

## The Extreme Fundraising Ezine, Vol. II Issue 16

Welcome to the August 3<sup>rd</sup> edition of Extreme Fundraising!

We're continuing to explore how our innate abilities affect the way we raise money. The past issues of this series are available in the archives at <http://fundraisingcoach.com/ezine.htm>.

In this issue, we'll look at the third of the five powerful Driving Abilities: Idea Productivity.

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### ***I. Driving Abilities: Idea Productivity***

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#### ***I. Driving Abilities: Idea Productivity***

Idea productivity is the third of the powerful driving abilities. Idea productivity measures the *quantity* of ideas a person has not the *quality*. It measures how many ideas a person has, *not* how creative a person is. I like to think of idea productivity as the flow of water coming out of a faucet: some people have a slow drip, some have a flow, and others have a torrent.

#### **\*\*\*\*HIGH IDEA PRODUCTIVITY\*\*\*\***

##### CHARACTERISTICS

People high in idea productivity love environments that require them to constantly come up with new approaches to the task at hand. When faced with a problem, they find it very easy to come up with a wide variety of possible solutions. They gravitate to roles that involve persuasion and selling.

##### CHALLENGES

Remember the faucet analogy above? People high in idea productivity are the folks that have the water coming out like a torrent. Ideas are *constantly* slamming into the front of their brain. Good ideas and bad ideas. Since abilities aren't things you can turn on or off, this can be a serious distraction.

These people usually get restless and bored easily. Since they have difficulty focusing for a long time on a single project, they often prefer to work on several projects at the same time. Where this may look chaotic to a person lower in idea productivity, it's actually a great way for them to harness their ability and still get work done.

#### **\*\*\*\*LOW IDEA PRODUCTIVITY\*\*\*\***

##### CHARACTERISTICS

People low in idea productivity have an amazing ability to focus on a task and see it through from start to finish. They don't get distracted by other thoughts. They can focus even when working in complex environments.

## CHALLENGES

People low in idea productivity need to give themselves time to come up with ideas. They may have trouble seeing new ways of doing things. They may even have trouble coming up with examples to illustrate points.

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

Can you see all the ways idea productivity might affect our fundraising? Here are a few:

- If you're higher in idea productivity, you have a natural bent to sales. That's great in this field. But people lower in idea productivity may get frustrated with the seeming "randomness" of people higher in idea productivity. So you should probably brainstorm the ideas of your solicitation and work with someone to help you separate out the good ones *before* you're in front of the donor.
- People lower in idea productivity aren't naturally talented at coming up with examples on the fly. They will probably need to work hard, maybe even partner with someone higher in idea productivity, to come up with stories of ways the gifts of the donor is having impact.
- When facilitating a focus group of donors, be sure to solicit ideas from people both high *and* low in idea productivity. Both types come up with wonderfully creative solutions. High idea productivity folks will be easy to discern since they will be stumbling over themselves to share their ideas.

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

How is this knowledge about idea productivity going to impact you? Perhaps a frustrated teacher labeled you ADD or ADHD when you were really high in idea productivity. The classroom isn't a natural environment for people high in this ability. What was labeled as a "problem" may really be a blessing in disguise. How can you capitalize on this new perspective? Let me know! Send me your thoughts at [marc@fundraisingcoach.com](mailto:marc@fundraisingcoach.com).

## ***II. The Fundraising Coach's Nonprofit Fundraising Institute***

Last spring, Central Maine Community College asked me to put together an entire Fundraising Institute. So once a month for the next eight months, I'll be giving a 3-hour seminar on various aspects of nonprofit fundraising.

The first seminar is "**Fundraising 101**" on **September 21<sup>st</sup>** from **8:30 a.m.-11:30 a.m.** Raising money for nonprofits isn't rocket science but it's not all common sense either. This seminar shares some easy-to-apply principles based on decades of fundraising excellence. This is helpful both for people new to the field and for experienced pros.

Participants will learn:

- the only 3 types of communication nonprofits need,
- how many times to say "thank you" between solicitations,
- the difference between annual funds, capital campaigns, and
- endowments, and a simple model for your setting up a fundraising effort

I'm really excited about this Institute. Go to <http://www.cmcc.edu/training/> to register.

### **III. Marc's Writing**

I just found out my "Cawfee Talk" donor event was featured in a special report by Special Events GALORE published by Stevenson Consultants, Inc. (<http://www.stevensoninc.com>).

I used "Cawfee Talks" over the years as a way to connect with younger donors. Drop me an email ([marc@fundraisingcoach.com](mailto:marc@fundraisingcoach.com)) if you'd like to know more about cawfee talks!

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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