

The Extreme Fundraising Ezine, Vol. III Issue 3

Welcome to the February 1st edition of Extreme Fundraising!

All the previous issues of the Extreme Fundraising Ezine are available in the archives at <http://fundraisingcoach.com/ezine.htm>.

I. Fundraising Follies: Skinning Cats

II. Resource Spotlight: DiSC

III. Fundraising Institute: Keep the Plates Spinning

I. Fundraising Follies: Skinning Cats

Today's fundraising mistake could have happened to any of us. My thanks to Stephen Nill, founder and CEO of CharityChannel.com for submitting it:

I was meeting with an elderly lady, 89 years old, who had around 20 cats in her home and around her property. She was contemplating a very large gift to an organization for which I was consulting as a planned giving officer.

The conversation was going very well. Then, she asked how to go about making a planned gift. For reasons that are now lost in the fog of time, I said, "There's more than one way to skin a cat."

You don't want to know what happened next. It was ugly. Really, really ugly.

I couldn't stop laughing when Steve sent this to me! How many times have we wished we could take back something we've said?

It goes without saying that we need to "watch our phraseology" as Mayor Shin in *The Music Man* exhorts. But isn't it somewhat reassuring that none of us wins them all?

By the way, if you haven't checked out CharityChannel.com or CharityUniversity.com, take a minute now to do it. These sites are treasure troves for fundraisers!

[I'm convinced we learn more from our mistakes than from our successes. I'd love to hear your funniest mistakes! You can send them to me at: marc@fundraisingcoach.com.]

II. Resource Spotlight: DiSC

There are dozens of personality trait assessments on the market. I *highly* recommend you check out some form of the D-I-S-C version. It's simple, easy to learn, easy to remember, and incredibly helpful in dealing with people—donors, staff, even family.

My favorite provider of DiSC assessments is Personality Insights at <http://www.personality-insights.com>. They make learning this format fun! Go to their store and look in the “profile” section for the “Adult Profile Assessment.” For about \$10, you can get your own self-scoring DiSC assessment.

This is a great tool for teams and boards too.

[If you have tools that you think should be considered for inclusion, please email me at marc@fundraisingcoach.com]

III. Fundraising Institute: Keep the Plates Spinning

The next seminar in my Fundraising Institute is *Keep the Plates Spinning: Time Management and Goal Setting in a Small Office*. Time management and goal setting is one of my favorite topics! You’ll leave with some elegantly simple tools to help you decide what to focus on *and* how to effectively communicate that to your boss or board.

For more information, go to <http://cmcc.edu/training/NonprofitFundraisingSeries.htm>.

To your extreme fundraising success!

Marc

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