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Be Charitable



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Do good while you are here. Be charitable.

Combine business goals with charitable goals if possible. If you look around consistently, the most charitable people seem to also be doing very well in both happiness and financially. It's no accident! People often say I'm the most generous/charitable person they know. I take that as a great compliment, but usually point out the more I give, the better my life gets. I would hate to be known as the wealthiest person they know, and not also be Top 5 charitable person they know. The world doesn't need another stingy rich guy. I love solving multiple challenges with an idea or purpose that benefits many causes.

The GoLogo folks came back from a Haiti mission trip. They had a goal of building a house for an elderly lady named Aludes. I pulled over, stopped driving my car, so I could focus on making the goal happen. It energized and excited me to help create this charitable goal! I quickly asked how much a house in Haiti would cost and they said it would be \$6K. Like any challenge you need to know the number (and add at least 20% more, because nothing comes in on the number) and break that number into small pieces, monthly or weekly amounts to hit the big number. There is an old saying, "how do you eat a cow?" Answer is "one steak at a time". This means take that huge goal and break it down to smaller size portions so it's not overwhelming.

I was thrilled that we had a year to create the money, plenty of time to achieve the goal! They added that others in their church said they would contribute. Quite honestly I don't ever factor in the financial help of others because they might flake out, or fizzle out. I look at the number and expect to achieve it on our own and anything else that is contributed is gravy! So I started asking questions, like "what if we increase prices at GoLogo?" Then I start thinking that I don't want to run off business. Poking around with more questions, we hit on the winner!

When you order logo items there is always a set up charge. We haven't raised our set-up charge in over eight years! I ask, "Have you ever had anyone complain about our set-up charge?" The answer comes back, "rarely". That's it! We will raise set up charges by a modest \$5! We extrapolated the numbers and realized

that if sales were the same as last year (we will grow but wanted a safe number) that \$5 extra would amount to \$7,200 in one year's time!

Amazingly the math worked out exactly (God winking). So every day when I recap with them, they count up the Alude money and it's a little pep in our step each and every day! Many people are real visual, so I suggested that we make a huge banner with Aludes house on it, with each story equally \$1K. This allows you to see the progress and track your success. The other great benefit is people that come into the office and ask what's that? I don't know about you, but I would much rather deal with a charitable business than a non-charitable business.

They shared our plan with their group that goes to Haiti, and they were blown away by the simplicity of the plan and how quickly we were up and running with it! I love that goals and work can be combined! A little girl at church named Delaney heard about the house and wanted to donate money. We thought Delaney should color in the first \$1,000 floor and she did within two months of the inception of the Aludes Project. We are now having kids color in all floors of the poster of the house to teach them to be charitable.

A few days later they told me about a whole other project they are working on trying to fund a way to capture rain water and keep it in a storage barrels in Haiti. The project is called NIW for Nothing Is Wasted. I told them "let's figure this out!" They said, you did more than enough the previous week on Alude's house plan. I responded that was nothing! Not costing me a cent, just figured out a business opportunity. Coincidentally, I just brought to market two water sensing products (God winking) Waterpuck and H2OALARM.com.

To teach Haylee and Garrett about designing products, packaging, websites, wiring money, I decided to pay them a 25 cent royalty. Well I got their attention quickly when I handed them each a \$1,250 royalty check. Those quarters really added up and fast! I suggest let's do a quarter on each water sensor. Next NIW

meeting they were dressed as football players (remember people are visual) and told how we were donating 25 cents out of each of water sensor. Thus, they were dressed like Tony Romo who's the "quarter-back" (get it?) of the Dallas Cowboys. They challenged their group to look for small increments like a quarter that can add up. Think eating steaks not the whole cow.

At the next meeting they presented NIW a check for \$1250 for NIW and \$870 for Aludes home. How exciting! The energy I got from this was stronger than 4 Red Bulls! Makes me want to get more folks using our water sensors and buying more GoLogo gear. EVERYONE wins!

Another story, Chris Wilkens, who runs our Power Supply line called Preferred Power, had his best friend come to the edge of death with the H1N1 Virus. Miracle that he recovered. Chris came to me and said he wanted to help raise some money for his buddy to help with Hospital bills. Chris and I realized the Super Bowl was coming up, so we had folks buy squares with half the money going back to Chris's buddy's family. The squares idea was so successful that Chris did two full sheets, instead of one. I bought a ton of squares. What was fun was helping Chris help his dear friend. I ended up winning a square and donated it back, but another example of everyone winning while solving a great charitable cause.

I'm blessed to have a ton of charitable stories; here's a memory that was brought up a few days ago. Chris Kunz is currently a senior at Keller High School in Keller, Texas. Chris was living Chapter 28, don't say no for someone else. I walked out of a store and Chris was standing next to my Lamborghini and asked if he could take a picture. He seemed like a nice polite kid, so I decided to live Chapter 5, Encourage the next Generation, and let him not only ride in the Lambo but drive it. This isn't the charitable part of the story. Chris and I have chatted a few times and we decided that he would read this book and give input from an 18-year-old perspective, which is perfect because this has been the frame of mind I have been writing to.

Chris and I are going through pictures in my phone of products I have created, vacations, etc. and we hit on a picture of Deion Sanders and me. Chris sees that Deion is really happy in this picture. Chris asks what's up with that. I tell him the story that its very rare that a celebrity, let alone a Hall of Fame football player, is more happy to have met you than you are to have met them. Here's the charitable part. Deion was at a sports bar auctioning off Dallas Cowboy tickets for his charity. The bidding goes up and up and at the end I am the high bidder. I give Deion the money and then give him back the tickets he just handed me and said sell them again and raise double the money. Mister rough and tough football player almost cried at this token of charity. Twitter was brand new when this moment happened and Deion wanted a picture of us to Tweet. I instantly get texts and calls from people across the country who saw Deion's tweet with our picture about what went down. You got to imagine that Deion has seen a lot in his life, so when you can be charitable enough to make someone stop in their tracks, you are on the right track in life.