

## The Extreme Fundraising Ezine, Vol. II Issue 12

Welcome to the June 8<sup>th</sup> edition of the Extreme Fundraising Ezine!

For those just joining us, we're exploring how our natural talents affect the way we raise money. We've just finished looking at the abilities that are related to our "Personal Style":

Extrovert/Introvert, Generalist/Specialist, and Time Frame Orientation. Today, we'll see how they all work together 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: 4 Styles***

### ***II. New Learning Programs for Fundraisers***

### ***III. Marc's Speaking***

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### ***I. Personal Style: 4 Styles***

We've finished our overview of the individual components of our "personal style" abilities: Extrovert/Introvert, Generalist/Specialist, and Time Frame Orientation. Before we move on to the "driving abilities" and the "specialized abilities," let's take a look at how the introvert/extrovert and generalist/specialist abilities can work together.

#### **\*\*\*\*CONGRUENT PROFILES\*\*\*\***

Congruent profiles are made up from the pairing of two abilities that are in sync with each other. Both of these abilities work together in the same direction.

#### **PEOPLE INFLUENCER**

People that are both generalists and extroverts have the "people influencer" profile. Generalists have the ability to be a part of a team, see the whole picture, and move teams along toward a common goal. When combined with the extroverts' tendency to get energy from interacting with people and to verbally process, you get a person that is very effective at influencing others.

#### **PROFESSIONAL/RESEARCHER**

The other congruent profile type is a combination of specialist and introversion. Specialists like being the experts and adding an individual contribution to the work they do. Introverts get energy from being alone. This "professional/researcher" profile is extremely well suited to devoting long periods of time to becoming an expert in a field or to spending lots of time studying things in a lab.

#### **\*\*\*\*PUSH/PULL PROFILES\*\*\*\***

Push/Pull profiles are the pairing of two seemingly incongruent abilities. One of the abilities pushes the person in one direction while the other pulls them in a different direction. This isn't

necessarily bad but identifying this type of profile unquestionably helps these people understand themselves.

#### PERFORMER

The “performer” profile is a pairing of specialist and extrovert. The specialist wants to be an expert and put his unique spin on information. The information gathering often happens in isolation but the extrovert needs to be around other people. As a result, people with the performer profile tend to be terrific teachers. They have the patience to stick with a topic until they are experts. And people genuinely enjoy learning from them both because they get energy from people and because they add their own individual twist to the information being shared.

#### RENAISSANCE PERSON

The pairing of the generalist and the introvert is called the “renaissance person.” Generalists like to be part of a team and like to know a little about a lot of things. But being with people can be very draining for introverts. While they’ll never ask to be chosen or push their way into leadership, renaissance people are some of the best leaders in your team. When called upon, they are knowledgeable about almost every topic and they can explain how the topic fits with the team’s direction.

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

Remember, while these abilities are your basic hardwiring, they aren’t an indication of what you can and can’t do. You can always learn skills to do things not well suited to your profile, but it will take longer than others better suited and it will be more stressful. Aligning our work and life to our abilities helps us do what we do faster *and* reduces stress!

Can you see that a person with a professional/researcher profile may be better suited to managing the database than a renaissance person? Or that a performer might be more naturally suited to conducting planned giving seminars than a person with the people influencer profile?

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

Take a look at which profiles best describes you and the others on your staff or team. Are you hiring people like yourself or are you developing a team with a mix of abilities? Do the requirements of the various job responsibilities line up with each person’s ability profile? If not, share this series with your team and see if you can shift responsibilities to make for a better fit.

I always love to hear your thoughts. How is this knowledge going to affect your team? You can reach me at: [marc@fundraisingcoach.com](mailto:marc@fundraisingcoach.com).

## ***II. New Learning Programs for Fundraisers***

As a subscriber to Extreme Fundraising you get the inside scoop on my latest offerings. I’m offering three new teleclasses to help you be more successful at the critical skills of fundraising and goal-setting. Teleclasses are workshops by phone—an exciting new way for you to learn at your desk.

The three new classes are:

- Raising Serious Money NOW: The fundamentals of major gift fundraising
- Fundraising 101: The basics of raising money for nonprofits
- GoalMagnets: Advance your career *and* have a life!

I'm really excited about these! I'll be offering these on Tuesdays at 3 p.m. Each course meets every other week for two months and costs \$195. These are a terrific way to make sure your summer is productive. If you'd like more information, email me at: [marc@fundraisingcoach.com](mailto:marc@fundraisingcoach.com) (or simply reply to this email). As an Extreme Fundraising subscriber, you'll get \$50 off!

### **III. Marc's Speaking**

The Advancement Program Council's "On the Road" workshop is almost here! We have people coming from all over the Northeast. 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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