

## **UPDATES DECEMBER '22**

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Guest Contributor

## *Bringing Light Into The Darkness*

*By: Lynn B. Sanders*

In the darkness, we cherish the light. Light represents hope. Faith. Love. It's at this darkest time, the December winter solstice, as the Northern Hemisphere tilts away from the sun, when we experience the shortest day of the year. It's interesting to notice that Christmas, Hanukkah and Kwanzaa all celebrate holidays with light. I believe our souls want to feel reminded that light is within each of us.

Growing up in the Jewish faith, let me share a bit about the light behind Hanukkah's history. The holiday of Hanukkah, (also spelled Chanukah, Chanuka, Hanukah) is referred to as "The Festival Of Lights." It commemorates the Maccabean victories over the forces of the Seleucid king, Antiochus IV Epiphanes (175-164 BCE), who tried to force the Jews to convert, and desecrated their temple in Jerusalem. And yes – there is a light behind this story!

During this holiday, a small Maccabean army, led by Mattathias and his son, Judas Maccabee, fought to defend their religious beliefs rather than their lives. After three years of struggle, they were able to lead a successful revolt against Syrian rule and overthrow the mighty King Antiochus. Judas ordered the cleansing and restoration of the Temple.

After it was purified, the lighting of the menorah (Candelabra) commemorates the story that a one-day supply of oil burned miraculously in the Temple for eight days until new oil could be found. No one knows if this story was really true. Yet, we still honor and celebrate this story of a miracle by lighting candles – over a period of eight nights.

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## Are You Taking Care of Yourself?

by Hugh Ballou

*Hope is the thing  
with feathers, that  
perches in the soul,  
sings the tune  
without words, and  
never stops at all.*

– Emily Dickinson

Once, upon hearing a person tell me that he had worked continuously for four years with no vacation, I stopped to think about how unsuccessful that person appeared to be to me. Now, I fully realize that, to some people who enjoy their work, this might be the desired result – work all the time because that makes you feel good.

I prefer to think of life as a musical composition. It's full of variety – tempo changes, dynamic variations, rests, fermatas, and more.

With a variety in life, the Transformational Leader is equipped to think clearly and respond to the challenges of leadership with a continuing fresh perspective.

My 4th leadership principle is “Balance.” This principle allows all the

Other principles to work. If we are burned out, we compromise our work. We owe ourselves to order our day, week, month, and life.

Balance means thinking about the total self: spiritual, physical, mental, social, intellectual...and so forth. Caring for ourselves is a priority if we want to be at our best as a leader and if we want to be fully present in the life that we create.

Caring for self is not being selfish. Caring for self is allowing us to be equipped to serve others more comprehensively and engagingly.

TIP: If you plan to create variety in your life, the change of pace will empower you for the challenges ahead for your leadership.

Do not lag behind the curve; be prepared to lead the charge by being rested and focused.

I've called that program “Unbound Leader: Unlocking Your Inner Potential for Success.”

It's time to do something different.

Look at my short video to see if this program is a fit for you:

<http://TheUnboundLeader.com>.

*“When words are scarce  
they are seldom spent in  
vain.”*

-WILLIAM SHAKESPEARE



## Season's Greetings

Regardless of which holiday you celebrate, Happy, Happy, Happy!

Did you know there are holidays in December that occur every day of the month?

Sometimes, multiple holidays on various days of the month, sometimes all month.

December, in addition to Christmas Day, Chanukah, Kwanzaa, and even Festivus is the month where Drunk and Drugged Driver Awareness Month shows up on the calendar.

So, watch your Ps and Qs when taking to the roads. Alcohol and drugs kill far too many innocents, so don't become part of the statistics. Just sayin'.

Krismasi njema

(Merry Christmas in Swahili)

wesołych świąt

Merry Christmas in Polish)

ਮੇਰੀ ਕਰਿਸਮਸ

Mērī karisamasa

Merry Christmas in Punjabi

שנה טובה

Happy New Year in Hebrew

Gleðilegt nýtt ár

Happy New Year in Icelandic



## On the Lighter Side

*Q: How much did Santa pay for his sleigh?*

*A. Nothing, it was on the house!*

*Q: How do Christmas trees get ready for a night out?*

*A. They spruce up!*

*Q: What do you call a speck that falls into the latke pan?*

*A. An unidentified frying object.*

*Q: Why do you put candles on top of the menorah?*

*A. It's too hard to put them on the bottom.*



CLICK HERE TO PLAY

*"If you can't be cheerful, be as cheerful as you can."*

*-LUCY MAUD MONTGOMERY*

are lit. Just like Christmas or Kwanzaa, these are all family celebrations. In this case, religious freedom from the Maccabees



# And the Greatest Command is to “Love Your Neighbor”

As Christians, we know the commandments, but do we always adhere to them? More than likely, we, because we are human, fall short from time to time. The greatest commandment. “Love Your Neighbor as you love yourself.” That can be a challenge, especially when one falls into self-loathing, jealousy, anger, resentment, or other negative emotions.

But that is what God Almighty expects of us regardless of our personal feelings. With Christ alive within our mortal bodies, it can be hard to pay strict attention to His Love for Us while simultaneously holding negative feelings against another person or persons.

The King James Bible contains the word “Love” three-hundred-sixty-one times. I would take this as a representation of the importance for followers of Christ to pay close attention and adhere to this vital principle.

I don’t know about you, but I’m as human as the rest of us, and it’s challenging to Love my enemies, yet that is what the command states. Love your enemy, pray for them, is also referenced in the New Testament.

*“Love is patient, love is kind. It does not envy, it does not boast, it is not proud. It does not dishonor others, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Love does not delight in evil but rejoices with the truth. It always protects, always trusts, always hopes, always perseveres. Love never fails”*

1 Corinthians 13:4-8

Our emotions have been molded and shaped by our life experiences. For some, emotional intelligence has been nurtured and striven by loving parents, and those others that have impacted their lives.

We are a product of our environment. Others, who may have come from unstable or incomplete families, may not have enjoyed the concept of social-emotional learning.

There are so many factors that shape us emotionally that it is difficult to pinpoint what may have stunted an individual's emotional intelligence. It behooves us to look introspectively toward our own emotions to determine how much EI we possess.

Social-emotional learning is a program for school children facilitated in school systems all around the country. Children who learn SEL thrive, grow up to be more sound as citizens and are a model to others.

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**Leadership, Integrity & Enrolling  
Others In Your Vision**

**Expanding The Reach of Your  
Message**

**Storytelling Is the Pathway to  
Nonprofit Funding Success**

**How to Use Children's Books to  
Raise Awareness for Charitable  
Causes**

**Had You Missed Any  
Episodes?**





## *Once in a Manger*

*Once in a manger, a long time ago,  
Before there was Santa and reindeer and snow,  
A star shone down on humble beginnings below  
Of a baby just born whom the world would soon know.*

*Never before had there been such a sight.  
Would the Son of a King have to suffer this plight?  
Are there no armies to lead? Are there no battles to fight?  
Shouldn't He conquer the world and demand His birthright?*

*No, this frail little infant asleep in the hay  
Would change the whole world with the words He would say.*

*Not about power or demanding His way,  
But mercy and loving and forgiving God's way.*

*For only through humbleness would the battle be won,  
As shown by the actions of God's only true son.*

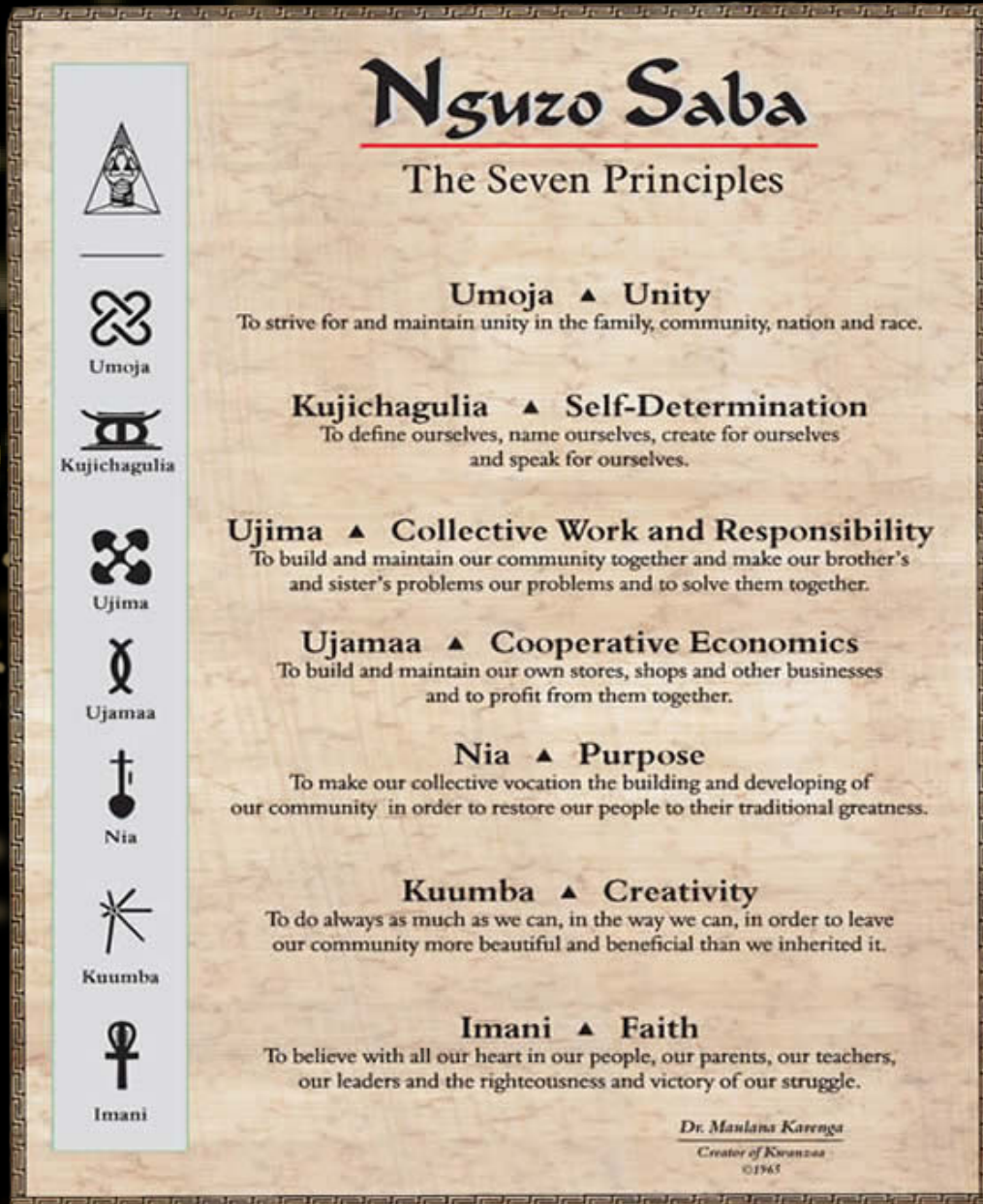
*Who gave up His life for the sins of everyone,  
Who saved the whole world when His journey was done.*

*Many years have now passed since that night long ago  
And now we have Santa and reindeer and snow  
But down in our hearts the true meaning we know,  
It is the birth of that child that makes Christmas so.*

*--By Tom Krause*



# IN CELEBRATION OF KWANZAA





# ***Building Sustained Giving, Continuous Growth, and an Engaged, Loyal Donor Base***

Hundreds of millions of dollars in philanthropic funds lie on the sidelines each year. This is over and above all the millions currently in donor-advised holdings. Accessing these funds is possible for any worthy charitable organization. To do so, nonprofit leaders must first adopt the right mindset, as being genuinely successful in fundraising is 90% thinking and only 10% doing.

Larry C. Johnson is an internationally recognized philanthropy, and fundraising thought leader. Larry trains the staff and volunteers of worthy causes to achieve real impact by creating reliable, growing revenue streams. He emphasizes principles before methods as the key to long-lasting success. He stresses the simple, the practical, and the joyful.

Larry is the Founder of The Eight Principles, the premier brand for educational products and services in relational fundraising and philanthropy.

The Eight Principles provides digital education, live workshops, and structured coaching to nonprofits.

Author of the award-winning book, *The Eight Principles of Sustainable Fundraising*, AFP named Larry Outstanding Development Executive in 2010. The Wall Street Business Network ranks him in the Top 15 Fundraising Consultants in the USA. Larry is a graduate of Yale University. Larry speaks widely and serves on numerous nonprofit and corporate boards, including The Philanthropy Council, The Carter Center, the philanthropy of the 39th President of the United States.

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Bringing the Light...

Hanukkah candles are different from any other candle. They're small and come in different colors in a box specially marked for "Hanukkah candles."

I've always loved lighting the candles on our menorah. The menorah is a candelabra with eight branches, and we recite a blessing over the candles each night for eight days. The menorah also has a holder for the "shammash" ("servant") candle that's used to light each of the other eight candles.

As the candles burn for a brief time, it reminds me to pause, appreciate what we've been given, and acknowledge that God's spirit is with us. I treasure the candle's glow. We light one candle on the first night, left to right, and add an extra candle each subsequent night until all eight candles are burning. I also lead our family in a few songs, learned since childhood, which bring back memories of past Hanukkah scenes with my extended family.

During Hanukkah, we play games with a 4-sided top called a "dreidel" that contains a Hebrew letter on each side. The letters represent the words, "A Miracle Happened There." (In Israel, the letters represent "A Miracle Happened Here.") We also exchange small gifts.

One of my favorite Hanukkah gatherings was during childhood when our family drove to a cousin's home who had a lavish party. (Typically, we light candles, say blessings, sing songs, eat food and exchange small gifts). The cousin had reserved silver dollars for each of the children, and we stood in line

after playing the dreidel game to receive our silver dollars.

Unfortunately, that coin got lost over time. But the experience of awe in receiving such a beautiful coin stayed with me.

At my Congregation Hakafa (which means "encirclement"), every person or family brings their own menorah to services. We each place our menorah on a table, and at a designated time, everyone lights their Hanukkah candles simultaneously. It's glorious to see all the menorahs with their candles burning brightly, even though the candles burn for just a short time.


Traditionally, Jewish families eat foods that symbolize the miracle of the oil. A favorite food of mine is fried potato pancakes, called "latkes." They're incredibly delicious when topped with sour cream or applesauce. Some people love eating fried jelly doughnuts. And many enjoy eating sweets.

Hanukkah was originally a minor holiday, and since it happens near Christmas, it gets more attention than other important Jewish holidays.

While Jewish tradition has many blessings and prayers of gratitude, I'd like to acknowledge the one that has been said for over 1500 years. It's called the Shehecheyanu blessing and is recited on every Jewish holiday's first night.

The blessing literally translates into a statement of recognizing time and appreciating that we are alive at this moment. As the darkness makes our days shorter, I pray we can continue living in peace together, respecting and honoring each other's traditions and acknowledging the light within us all.





*"But you, Bethlehem Ephrathah,  
though you are small among the  
clans of Judah, out of you will  
come for me one who will be ruler  
over Israel, whose origins are  
from of old, from ancient times."*

- Micha 5:2



HAPPY  
HOLIDAYS





## KWANZAA

by Alphonso Siverls

it is the light  
of candles  
that shines brightly  
after a long journey  
of darkness,  
that empowers my soul  
and proclaims my place  
in the culture of  
humanity

it is the sounds that  
vibrate across the earth  
with an echo that  
whisper and sings my  
song

it is the smell of  
nameless souls  
long gone, that was cast  
out  
of the family of man,  
whose scent  
dwells beneath my skin

it is the taste of  
the pain of yesterday,  
with  
the flavor of hope for  
tomorrow  
proclaiming here I stand

it is the touching of  
my heart  
with your heart  
in joyful celebration  
of the sacrifice of our  
ancestors  
Alfonso Siverls

Monday, December  
26, 2016



Chanukah, (pronounced Ha...) our Jewish friends celebrate this festival commemorating the rededication of the Second Temple in Jerusalem at the time of the Maccabean Revolt against the Seleucid Empire. It is also known as the Festival of Lights.

The festival is also a reminder of the fight for religious rights.

Chanukah is observed for eight nights and days, starting on the 25th day of Kislev according to the Hebrew calendar, which occurs at any time in late November to late December in the Gregorian calendar. This year it begins on December 18th to the 26th.

The festival is observed by lighting the candles of a candelabrum with nine branches, called a menorah, (or hanukkiyah). One branch is typically placed above or below the others and its candle is used to light one more each night until all 8 candles

are lit. Just like Christmas or Kwanzaa, these are all family celebrations. In this case, religious freedom from the Maccabees of Greece and rededication of the second temple of Jerusalem and what that means to their existence today.

The tallest candle is lit on the first evening the celebration begins and is used each successive day to light one each day.

And like every culture, there are favorite traditional foods to help celebrate the event. Two of my favorite items consumed during the 8 days of festival are latkes (potato pancakes) and sufguyiot (fruit jelly-

-filled balls of sweet dough).

As a tradition, these foods are representative of the oil lamps that were lit throughout the Maccabean Revolt. Both are cooked in an amount of oil.

There are other traditional things that occur during the festival of lights - dreidels and gelt.



Gelt, originally meant children would receive coins of gold or silver as a keepsake and reminder of the ancient story. Today by and large, Gelt is chocolate with gold-foil wrapping.



Dreidels, or spinning tops are used as a game for children to play to both teach about the history but also to keep them busy as preparations of the meal is underway.



## *So You Want to Know How A.I. is Involved with Marketing But Were Afraid to Ask?*



We're already deep into Artificial Intelligence within the framework of modern marketing. Today's consumers constantly look for a better experience when reviewing messaging focused on their particular sphere of interest.

To remain relevant, marketers must learn to walk, skip, and run on their tiptoes.

Machine learning or A.I. leads toward greater customer loyalty through a better customer journey.

What a fantastic time to be alive (other than the post-pandemic, sick political scene, food shortages, ridiculous gasoline prices, and outrageous inflation).

With Artificial intelligence turning marketing on its ear, there are no such things as A.I.-created content; everything from video courses to long-form copy, social postings, video ads, and human-facial expressions with matching lips.

A.I. helps create more effective marketing campaigns, advanced analytics, list segmentation to all new levels, and improved identification of your ideal avatar.

A.I. can identify buying habits, psychographics, and more through the already available consumer data we've voluntarily given to Big Tech.

And, as many as 85% of business executives today are not only anticipating the next generation of A.I. but realize they are now dependent upon what it can do for the business in the future.

### **Huge Data Sets**

Much like the days when you needed a warehouse-sized room to store a computer, and today more power can fit in your shirt pocket, so too can A.I. digest and analyze data with unbelievable speed and accuracy.

Without automation combined with A.I. tasks of compilation, segmentation, qualifications and comparison between batches of raw data, at any scale would take armies of technicians just a few short years ago.

Analysis at scale using automation and machine learning at scale is the way of the future.



## Merry Christmas and Happy New Year

Office parties, large and small company parties, neighbors and friends celebrate at someone's home, and dinner with close family and friends. It's that time of year.

But, for the entrepreneur, things are a bit different. Entrepreneurs are the only ones that purposely decided to give up a 40-hour job to work 80 hours for themselves. The rest of the business is partying, but the bills still need to get paid.

It's also a time when we think about the year ahead and all the new goals and objectives we document so we can head into the New Year at full steam. We can get caught up in what is yet to be, even though this year didn't pan out.

## TAKE TIME FOR WHAT'S REALLY IMPORTANT; FAITH AND FAMILY.

Wishing you all the best the holiday season can bring and that you and yours enjoy this festive time of year as we close the book on a tremendous and gratitude-filled year, 2022.

This year's December issue features holiday celebrations like Christmas, Kwanzaa, and Chanukah. We're all God's children.

Happy Holidays  
however, you celebrate them!



# ***"The House of Christmas"***

***by G.K. Chesterton***

*...This world is wild as an old wives' tale,  
And strange the plain things are,  
The earth is enough and the air is enough  
For our wonder and our war,  
But our rest is as far as the fire-drake swings  
And our peace is put in impossible things  
Where clashed and thundered unthinkable wings  
Round an incredible star.*

*To an open house in the evening  
Home shall men come,  
To an older place than Eden  
And a taller town than Rome.  
To the end of the way of the wandering star,  
To the things that cannot be and that are,  
To the place where God was homeless  
And all men are at home.*



However, with all its magic and mystery, machines cannot do it without the human being refining and analyzing inputs and outputs. Some day, maybe but not today, thank goodness. I'd hate to see a Terminator behind the bank counter next time I go to make a deposit.

If you are preparing to unleash A.I. upon your company data, you'd better establish clear goals and objectives to avoid the age-old malady, Garbage In, Garbage Out.

## The Human Touch

The data fed into the systems will dictate how the intelligence will interpret it.

The insertion of organized, tagged, and scrubbed data sets will be an ongoing necessity.

Algorithms are only as good as the human being that constructs them. At least until humankind reaches the "Rise of the Machines" as witnessed in the Sci-Fi film, The Terminator.

## Collaborative Teams

Marketers must band together with the proper perspective and mindset in order to produce refined data and its intentions to serve. Collaborating with various inputs can offer preliminary results that can be both investigated and maximized for efficiency, cost containment, customer satisfaction, and the metrics the final analysis will dictate.

The world is moving at a pace only science fiction writers could have ever imagine. Try to keep up.





# What child is this, who, laid to rest On Mary's lap is sleeping?

*Whom angels greet with anthems sweet  
While shepherds watch are keeping?*

*This, this is Christ the King*

*Whom shepherds guard and angels sing*

*Haste, haste to bring him laud*

*The babe, the son of Mary*

*So bring him incense, gold, and myrrh*

*Come, peasant, king, to own him*

*The King of kings salvation brings*

*Let loving hearts enthrone him*

*This, this is Christ the King*

*Whom shepherds guard and angels sing*

*Haste, haste to bring him laud*

*The babe, the son of Mary*

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Love Your Neighbor

Unfortunately, the public school system of this nation does not invest the time and talent of advisors and educational service organizations. That's a big part of why mass shootings occur- emotional breakdown. The lack of social-emotional learning and the EQ (emotional quotient) movement is ever-growing into a national concern. Mental illness is not the only reason children and adults behave contrary to societal norms; parents must do a better job raising today's and tomorrow's generations.







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## Hugh's Favorite Recipes: Fresh Tabbouleh (Also spelled tabbouleh, tabouleh and taboulah)

### RECIPE

Servings: 4-6

Prep Time: 20 Minutes

Total Time: 35 Minutes

### INGREDIENTS

- 1 Glass Dry White Wine
- 1 tsp Sea or Kosher salt
- 1/3 Cup Extra Virgin Olive Oil
- 2/3 Cup Millet (cook in 1 1/3 cup of water)
- 1 Cup Cucumber diced and skinned
- 1 Cup Tomato finely diced (I prefer cherry tomatoes)
- 3 Bunches of Parsley finely chopped (I prefer the flat leaf Italian)
- 1/3 Cup Mint finely chopped
- 1 Clove Garlic finely minced
- 4 tbs Lemon juice (or Lime)
- 4 Green Onions, finely chopped, green and white parts



### DIRECTIONS

1. The best sauce is made before time and is chilled
2. Pour yourself the glass of white wine for drinking while cooking
3. Combine the lemon juice, garlic, and oil in a bowl to marinate
4. Cut and combine the cucumber and tomato in a bowl and add salt
5. Fluff the cooked millet and place into a bowl
6. Add the mint and parsley and oil/garlic/lemon mixture
7. Drain the liquid from the tomato/cucumber mix and add
8. Stir the ingredients with a spatula gently
9. Pour another glass of white wine and enjoy with your scrumptious salad!

### NON-OIL OPTION

Add more lemon or lime juice to this recipe.

**HUGH BALLOU:** [hughballou.com](http://hughballou.com)



Contact Information:  
Address: 3766 Fort Ave, Lynchburg, VA 24501  
Phone: 888-398-0847  
Email: [hugh@synervisionleadership.org](mailto:hugh@synervisionleadership.org)  
We're Open: Monday-Thursday 9 am-5 pm USA  
Eastern Time Zone