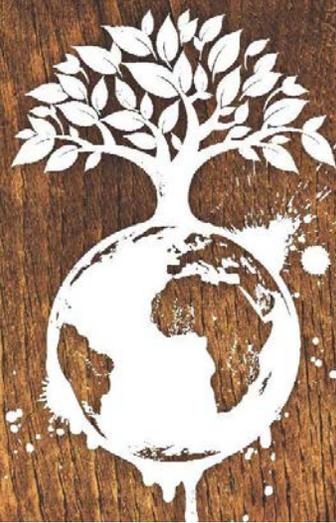


CONNECTING YOUR VISION WITH THE WORLD



HOW TO BE A SUCCESSFUL PROJECT MANAGER

Joy to the World Newsletter

OCTOBER 2015

Why am I here?

by Darius Rotea

Last month we touched on how to effectively show your donors and potential donors who you are. This month we are going to focus on communicating to them why you are here.

Every day powerful corporations and millions of sales people compete for your donor's hard earned money. Donors have been trained to be suspicious and find out what is really in the fine print. Before you tell your donors what is in it for them, they want to know what is in it for you! When you come across to your donor as focusing all your attention on what they will gain, you may come across as hiding what you will gain. It is important to be honest with your donors and share what your needs are and what you plan on doing with donations.

A "Why am I here?" story should reveal enough to your donors to see a distinction between a healthy ambition and tactic to take advantage of them. Unless you are related to Mother

Teresa, don't expect people to automatically believe you are truly a selfless person with selfless goals. Sharing with your donors a story of what your fund raising goals are really about will help you build trust between you and your donor. If you always ask for funds but never mention what you are doing with those funds, or how you are using those funds, then you are not being transparent. Transparency is a valuable key to getting your donor not only to trust you but to also produce loyalty. Your best donors will not be the one time \$500 donor. Your best donor is the one that sends you \$20 each month for 20 years because they believe in you, and are loyal to you because they trust you.

In the next issue we will take a look at how to share to your donors and potential donor your vision!



Why am I here?

Find out how to effectively show donors and potential donors why you are here!

In this newsletter



How to share your vision!

In the next newsletter we will find out how to share with your donors your vision!

In the next newsletter

Recent News

Boot Camp Conference!

-Is it time to fine tune, get going, grow, redefine, develop, plan or resolve to get moving in your ministry?

Here is your opportunity! We will be hosting a “**Growing your Project Seminar!**”

Where:

Foundation Offices

5550 Tech Center Dr Colorado Springs CO 80919

When:

Thursday **October 8th 9:30-3:00 PM**

Please **RSVP** today since lunch is being provided!

-3rd Quarter Updates are due!! Please remember to send an update of your project’s charitable activities at least once every 3 months. Without an update your file is out of compliance.

-Help Desk!

When you log in you will notice that the Help Desk is available. You can now send in online forms and support tickets anywhere around the world. Log in and look around to see what new features we are offering!

-Donor Portal is live!

Donors can now log in and see their donation history, update their person info, change recurring donations and much more!

Direct your donors to log in using their email address and the password is PW1234

Contact us at:

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Joy to the World Foundation

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