

# CONNECTING YOUR VISION WITH THE WORLD



HOW TO BE A SUCCESSFUL PROJECT MANAGER

# Joy to the World Newsletter

NOVEMBER 2015

## How to share your vision!

by Darius Rotea

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

Your supporters want to know what the finish line looks like. What will happen once they partner with you? What is it that you are hoping to accomplish? A Vision needs to touch on the how and why so that your partners have a framework on what to expect.

Along with your vision your partners want to know about the benefits of partnering with you. Many organizations do a lousy job of sharing the benefits of what they are doing. There is a difference between saying "We want to build 10 wells" and saying "We want to provide clean drinking water to over 500 families so that they will have safe and clean drinking water for the next 25 years". Share what impact you are making. What happens next now that you are providing relief in a specific area?

We highly encourage you to share your vision in person and via video. Can you imagine if Martin Luther King merely wrote, "I have a dream", in a letter. It would not have had the same impact as seeing him in person or TV shouting with conviction, "I have a dream". I would like to encourage you to sit down and record a message to your donors. Next time you are on the mission field record a video, with your smartphone, showing and talking about the impact your donors are making. What are the benefits that are available now that they have partnered with you? This will go a long way. If a picture is worth a thousand words imagine what a video is worth. Invite your partners to get excited about your vision that they are helping create.

We want to encourage you to grow your donor base in the next couple of months. The holidays are a great time to seek new donors. In the next issue we will take a look at how to effectively market your project!



### How to share your vision!

Find out how to effectively share your vision!

In this newsletter



### Marketing Tips!

In the next newsletter we will touch on some marketing tips!

In the next newsletter

# Recent News

## **-4<sup>th</sup> Quarter Updates are due!!**

If you haven't already 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

## **-Newsletter Topics**

If you have any topics you would like covered in the newsletter feel free to email me about it!

**Contact us at:**

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