

1Minute with 1Vision

Perpetual Nimblity

I heard a great line the other day. It reminded me of the situation in which businesses, nonprofits and people find themselves: the need to continuously improve. That income-, customer-, donor-, or patron-drain you may have experienced over the last number of years may be contained directly to this one sentence:

If you do what you did, you'll get what you got MINUS 15%.

Repeat that several times to let it sink in. Do what you did for five or 10 years in a row and suddenly you find yourself in a hole with a dimming glow above. Climb toward the light! You CAN invigorate and enliven your marketing and donor efforts.

But the key isn't just changing for the sake of change, because you'll waste time and energy and the most precious commodity you have – trust. You must have a well-constructed plan. Here are a few simple things to consider incorporating in your plan.

- Model your key givers.** What traits, attitudes, or patterns do they share? Don't just think large donors here. You may have enough to find commonality among several subsets including: lapsed, small-monthly, large-end-of-year, increasing-each-year, and more. Once you have determined those characteristics craft a plan that generates more givers, more consistency or larger donations.
- Drop/retool an event.** (Yes, I suggested dropping an event!) Every organization has at least one thing they do because the founder instituted it, or it's the marketing director's favorite, or ____ (add reasoning here) _____. Often, you will be money and time ahead if you stopped doing your poorest performing event. At the very least, consider revamping it to meet a non-income objective like donor engagement, or publicity focal point or volunteer appreciation.
- Involve your Board.** Most Director Boards are called upon to make hard decisions, invest lots of their free time and become local lightning rods when things go wrong – and do it all without compensation! Consider ways you might integrate them in a non-monetary way. Invite them to a staff meeting, take them out for coffee (don't let them buy), or mention their business/organization in your social media. They'll be shocked and pleased.

Sincerely,



Blake Conover, President

P.S. I chose nimblity, but alternatives abound like quickity, agileness and responsiveful. Which do you prefer?