making asks for a meeting, what that meeting is.

You'll have to be, you'll have to feel it out. And you'll have to, um, depending on who the family members are, if they're well, if you're well connected, like the ask that you're mentioning, either the ask is, Hey, can I, when, when, when can I meet you tomorrow?

Say that, like, when do you have 10 minutes tomorrow for me to, and then you fill in a blank, either talk about sponsoring the paystock program or, you know, uh, give me some people who I can.

Ask for, money for, to sponsor the Pesach program. Or if you really feel like it's authentic and it's the right move, pick your brain.

Let's say it's a great uncle, he's 75, couldn't care less about items A and B, but we'd love to give you his age advice, then give him C.

Uncle Bob, can you give me some advice? I'm helping these kids and blah, blah, blah. You play to the crowd, but what of those three should be your call to action?

Does that make sense? Yes, I hear.

**@1:11:29 - shabsi kohn**

No, I want to, I'm sorry to get you embarrassed.

**@1:11:32 - Dovid Rabinowitz**

the mirror a little bit, Shabsi, also. know, this is, it's an elevator pitch. It's, it's going to be, you know, 30 seconds, you know, hey, here's what I'm doing, and also, Akiva, I would just throw in one point, and that is that you don't want to make it, because I've seen this go bad for people before, I don't, you don't want to say that, you know, you're like, you don't want to make it seem like you're volunteering for the organization, you want to say you're a part of it, like, I'm a part of the organization.

Or else, if they think that you're just volunteering. Like, and then, oh, oh, you're actually like, you're going to, you're, you're part of it.

Like you're, it could throw them off a little bit. But like, I joined this organization because it's makes such a big impact on these families.

And we have an urgent need right now before Pesach. And I'm looking for help. I'm looking for connections. I'd love to speak to you about it.

Let me know if there's enough time that we can do that in the next week. I don't know, whatever it is.

I just say it again. It's a great point.

**@1:12:24 - shabsi kohn**

Dovid was embarrassed to say what he said before. Sorry for sprung you off. Don't get red. I, I, Dovid told me before that he was thinking that might be good.

Since I'm like, I want some action, some movement, some, some, you know, some cash flow, some, you know, just, you know, you could see something's moving along.

Um, that should, I can ask it in such a way. We're, we're not, not only asking for a meeting, it's more like, could you help me out with either with, could you help?

Or could you get me some connections? We're throw it out. It's open for sort of like a half an ask right now.

@1:13:12 - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

So David, I'll answer and then you can push back. You're his coach, so you should follow David. My thought on that is twofold.

One, it's a simcha. If it's going to make it uncomfortable for you, for them, for your sister. You're, you know, family first.

Family always has to come first. I'm a big believer in that. Second of all, you know, because we've all, I mean, all of us have some wealthy relatives and we've all had to kind of, you know, walk through this and that.

But the second thing I would say, Shabsi, is that I think you would make more money. That's what we're doing here.

We're raising money for the kids. I think you would raise more money at a meeting the next day. You have 10 minutes of time with him or her on the phone or even in an in-person meeting.

Yes. As opposed to at a board where they're trying to enjoy themselves. They're not in the right mindset to do that.

They don't want to be talking. Now, some people love to talk shop. Yoni and I, when we meet at Kiddush, like, we're talking shop.

And then my 13-year-old always told me, stop talking shop on Shabbos. But, like, some people love to talk shop at an engaging party.

And then you can probably have a conversation right there. You have to play to the personality of Shabbos. You have to know them.

But my point is that if you make an ask to say, can we meet tomorrow, you have a better chance.

Like, listen, Shabsi, I'm so busy. I cannot meet you tomorrow. You say, listen, Uncle Bob, I get it. I get it.

These kids, they need, those kids' parents are struggling so much in Pesach. Can you give \$1,800 so that I can help, you know, five more families?

[@1:14:52](#) - shabsi kohn

You're saying to make it much more concrete instead of saying, can we arrange something when after Pesach? No, no, you're saying concrete.

no, Tomorrow, could I do this? If not tomorrow, then I'm not waiting until after Pesach. After Pesach, I'll meet you again.

[@1:15:05](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

There's not after Pesach. These parents need a respite now. Urgent, specific, emotional.

[@1:15:17](#) - shabsi kohn

Right.

[@1:15:18](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

See, imagine if it was you. I'm saying like, know, hey, I would love a babysitter. mean, thank God my girl is healthy and good and everything's great.

You know, it'd be great. You when my mom comes over and helps me out, it's great. Like, it makes a difference.

You know, call the homework. It's a real, you, Shabsi, I'm going to invite you to spend five minutes after this call.

**ACTION ITEM: Post-call - Close eyes 2min, visualize parents' struggles w/ special needs kids - [WATCH](#)**

Okay? Don't go anywhere. Okay? Literally. It won't have to take you five minutes. It'll take you two minutes. When we hang up, I want you to close your eyes.

I'm being very serious here. And I want you to imagine being in the shoes of the parents that you're helping.

Really imagine feeling so frustrated, so angry. You don't have time. You're... I'm you... Behind deadline at work, you know, your wife doesn't have a second for herself, all your kids are

struggling because the siblings are struggling because all your time, attention, and money goes to this one kid.

Imagine. I don't have to imagine it.

**@1:16:15 - shabsi kohn**

Imagine it right now. I don't have to imagine I have a son like that. Oh, I didn't know. I'm sorry.

No, Baccham, he's not special needs, but he's, whew. He's a lot. He's nights ago until 12, and he's three years old, and last night until Baccham, 1030, he just rolled off the bed.

Melatonin. I don't know if you know about this, but it changed my life with my kids. When you can get him to eat melatonin.

Oh, gummies. Amazon. Amazon has kosher melatonin gummies. He's smarter than you. Anyway, bake it into challenge.

**@1:16:50 - Akiva Naiman (akiva.naiman@gmail.com)**

My point is, and imagine if, you know, that Monday, you get to go with your family, with your kids, and someone else is watching your children, and your kids' eyes are lighting up.

You need. I mean, guess you can kind of half feel it, but really get into your mind. Fundraising is a work of the heart.

You need to know this too. It's a work of the heart. You need to feel what they're going through.

So you can say, hey, I can't. Imagine, Shabsi, and I'll stop talking after this. Imagine five families are at your house right now.

Right now. These five families. And you're saying, okay, goodbye, five families. I'm going to raise you \$1,800. And if I don't, your whole holomoid is going to be ruined.

And if I do, you're going to have the best holomoid ever. And they're waiting for you to come back from the board.

And you're going to come back from the board. You're going to say, listen, don't worry. I didn't raise it yet.

I have a bunch of meetings lined up. Imagine their faces. One second.

[@1:17:52](#) - **shabsi kohn**

Give me one moment.

[@1:17:58](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

That's where the magic. When you really feel it. Okay. Dovid, if you want to chime in, then we'll wrap up.

I love it. No, I love it.

[@1:18:09](#) - **Dovid Rabinowitz**

It's amazing. Are you retracting?

[@1:18:12](#) - **shabsi kohn**

Say it again?

[@1:18:14](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

No, no. retracting? No, You're putting it out there.

[@1:18:19](#) - **Dovid Rabinowitz**

saying, this is what I'm doing. It's so exciting. And I'm looking for sponsorships. I'm looking for connections. And I was wondering if we could speak about it.

Like, you have 10 minutes tomorrow. You know, am I on the same page, Akiva? Yes.

[@1:18:38](#) - **Akiva Naiman (akiva.naiman@gmail.com)**

Where I'm agreeing strongly with Dovid is that your comfort zone would be, it's an engagement party. I'm not going to do anything.

We're saying, no. There are kids waiting for you. There are parents waiting for you. Every moment is crucial. And you've got to go out of your comfort zone.

And you've got to be making those asks. Whether that ask is for a donation on the spot. Whether the ask is for a meeting tomorrow.

Whether the ask is for a Whatever the ask is, you're helping kids, you're helping parents.

**@1:19:04 - Dovid Rabinowitz**

Shapsi, you have an amazing story. Keep that story in your pocket. Somebody may say, wow, I want to hear more about it.

Here's this crazy story that happened. I've been saying the same story for three weeks now. It's such a good story.

I'm just saying it to everybody I speak to. Sure. 100%. It's all about the stories.

**@1:19:27 - shabsi kohn**

All right.

**@1:19:29 - Akiva Naiman (akiva.naiman@gmail.com)**

Friends, Shapsi, Shapsi, Shapsi. I'm going to say something in Arabic. Dear Balak, okay? Only Havneh, I think I'm going say it.

Maybe Yoni too. I guess Yoni also. Dear Balak, which means, I don't know what it means. You better, you better tell us how it goes.

**@1:19:44 - Havneh Feder-Haugabook**

It means like, God forbid.

**@1:19:46 - Yoni Spigelman**

Right.

**ACTION ITEM: Post-party - Email Akiva results of engagement party fundraising efforts -** [\*\*WATCH\*\*](#)

[@1:19:47](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

No, but they say like, like, you better, like, God forbid if you don't tell us what it means. Right.

Dear Balak, if you don't tell us what it means. Okay. Dear Balak, if you don't tell us how it goes.

**ACTION ITEM: Tonight - Daven for Shabsi's success at engagement party fundraising -** [\*\*WATCH\*\*](#)

Shapsi, we want to hear from you, okay? Email me and I'll post it in the group chat, okay?  
What's that?

My results?

[@1:20:02](#) - shabsi kohn

Yeah!

**ACTION ITEM: Tonight - Daven for Havneh's clarity re: winery/nonprofit plans -** [\*\*WATCH\*\*](#)

[@1:20:04](#) - Akiva Naiman ([akiva.naiman@gmail.com](mailto:akiva.naiman@gmail.com))

Who's davening? Oh, I forgot. We're doing this thing where everyone davens for someone else.  
So, Havneh, you're the only other guy in that.

So, Havneh, you're davening for Shabsi tonight for him to succeed. And Shabsi, you're davening  
for Havneh to have clarity.

Clarity.

**ACTION ITEM: Email Shabsi recording of meeting's first 20min -** [\*\*WATCH\*\*](#)

[@1:20:19](#) - shabsi kohn

Sure. Good? Great. Amazing. Amazing. Thank you. Just one more question before that. Don't  
jump. Don't jump, David. Don't jump.

But before that happens, could you please post the... send me an email of the... I missed the first 20 minutes.

I'd love to see that. Yeah, you got it. Thanks. Shabsi, you're amazing. Your mama's amazing. I'm you're amazing too.

I always say you're the second to best. Thank you. You know who the best is? That's me. No, I'm not joking.

Shabsi is a different thing. It's me the best. But Shabsi is best is cheating.

**@1:20:59 - Yoni Spigelman**

I don't think he thinks that's the best. By way, that's the perfect fundraiser's attitude.

**@1:21:03 - shabsi kohn**

Well, you know who's the best?

**@1:21:06 - Akiva Naiman (akiva.naiman@gmail.com)**

Baal Shem Tov.

**@1:21:08 - shabsi kohn**

I don't know if you'll see this. Take care, everyone. Have a great day.

**@1:21:12 - Akiva Naiman (akiva.naiman@gmail.com)**

Make it a great day and night, wherever you are. Bye.

**@1:21:14 - shabsi kohn**

Thank you. Thank you.