

# Charity Genie!

Fundraising is more  
than wishing!



15 Wishes for your success!

Jeanette North

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All events are based on true stories. Some of the names, locations, and other details have been changed to protect the identity of the humble, innocent, and a few guilty parties.



**Fundraising is more than wishing!**

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\*Some restrictions do apply.

Disclaimer: Please note that although these are proven techniques and results received by the author, they are not guaranteed due to variations of application.

# DEDICATION

This book is dedicated  
to my father,

Marvin M. Hendrix

July 28, 1931-September 13, 2008

“Gone fishing”



## ACKNOWLEDGMENT

Special acknowledgement goes to all the charity workers and volunteers that struggle daily to make a difference in the lives of others and our society. You are the true heroes!

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Mentors are vital to the growth of each individual and they are not always who you would expect. They come in all shapes-and-sizes, such as, the homeless woman, high-society redhead, well-dressed prisoner, single mom with teen girls, and many others. Konnie Boulter, Diana D., Jim Stovall, and others took me under their wings to nurture and guide me.

Our two grown sons, Ryan and Kyle, and their families including our grandchildren, Rhett, Rylie, and Caitlyn are the joys of my life. Our pugs, Baxter, Gracie, and Taz-Bo keep us laughing with their cute little faces and remind me to play.

“Thank you” one and all for your love and support. I truly am a blessed woman, whose biggest task in life is simply to help others!

Love and Best Wishes,

A handwritten signature in black ink, appearing to read "Jeanette K. North". The signature is fluid and cursive, with the first name "Jeanette" being the most prominent part.





# Wish One

## *Wishing for your Success!*

If wishes for your success were all that it took, I would send you the biggest wish of all for your charity's success. If I could just blink my eyes and nod my head and all financial dreams for your charity would come true, I would! Don't get me wrong, you can succeed, but it will take more than wishing. The hope of a huge foundation giving you that 1.2 million dollar annual gift-could happen. Your dreams of a big name donor presenting you with a big check on the front page of the newspaper-could happen. Maybe an order of nuns in Texas will send you a substantial five figure donation in the mail. Oh! Wait! That did happen. My true wish for you is that some of my personal experiences will parlay into additional funds in your bank account for achievement of total potential fulfillment of your mission.

Wouldn't it be nice, if a genie could grant you a new pair of designer sunglasses and you would really be able to take a fresh look at your charity! These glasses would reveal what others really see from their perspective. Remember, "I can't think like you do, and you can't think like I do." It sounds like such an easy concept, but communication is the major cause of most misconceptions of everything from vision to end services. Before you are ready to ask for money, you will need 1) a good product and 2) to know how to ask for a commitment. Is your product (charity) structured and professional? Do you have a Marketing and Organizational Plan in place? You may say that you are small and it doesn't matter, but it does. Do you know how to barter for what you need, that cost money you don't have? How do you treat your volunteers, or do you even have trusted and loyal volunteers? How is your networking in the community with

foundations, corporations, civic, churches, potential donors, media, politicians and other social organizations? Are you still trying to raise serious money with a lot of bake sales, car washes, or garage sales, instead of high-profile annual events? These not only serve as fundraisers, but friend raisers and reasons for the media to promote your charity. The “Fun Factor” is so vital that it is the first three letters in *fund*raising. You need to contemplate and answer these questions, and you may just discover how to create an ample supply of money for your most important mission of caring for others!

Complete chapters are devoted to each of these questions and concerns. “Jeanette, wait just a minute, we have all purchased this book to learn more about fundraising!” Yes, but are you ready to fundraise? As I have volunteered and worked for many charities, most are NOT ready! Answer this question? If you went into a grocery store and

there was a row of products on display that were exactly the same or very similar, which one would you buy? Would you buy the one with the wrapper bunched up in production or outdated? Would you buy the one without a logo or a list of its contents? No, you probably would pick one in a nice package, with a quality name or a brand that you believed in, or one that your friends said was superior. You would pick a good value at a good price. Charities are like products in the stores. There are so many, many great causes to whom donors can give. Professional charities are giving great value and providing great results for foundations' and donors' valuable investment dollars, so why would they give money to an inferior one?

Let's talk about the word value. The partial mission of a charity that I worked for was to provide counseling services to our community. These services would be made available on a

sliding scale payment, to clients who could not afford them. The police station, located across the street, had seen an increasing need for a domestic violence counselor. How could I address this part of our mission? I knew for a fact that one of the major foundations in the nearest metropolitan area had a real heart for this cause and the money to back it up. While reading the newspaper one day, I tore out a prominent article detailing a gift from this foundation. Ironically, later I showed this foundation executive the article, and told her that it was responsible for planting the seed for my venture. A casual conversation with a friend of this founder revealed to me that he was often referred to as “Mr. H” by many homeless clients of a charity that bore his name. This pseudonym obscured the identity of this benefactor of a marvelous daytime shelter. I penned a letter to this man by his endearing nickname and told him of the need for a domestic violence counselor and an

additional need for a children's counselor for these families. I explained the basic statistics and the two existing charities that already provided these services. This funding could send counselors to our city as needed beginning with one to two days a week. The current back log for victims was about a one month wait and transportation was an issue, but with this funding, counseling could be provided within a week. This would provide one year of services in our city and three smaller towns in the vicinity, for mostly women of abuse and their children all for \$50,000. This number was the amount on the budgets provided by these charities with a small coordination percentage for us. Collaboration with the appropriate proven charities increases your odds of receiving funds and is looked on very favorably. The foundation granted the money.

I recently read in the local newspaper that this money provided 500 domestic violence counseling

visits in this first year. The value is showing that citizens in four cities received needed counseling services quickly. Additional services for the children's counseling were not documented in this article. Why would a foundation give this same \$50,000 to an organization that could not provide documented statistics and help less than 20 people per year? What could you do with a \$50,000 grant? How many people could you help in one year? Could you measure the results and if so, do you currently? At the bottom line, is your charity worthy of this donation, if you were competing for it?

What is the value of your organization through the eyes of your community, potential donors and foundations? In business, two simple rules of thumb are to ask better questions and spend 80% of your time and brain power on the solution and 20% on identifying the problem. Changing a few of your techniques and focusing on solutions can

reap big financial benefits for major impact. An old real estate boss and mentor used to tell me daily, “If you always do what you’ve always done, you’ll always get what you always got!” This reached to the point of being a regular annoyance, but I never forgot his lesson, although I’m pretty sure he borrowed the concept from Einstein. What are you willing to change and improve to accelerate your fundraising efforts? If you are experiencing a valley, concentrate on the mountain top just ahead. This will be a fun and exciting journey so jump on the magic carpet, and let’s go out there and answer some of these questions and find some gold for your mission! Best wishes for your success!



## Wish Two

### *Wishing for MORE Money!*

Please note that nonprofit does not have to mean no money in the bank. Let me sit with you for a moment and hold your hand-metaphorically speaking. You are trying to do the work of three or four people for a mission that you truly believe in. You may even be the founder, but money is a real issue! You definitely have the bank account blues. When needs arrive and bills come due, do you have to think about how those bills will get paid? I ran a charity with money and without money and it was a lot easier with money. You have to look at the reasons why your charity is not prospering. You need to get a few outside opinions or maybe read this book. The problem is you can't always see the problem, but someone

else, who has walked in your shoes, may be able too.

After doing some consulting, I see a pattern for why charities and business in general do not succeed. It usually is not just one issue, but a combination of improvements that are necessary. Most people want to get right to the “ask!” They have put off fundraising until their bank account is in the red or at least heading that direction. They expect to hire a consultant and offer them money that they don’t have. It is their hopes that this *overpaid* professional will be able to pick up the phone and call their contacts to “save the day!” The consultants did not make the mess, and it is their purpose to help you clean up your own mess. “Ouch! Jeanette, we are just getting to know each other and you’re already hitting a sensitive nerve!” Is your mission worth saving? Well then let’s put down our egos (no one is looking) and get our eyes and energy on saving this charity!!! I’m still

holding your hand and I recognize this ego thing from my own experience. Let's explore what you need to do to get ready for the "ask."

I became familiar with the power of the "ask" at a very young age. One day I went to my grandfather and told him that I wanted to make some money. He was a very wise man although he only had an 8th grade education. He had to quit school to support his mother and four sisters after his father's death. This was a man who went to California during the Oklahoma Dust Bowl. I remember the story of him picking up odd jobs on his way across country because of the hard times. He worked all day putting up a circus tent on a promise that the man would pay him a small amount of money. I believe it was a quarter. At the end of a very hard day of dragging out canvas, hoisting up huge poles and staking down the sides, the man did not pay him a dime. This was the only time my grandmother said that he cried over

money. He planned to eat on that money. My grandfather taught me a very important lesson about the value of money and earning it.

Instead of reaching into his pocket, he took me to the co-op and purchased a packet of radish seeds. We worked the soil in a small plot of a vegetable garden on the side of his front yard. He had been a wheat farmer most all of his life after his return to Oklahoma and knew how to grow just about anything. We called his tomatoes “steaks” because they were so big that you only needed one big slice to cover a whole piece of bread for a BLT. We planted the seeds and every day we would tend and water the small plants. The day finally came to harvest our large radishes. He showed me how to clean them and put them in baggies. This was before the invention of zip top sandwich bags. We decided to sell them for a “dime bag” and that was before the current meaning of a “dime bag.” I went and got my red wagon and loaded the bottom