

## The Extreme Fundraising Ezine, Vol. II Issue 11

Welcome to the May 25 edition of the Extreme Fundraising Ezine.

For those just joining us, we're exploring how our natural talents affect the way we go about the business of raising money. We're in the middle of looking at the abilities that are related to our "Personal Style": Extrovert/Introvert, Generalist/Specialist, and Time Frame Orientation. Today, we'll do a brief overview of time frame orientation and explore what implications that might have on fundraising. Check out the archives for the past issues in this series at <http://fundraisingcoach.com/ezine.htm>.

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### ***I. Personal Style: Time Frame Orientation***

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### ***I. Personal Style: Time Frame Orientation***

Time Frame Orientation relates to the natural length of time you consider when making plans, setting goals, and thinking about your future. Some people naturally see the impact of present decisions over a long period of time. Others see the more immediate impact of the decision. Some people prefer closure right away; others are willing to wait for years.

The Highlands Ability Battery groups people into three different time frame orientations: short/immediate (6-12 months), mid/intermediate (1-5 years), and long (5-10 years). Knowing about your time frame orientation can affect the way you plan and help make project management much less stressful.

#### **\*\*\*\*SHORT RANGE (6-12 months)\*\*\*\***

People with a short range time frame can see the impact their decisions will have on the immediate future. This enables them to move easily from project to project and can be very helpful in jobs demanding immediate closure, like sales or accounting. The challenges for these people are learning the self-discipline and skills necessary to set intermediate and long-term goals. Their hunger for immediate results may hinder their ability to achieve over the long term.

One of my clients was incredibly relieved to learn she had a short range orientation. She always wondered why she typically had a vision for her life in 6 month increments. She'd often felt something was wrong with her. Now she saw that she was actually *wired* to plan that way. She could learn skills to help with the other ranges but she could now proactively choose to be in situations that required more immediate planning.

#### **\*\*\*\*MID (1-5 years)\*\*\*\***

A mid range time frame is helpful in jobs requiring relationship building. People in this range are able to put off instant gratification to accomplish longer-range goals. These people are fairly flexible and are able to stretch themselves to set short and long range goals.

#### **\*\*\*\*LONG (5-10 years)\*\*\*\***

People with a long range time frame are natural strategic thinkers. When planning, they naturally look at the impact the decisions will have on the long-term future of the organization. These people can endure work without immediate rewards in order to achieve greater future rewards. The challenge comes when these people fixate on the future when it no longer makes any sense.

People with long range orientation also tend to have a challenge finishing short-term tasks. They know they'll get to them at some point and they always feel they have plenty of time. They often have very large piles of books-to-be-read. One husband with long term time frame orientation was putting 22% of his income toward his retirement plan while not budgeting for diapers. Diapers are an immediate pressing need! He could see the need but needed a coach to help him plan appropriately.

#### **\*\*\*\*REAL LIFE APPLICATION\*\*\*\***

Often time frame orientation can be best illustrated in our personal life. An example would be the way a high school student approaches college. A *short range* person would have the application mailed but wouldn't have any idea about what major they want to study or what goals they have for their life. A *mid range* person would have the application mailed too but would also have a very good idea what major they're interested in and possibly what country they want to go to during their junior year abroad. A person with *long range* orientation would be able to tell you in detail what they want to be doing *after* college—what graduate school they'll go to, what career field they'll be in, where they'll be living and how much they'll be making. If you ask them about their college application or about what major they want, they'll probably say, "Mom, do we have any college apps?"

#### **\*\*\*\*IMPLICATIONS FOR FUNDRAISING\*\*\*\***

Can you see the implications for fundraising? People with a short term orientation would be naturals for the annual fund. There are immediate goals that need closure. People with mid range orientation would be well suited for the relationship building of major giving and capital campaigns. They don't have a natural need to see the gift come through this year, they're willing to build the relationship and wait. A person with long term orientation will be well suited to thinking about the strategic implications of the fundraising program.

Couldn't getting a sense of their time frame orientation help you immensely in communicating with donors and volunteers? Some donors get bent out of shape if you don't reply to them in a day; others don't even notice. Some donors want you to make the ask on the first appointment. Others would be a bit offended, preferring you to build a relationship first.

#### \*\*\*\*WHAT ABOUT YOU?\*\*\*\*

Where do you think you fit on this spectrum? Tell your colleagues about the three orientations and ask them which one you fit in. They'll probably have a very clear idea! Then have fun and brainstorm about how this understanding can affect your office and fundraising. How is this going to impact your own development effort? I always love to hear your thoughts. You can reach me at: [marc@fundraisingcoach.com](mailto:marc@fundraisingcoach.com).

### **II. New Seminar Offerings**

I've been asked to create a year long seminar series dedicated to nonprofits. It's an incredible honor! So far I've created seminars dedicated to asking individuals for money and overcoming objections. I'm also offering one based on my new special report *Creating Customer Evangelists*. If you were coming to one of my seminars each month next year, what topics would you like to see offered? I'd be honored if you'd take the time to email me your top three ideas. I can be reached at: [marc@fundraisingcoach.com](mailto:marc@fundraisingcoach.com) (or simply reply to this email).

### **III. Thank You!**

A special thanks to everyone that nominated me for inclusion in *BullMarket 2004*, the latest collaboration of Seth Godin (<http://www.sethgodin.com>) and *Fast Company* magazine (<http://www.fastcompany.com>). Seth compiled a directory of companies that help clients become remarkable. "The Fundraising Coach has demonstrated that it is a *Purple Cow* catalyst, helping clients shake things up and think innovatively," commented Seth. "The Fundraising Coach has challenged its clients to become spectacular and invigorating." For more information on *BullMarket 2004*, and to download a free copy, go to: <http://www.sethgodin.com/bull/>.

### **IV. Marc's Speaking**

My next speaking gig is in June at the Advancement Program Council's "On the Road" workshop here in Maine hosted by North Yarmouth Academy. I'll be giving a seminar on time management for small development offices. If you're anywhere near New England, be sure to get to Maine on June 24 and 25. More details can be seen at: <http://www.apcnetwork.org/>.

To your extreme fundraising success!

Marc

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Marc A. Pitman is an executive coach to nonprofit leaders. An expert in helping people identify their natural abilities, he's committed to providing down-to-earth information that will decrease stress and put the "fun" back into fundraising!

The Extreme Fundraising Ezine is a free newsletter of The Fundraising Coach. Pass it on!

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