

# Explode Fundraising 7x in 7 Years

By Bill Young from [BillYoungInspires.com](http://BillYoungInspires.com)

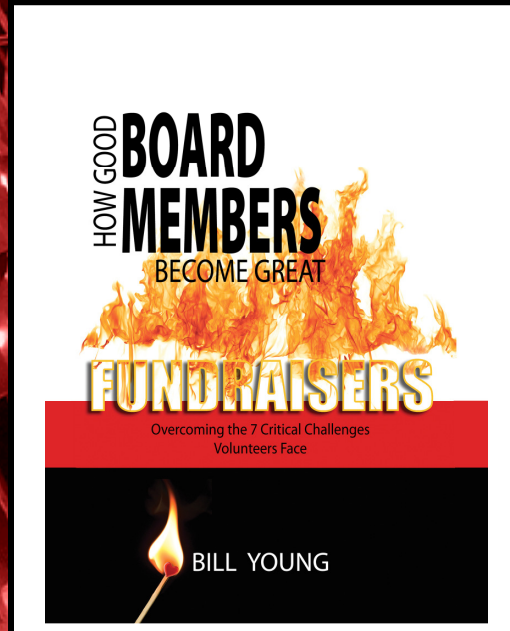
2010

New ways to overcome challenges

→ Shift organizational attitude, beliefs, and culture

You need a new strategy

→ small improvements over 7 years (Improvement Over Perfection)



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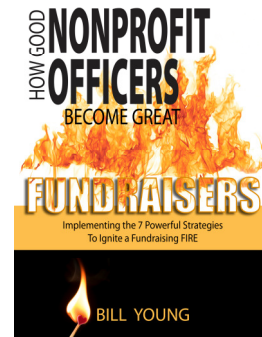
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## Other Books, Webinars, and Tools

How Good Board Members Become Great Fundraisers,  
Overcoming the 7 Critical Challenges that Volunteers Face

How Good Nonprofit Officers Become Great Fundraisers,  
Implementing the 7 Power Strategies to Igniting A Blazing  
Fundraising Fire

Visit [howgoodbecomegreat.com](http://howgoodbecomegreat.com) for more information on webinars, trainings, and Our Fundraising Fire Academy: 8 Week, Hands-on course for Nonprofit executives, development officers, and internal staff



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## Explode Fundraising 7xs in 7 Years



[www.billyounginspires.c](http://www.billyounginspires.c)

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The leaders who work most effectively, it seems to me, never say 'I'. And that's not because they have trained themselves not to say 'I'. They think 'we'; they think a 'team'. They understand their job to be to make the team function. They accept responsibility and don't sidestep it, but 'we' gets the credit...This is what creates trust, what enables you to get the task done." This Peter F. Drucker quote displays the shift in the paradigms of most nonprofit leaders. Their beginning to understand to survive and thrive in the new economy, the board must become part of their fundraising (sales) team. This is being a

nonprofit, but acting like a for-profit. They are finding new ways to overcome the challenges that incapacitate fundraising efforts, create new opportunities, and grow their overall numbers. You can explode your board's efforts, in some cases by 7 times over a seven year period with the right system in place and writing new mental scripts.

The idea of growing the amount of money you fundraise by 1 x each year sounds great. If you currently raise \$100,000 then you'll go to \$200,000 in year two. Now take this formula out the full seven years you'll be in the neighbourhood of \$6.4 million by the end of year seven. Sounds impossible right? Or it could sound fantastic depending on your mind set. If it does hit you as impossible then you've identified your first challenge. In fact, one of the seven assumed challenges that kill the greatest of NPO goals is the Borrower Phenomenon©.

### **The Borrower Phenomenon**

You tighten up while thinking about asking others for money or inviting them to attend a cultivation event or send in their sponsorship agreement because you have mental scripts playing in your head often without your conscious awareness. For some, the reluctance to invite or ask is caused by weak time management skills or the lack of the right skills, but in most cases your mental scripts are stalling your efforts.

These scripts deal with all kinds of categories including human interaction, ego issues, intelligence, and personal expectations, with the most well established ones surrounding money. Money scripts are often thick and ingrained starting in early childhood and fostered into young adulthood. You may not realize that you are caught in the Borrower Phenomenon©. Most people are not aware of the power or influence of these scripts until they stop, sit down and think about it however once they do; they start to realize the importance of overcoming this phenomenon. The Borrower Phenomenon often overpowers your desire to take appropriate action and suffocates the board with delusion. It reduces quality behaviour even if your well trained and decreases the likelihood of accomplishing major fundraising goals.

When you go to a movie you experience a real life example of the power of mental scripts. For example, have you ever cried while attending a movie or become intensely scared? Excited and motivated? You knew the movie was not real yet the script, the characters and the flow made you feel something. The entire process worked all your senses and made you feel like what you were seeing on the screen was

real. Go ahead and stand up in the theatre and go touch the screen, look behind it and you'll see that it is just equipment, a wall with no bogeyman or hero standing there. Your mind cannot differ between what was vividly imagined and what was real for the two hours you sat in front of the screen. Similar to a movie, your mental scripts cause you to react in certain ways; often times in ways that do not benefit your actions and are illogical or outside of reality. All the mental scripts you've picked up along the way cause your fundraising efforts to feel more like begging which is more a subconscious effect than a conscious one. You go back and forth in your mind between asking for too much or too little which can cause fear and embarrassment. The challenges get greater when you realize the contradictory fundraising scripts of the entire organization and fellow members.

*If you're in doubt* regarding this phenomenon, then ask a fellow board member questions such as: "What is a lot of money for us to fundraise either individually or as a board?" "How much money should the entire NPO raise this year?" Or, "What is the individual fundraising goal of each board member?" To the last question, you'll hear answers ranging from \$500 to \$50,000 and depending on the answer, the amounts create the script for everyone to follow. In most cases the difference between raising \$5,000 and \$5,000,000 is the current expectation not the reality of available funds or resources. The overall board expectations are tied to the personal scripts of each member. In fact, the entire group can either lower the bar or raise it depending on their individual beliefs. Unfortunately, the internal staff often creates these initial money scripts and they're often based on personal issues or negative past results. The reality is that until the board members understand the roadblocks caused by their own scripts taking the step to increase the goals is pointless.

*The Borrower Phenomenon* is similar to watching a homeless person ask for money and it affects many areas of your organization including day-to-day operations, goal setting, and sponsorship structures. The same type of mental script as observing a homeless person solicit money from strangers begins to play in the board member's mind. They begin to feel unfortunate, lost, confused, or overbearing. They wonder within if the person they've approached will frown upon them for asking for their attendance, asking to give a personal donation or answering their questions correctly. These feelings have nothing to do with the person's real psyche or with the importance of actually asking people for assistance others, but naturally come on when they are put in the uncomfortable position of asking for anything relating to money. Even if you are an exception you still deal with strong money scripts.

## The Green Light Process

The third strategy to help your board shift their thinking is called The Green Light Process. In the movie business when they green light a project it means their moving forward into the production phase, kicking off a whirl wind of activities including signing the director, bringing on executive producers, and hiring the cinematographer. At the green light, those behind the movie believe it will be successful and their actions match their belief. As a board member you can turn on your green light when you create new money scripts, beliefs, and expectations in regards to fundraising. There is a great quote from an anonymous laid off lawyers that says, “Many people think that problems with money scripts stem from ignorance about the complicated field of personal finance, and they wrongly believe that the solution lies in gathering more information, collecting more tips and strategies for budgeting and investing. This might help for some people; however, for the majority of us, a lack of information is not the problem. The basics of good financial health are actually quite simple, and more advice telling us to save more or spend less is not going to help.” In the end, the mental scripts you carry around with you limit your fundraising abilities in more way than most people realize.

*In many cases the* Borrower Phenomenon© appears over and over when people have not written new mental scripts regarding asking for money or inviting a contact to attend an event. Or they are influenced by the existing scripts of the board. No matter the situation, using the tools below will help you change negative scripts into positive ones and fill in a positive experience when the last fundraising efforts left you disappointed and frustrated. It is time to turn on the Green Light.

## The Money Game

From your point of view, how much money is a lot to fundraise for you? Write a number in the box – whatever comes to you first or what you feel in your gut. Now ask yourself, “Why did I put that amount in the box? It is correct?” Now ask: “Is it my true feeling or did someone or something influence the amount I put in the box?” Just by identifying this number you start to realize your first script problem.

\$
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Now take the number you put in the above box and multiply it by 10.

\$
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How do you feel about the new number? Not realistic? If so, why not? Start to think about what it means for the organization to hit this new number, evaluating all the gains, benefits, opportunities, and new clients served by reaching this number. Take it another step further and have each person on the board do this exercise and then total all the member's times-10 number. You will start to create a new money script/fundraising bar for the organization.

**Other Key Tools**  
**Donation Threshold**  
**The Paradigm Shift**

### **How You Think Matters**

As you continue to write new mental scripts about money and potential success, you'll see your contribution to the NPO increase significantly. Your personal confidence will improve causing your activity to increase and your behaviours to be more in line with your beliefs. If you believe that you can raise more money you'll see green lights where before you only saw red and you can free your mind to focus on Strategy 4 Genuine Credibility©.

The new world of fundraising is about new techniques, innovative approaches, powerful differentiation, but most importantly, changing your expectations. You can grow seven times in seven years if you're willing to shift your paradigms.

## About the Author

Bill has made his mark as an entrepreneur and civic leader. As an entrepreneur, he has raised millions of dollars for companies in his capacity as Board member and owner. As a civic leader, he has raised millions of dollars for children's organizations throughout the Denver area. The Denver Business Journal named Bill to its prestigious Forty Under 40 list and recognized one of his company's (XploreNet) as the sixth Fastest Growing Privately Held Company in Colorado.

### "An entrepreneur seeks out great ideas ... and may be a bit crazy"

An entrepreneur, says Bill, must believe so completely in an idea that you'll work around the clock to bring it to fruition. An entrepreneur looks for great ideas or people with great talent, then finds ways to provide the vision, processes, and money to achieve success.

Bill believes such great ideas can positively impact our lives, and that's why he works so hard to bring them to market. Although he readily admits some might call this crazy, he calls it satisfying.

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## More Information

For the latest information about our product and services, please see the following resources:

### Reference websites

<http://www.BillYoungInspires.com>

<http://www.HowGoodBecomeGreat.com>

### Articles

"In the Board Room," *Denver Business Journal* 03/05/10

