

HAPPY FATHER'S DAY
June 18th



UPDATES JUNE '23



A NOTE FROM THE PUBLISHER

The month of June is my favorite of the entire year. There's National Chocolate Ice Cream Day, the official first day of summer, and Father's Day.

When I was growing up, my father always seemed to be working. For most of my developmental years, Dad was a detective in the Chicago Police Force.

That meant much undercover work, "sitting in cold water flats," he liked to remark. So, to instill a bit of male parent influence, I spent a fair amount of my adolescent years at my grandparent's house. Grandpa became my hero, and I miss him to this day.

Grandpa Dunworth possessed a bone-dry wit and loved to share commentary and jokes from his place of work. He was so cool. "Peter" worked as the production manager at Rockola Jukebox. He ensured they were built of the highest quality and on quota.

And that meant he brought home recordings of the latest songs. The music world was on fire when the British Invasion – the Beatles came to the US. Having the newest hit songs to brag about to my friends at school made me an extraordinary person, especially among the girls.

I spent most summers at Grandpa & Grandma's house doing chores. I developed a keen knowledge of landscaping by cutting the grass, planting rosebushes, changing out the tulip bulbs for annuals, and doing various gardening projects. Because I was such help, they always took me on vacation with them. It was an annual event from when I was nine until 19 when I left for the military.

My father fed, clothed, and sent me to a private school. However, my dear grandfather, Peter Dunworth, was the man I hold dear for shaping my character.

Have a nonprofit you want to be featured in? Know of one you wish to invite to membership? Send your full or half-page ad, which will be featured in the following month's UPDATES.

Please take a look at pages 19 and 26 for a new guest.

UPDATES JUNE '23

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Leaders, Define Your Standard of Excellence

by Hugh Ballou

One of the most common problems I encounter when working with leaders to build results and create effective teams is described in the statement, “My people just don’t do what I need them to do.” I suggest this problem comes from the leader, not the team. Leadership is defining the desired outcomes and then making those outcomes become reality. Leadership is a skill and a system.

When a leader defines the vision and then sets specific goals, it’s essential to leave a place for team members to create strategies for their work. It is limiting for team members when a leader defines the outcomes and all the steps to get there. You have a worthy vision and have created powerful goals to drive processes toward achieving that vision. Create systems where team members can make the steps to success – the action plan. Once each team member can contribute a process step, they move from being interested in the vision to owning it.

When developing the action plan, encourage the team to define the standards of excellence – the critical success factors. Define what success looks like and how it will be measured.

If you create a sloppy procedure for this process, you create a less-than-excellent organization. Inspire excellence. Define the goal, move forward by creating a process to define all the steps to achieve that goal, put the steps into a sequence,



and then let the team members divide the responsibility for managing those process steps. I'd like you to please be focused on your process. Allow each member to contribute. Assign duties and deadlines. Shift the accountability from you, the leader, to the team, in a culture of peer-to-peer accountability.

The biggest killer of excellence is the dull, unproductive meeting! Rehearse excellence by creating effective systems. Effective meetings empower and encourage high functioning in team performance. The finest musical ensembles rehearse for every performance. Change the misquoted phrase, “Practice makes perfect,” to the correct quote, “Perfect practice makes perfect performance.” Rehearse for success. Build the DNA of high performance into every system in the organization you lead.

TIP: Plan the outcomes at the planning meeting. Plan the process to get to the products. Define the process and works at the beginning of the meeting. Keep the group on task. Excellence in planning leads to excellent results.





On the Lighter Side

Why do fathers
who golf take an
extra pair of socks?

In case they get
a hole in one!



**Q: When does a joke become a
DAD joke?**

A. When it becomes Apparrent!



Dad Wisdom: I know what I'm
getting for Father's Day. Last night
my daughter asked me what size
aftershave I wear.



**There's a big difference between
bad jokes and dad jokes.** And that
difference is the first letter.



**Q. What does a baby computer
call its father?**

A. Data



**Q. Why do ducks have feathers
on their tails?**

A. To cover their butt-quacks



**Q. Why should you never use a
dull pencil?**

A. Because it's pointless



Balancing Life's Critical Aspects

by Hugh Ballou



The opportunities of man are limited only by his imagination. But so few have imagination that there are ten thousand fiddlers to one composer.

— Charles Kettering —

Creating Balance with Time

In previous posts, I have encouraged you to plan your day by planning your work. In order to accomplish the most, it is important to put everything into logical order; however, do not get so focused on the order of your day that you don't notice the big experiences that come into your life. There are two Greek words for the time that apply here:

Chronos (Χρόνος) – Chronological or sequential time; and

Kairos (καιρός) – The right or opportune moment

Imagine that a good friend has come to visit you. Your friend says they would like to fix you a gourmet meal, but before preparing the dinner, a trip to the grocery store is in order. So, you get in the car and go to the store. Once you arrive at the store, you go to the produce area to get a bell pepper. Next, you go to the dairy section for some heavy cream. Then, you realize that some other vegetables are needed, so you return to the produce area – at the far side of the store! Next, you remember that you need orange juice for the following day. The next item is beef for dinner – a new store section. Finally, you go to the center of the store to get rice and spices.

In this process, you have visited every store section multiple times! Since there was no order, you have spent far too much time and energy shopping for the necessary items. If you had taken a few minutes to make a list and group the items by section of the store, you could have saved much time and frustration.

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Balancing Life's Critical Aspects

Does this remind you of an unorganized day at work? Do you know people who live like this every day and plan each workday this way? How much more effective could you be if you just spent a small amount of time planning your schedule and grouping similar activities? A small investment in preparing nets has significant results in effectiveness! This is an example of Chronos – chronological time: planning activities in sequence and chronological order. Very important.

However, you can focus so much on efficiently using time and other resources that you are unaware of how God brings opportunities into your day. This reminds me of the old saying about a person in the church: “He (she) is so heavenly-minded that he (she) is no earthly good!” This means that an idealistic view of life sometimes interferes with the spontaneous.

Balance as a Paradigm Shift

God brings us unmerited favor with opportunities and options that we least expect. Be open to these surprises in your life. If we are so busy with God’s work, we are sometimes unaware of God’s creation.

Be efficient in planning the best use of your time. Be attentive to God’s work in your day.



ChatGPT – A Comparison of Writing

by Brian Ahearn CMCT

This article originally appeared in
Influence People Magazine

Several weeks ago, I wrote an article on [The Ethics of ChatGPT](#). I questioned whether or not it would be ethical for someone to use the tool to write an article and then take credit for it. My conclusion was that writers should add a disclaimer:

- Written by ChatGPT
- Written in conjunction with ChatGPT
- Written without input from ChatGPT

Since that time, I've played with ChatGPT quite a bit. I'd write something then drop it into ChatGPT to see how it would edit my writing. That's not much different than using a human being to propose edits, which I've done with all of my books.

Below you'll find my post from last week, [5 Common Sales Mistakes and How to Avoid Them](#), and ChatGPT's rework of my article without any changes from me. My original article was about 900 words and ChatGPT condensed it to 600 words.

When I work with an editor, the basic message of my writing remains, and I have the freedom to accept or reject any proposed edits. I would do the same with ChatGPT.

I encourage you to read both articles then come up with your own conclusions. As for me, the more I use ChatGPT, the more uses I find and the more intrigued I become. It's a tool that's here to stay so each of us might as well figure out how to use it to create better content.

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***"To be as good
as our fathers
we must be
better,
imitation is not
discipleship."***

— Wendell Phillips



5 Steps to Overcoming
Conflict Aversion

Selling Your Vision to
Increase Your Donations

Transformational
Philanthropy from the
Donor's Perspective

Avoiding Strategic
Planning Pitfalls

Missed Any Episodes?



“I believe that what we become depends on what our fathers teach us at odd moments, when they aren't trying to teach us. We are formed by little scraps of wisdom.”

— Umberto Eco

June 7th is
National Chocolate Ice Cream Day

Dad's Perfect Gift

by Lill Puta

**I picked some yellow flowers
that were growing in our yard,
put them in a fancy vase,
and made my dad a card.**

**My sister laughed and boldly said,
"your gift is very silly.
Dads like ties and grills and tools,
not stuff that's sweet and frilly."**

**But when I gave my dad his gift,
his face was all aglow.
"Why thank you son for pulling weeds,
now I'll have less to mow."**



My Original Post

Jane wants to get a new car. Although she has a very nice car, she wants an SUV. That's because she used to drive an SUV and loved it. She enjoyed the convenience of getting her golf clubs out of it as well as the ability to load it up with flowers, mulch, and other items. So, we went car shopping. The salesman at the dealership was very nice, as you'd expect a car salesman to be. However, he made a lot of mistakes. In fact, I'd say he made the five most common sales mistakes. I won't reference him or the dealership by name, but I want you to learn from his mistakes, so I'll address them and simple ways to avoid each.

Mistake #1 Trying to be too Likable

This is perhaps the most common mistake salespeople make; trying too hard to get customers to like them. If you're a salesperson please remember this; it's not about customers liking you, it's about you liking the customer.

This means you only talk about yourself in relation to what you learn about your customer. The best ways to learn about your customers is by asking good questions and using your observation skills.

This is critical because the more you are like your customers, and they sense it, the more they will like and trust you.

Mistake #2 Not Understanding the Customer

He didn't spend any time diving into what Jane wants. Simple questions could have revealed a lot.

"What do you really enjoy about your current vehicle?"

ChatGPT Rewrite

Picture Jane: she's ready to trade her current car for a new one, and she's got her heart set on an SUV. It's not hard to see why – the extra space is perfect for her golf clubs, flowers, and gardening supplies. So, we embarked on an exciting car shopping expedition.

We met a friendly, energetic salesman at the dealership – exactly the kind of person you'd expect in that role. However, he stumbled into some classic sales mistakes. We won't mention any names or locations, but we do want to turn these missteps into valuable lessons. So, here are the five most common sales mistakes and how to avoid them.

Mistake #1: The Overeager People-Pleaser

Many salespeople fall into the trap of trying too hard to make customers like them. Here's a tip for salespeople: it's not about customers liking you; it's about you connecting with the customer. To do this, focus on asking insightful questions and using your observation skills to learn about your customers. The more you're in tune with them, the more they'll like and trust you.

Mistake #2: The Curious Case of the Missing Questions

Our salesman didn't take the time to truly understand Jane's needs. He could have asked simple yet revealing questions like:

"What do you really enjoy about your current vehicle?"

"What is your car missing that you'd like to have in your new one?"

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ChatGPT Comparison

“What is your car missing that you’d like to have in your new car?”

He could have let her know that his goal is to get her into a car that she loves driving and looking at. He could have let her know that he wants to be the guy she keeps coming back to whenever she wants another car, so he wants her to be thrilled about her purchase.

Mistake #3 Launching into Presentation Mode

Almost immediately he launched into the warranty. It’s a great warranty but he did nothing to engage curiosity. That could have been accomplished as follows:

“We’ve had one of the best warranties in the industry for a long time and now it’s even better. Can I take a moment to share what we’ve done to improve it?”

In case it didn’t jump out; he could have put out something that was short and enticing, then asked for permission to share more. Once someone agrees, they’ll be a more focused listener.

Mistake #4 Failure to Listen

This one leaped out at me because a hot button with Jane is when she doesn’t feel she’s been heard. The salesman pushed a white vehicle even after she said that’s not what she wanted. She was clear, **“I have a white car now and already had a white SUV so I’m looking for a change.”**

He went on and on about the benefits of a white vehicle (doesn’t show dirt, scratches aren’t as apparent, car stays cooler, etc.). He even referenced how she has blonde hair and probably doesn’t change the color. Ouch!

By letting Jane know that his goal was to find her a car she’d love to drive and look at, he could have earned her trust and turned her into a loyal, repeat customer.

Mistake #3: The Premature Presentation

Before we knew it, the salesman launched into a spiel about the warranty without sparking our curiosity. A more effective approach would have been to offer a brief, enticing intro and then ask for permission to share more information. This way, once someone agrees, they’ll become a more focused and engaged listener.

Mistake #4: The Selective Listener

Jane made it clear that she wasn’t interested in a white car, but our salesman persisted, touting the benefits of white vehicles (less visible dirt, fewer noticeable scratches, cooler interiors, etc.). He even suggested that since Jane has blonde hair, she probably doesn’t change her hair color often – ouch!

Instead, he could have acknowledged Jane’s preference and respectfully offered reasons to reconsider while still supporting her decision. This would have demonstrated that he was genuinely listening to her and valued her opinion.

Mistake #5: The One-Sided Conversation

As you can see from the previous examples, our salesman rarely asked questions. Despite his decades of experience, he relied too much on his knowledge and not enough on engaging the customer in dialogue. Asking questions not only keeps the conversation flowing but also helps you focus on what’s most important to the customer.

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What could he have done? He might have said something like this:

“Jane, I hear you and you’re not alone. A new car in a new color can make the change feel even better. However, down the road many people regret not going with white. If your mind isn’t 100% sold on the change, could I share a few things to consider?” Once she agreed he could have said:

“There are three big reasons most people prefer white cars. First, white cars don’t show dirt like darker vehicles do. If you can’t get to a car wash often, that will make a big difference in how you feel each time you see your car. Second, scratches will inevitably happen but they’re less noticeable on white cars, which also makes people feel better about their cars. Last but still very important, white cars stay much cooler in the summer.”

Showing a white car next to a car of any other color would have made the point. It had rained a few days ago so, as we looked at cars on the lot, I noticed it. I pointed it out to Jane, and she agreed although I’m not sure if it’s enough to sway her thinking.

Mistake #5 – Monologue Instead of Dialogue

As you can see in the previous examples, the salesman wasn’t asking questions. While he had more than three decades of experience, he relied too much on it and not enough on asking good questions.

Asking questions gains permission and holds attention. Once a prospective customer agrees to hear more about the warranty, color of the car, or anything else, they will pay more attention.

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The Art of Listening and Asking: A Conclusion

Too often, salespeople make selling more challenging than necessary. Top-notch salespeople allow the customer to guide the conversation, using questions to help them make an informed decision. A happy customer is one who feels they made the decision to buy, not that they were sold a product.

And in case you’re wondering, our car shopping journey continues! We didn’t find the perfect car that day, but the experience provided valuable lessons on what to avoid when trying to make a sale. Whether you’re a salesperson or a customer, these tips can help make your interactions more positive and fruitful.

So, next time you find yourself in a sales situation, keep these lessons in mind. By focusing on understanding the customer’s needs, engaging their curiosity, and actively listening, you’ll foster trust and loyalty.



**“You are never too old
to set another goal or
to dream a new
dream.”**

- C.S. Lewis

The other benefit of good questions is that it allows you to talk about what's most important to the customer. You don't have to throw everything at them and hope something sticks.

Conclusion

Too often salespeople make selling more difficult than it has to be. Good salespeople allow the customer to carry the conversation and inform people into a yes with questions. In the end, the happiest customer is the one who feels they made the decision. In other words, they weren't sold a vehicle, they bought one.

And in case you're wondering, she didn't buy a car so the process continues! 🌟

*"What you see
and what you
hear depends a
great deal on
where you are
standing. It also
depends on what
sort of person you
are."*

- C.S. Lewis

June 4th is National Cheese Day



NOT CHEESEHEAD DAY,
National Cheese Day



Your Ideal Prospect Redefined



Who is your ideal prospect anyway? You have an avatar or persona document completed on every variant. If you have lost(?) yours, [if you go here](#), you can download a comprehensive sample and create new ones.

But, avatars or personas as I like to call them, need updates now and then. What was once a composite picture of demographics, psychographics, and behaviors has been modernized to include more information required to home in on where to best attract them to you.

Stop Making Ass-u-mptions

Just because you have researched their age, gender, occupation(s), and geographic location doesn't mean you can guess the rest. When you ASS-U-ME, you are doing so, making an ass out of you and me (well, not me, just you).

Don't make the mistake of limiting yourself to a few knowns and make up the rest because YOU think they act a certain way, have particular buying habits, or that you understand them based on people you know that seem similar. That's the wrong way to approach this much-valued exercise.

What are their hobbies? Where do they hang out? What types of magazines do they read? Radio stations? Television shows? All this information can help you better target where to perform your marketing rather than merely rely on Facebook because you're comfortable with that platform.

What is going on in their heads? What do they think about it? What's keeping them up at night? These and many other questions must be answered and not guessed at. Read. Research. Interview. Survey. Then compile the information and find the dominant traits.

If you've been in business for a while and have a database of former customers, clients, or patients, go back into those files, find their commonalities, and do the same compiling. Believe it or not, more than likely, those that have the most similarities ARE your ideal persona. 🌟



"There is something within you that is not subject to the brutalities of your own will, for it is that in you that belongs entirely to God."

- Thomas Merton

"There are so many things a father's love gives and so many things that a lack of it destroys."

- Unknown



UPDATES JUNE '23

Juneteenth National Independence Day Jubilee Day

**Emancipation Day (TX) Freedom Day Black
Independence Day.**

Date: Monday, June 19, 2023

Event Length: 1 Day.

Observed for: 157 years

Celebrations: Festivals, partying, parades,
church services

Observances: African-American History, culture,
and Progress

Significance: Emancipation of slaves in the
United States

Top 3 Reasons Why DIY Marketing Doesn't Work

Do-it-yourself marketing (DIY) may sound like the best way to control your marketing budget, but there comes a time in every business person's life when it ceases to make good business sense. Sure, DIY marketing can be fun and, yes, even productive. It can be effective if you are good at it, have the time, and especially the passion.

Those are three great reasons to convince yourself that you can handle it AND perform the other tasks required of a business owner. Here are the Top 3 Reasons the reverse is more than true:

v Time vs. ROI

v Marketing Automation

v Ever-Changing Marketing Tools

Done for you (DFY) marketing makes more sense for these three main reasons, but there are others.

If you can overcome these top 3, you're well on your way to becoming a marketing champion for yourself, your team, and especially your bottom line.

Time vs. ROI – Spending all your time marketing may sound like its most productive use, but what about the rest of the business? You might lose what ground you gain by performing the marketing tasks by ignoring other important aspects like payroll control, inventory, shipping, receiving, or accounting and finance. You can only do so much. You have to determine what your best use of time is and what yields the most return on investment. As a businessperson, your attention must be on the big picture, not the myopic view of a single department.

A few of my customers have moved away from some of the marketing I once performed for them to save money. What each one of them found out over time was that not only did it cost more due to trial and error, delays in campaign design, lack of in-house personnel, and outsourcing gambles, it ate up as much more of their time AND their financial resources than they ever considered. Each one of my once-customers has returned to the fold.

Marketing Automation – This is another of those two-edged swords; marketing automation can be a boon or a bust for small business owners. While marketing automation solutions can eliminate wasted effort, they take time to learn well enough to maximize their effectiveness.

Which answer, of the more than 30, would be best? Some automation solutions address email campaigns; others specifically address social media management.

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MDFPA NEWSLETTER

invited guest NP



**The Marc Dunworth
Foundation
JUNE 2023
Family & Friends:**

Welcome to the ***Marc Dunworth Foundation***

We've created a 501(C)(3) non-profit in Marc's memory:

**The Marc Dunworth Foundation for the
Performing Arts**

**Our mission is to promote and encourage the
performing arts, especially the puppetry arts,
through grants, scholarships, performances,
and education.**

You can learn more by going to our website:

www.dunworthfoundation.org



Juneteenth: A Time of Reflection and Rejoicing

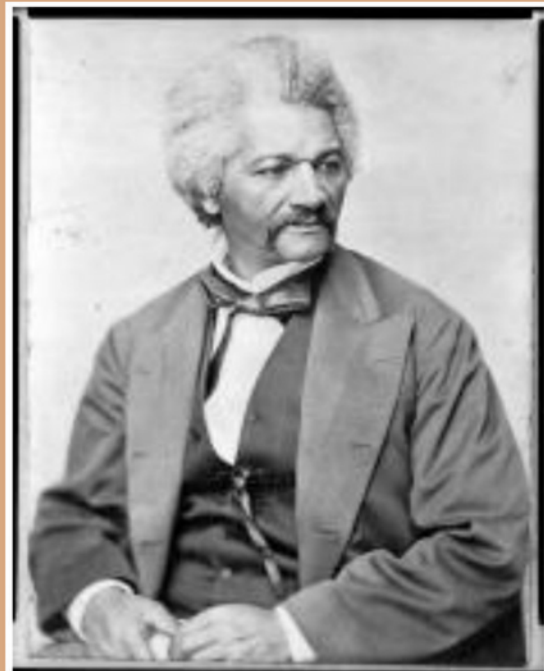
On June 19th, we celebrate Juneteenth (June + 19th), commemorating the end of slavery in the United States. On that day in 1865, General Gordon Granger of the Union Army and his troops arrived in Galveston to announce that the enslaved people in Texas were free and that ***"...rights of property between former masters and slaves, and the connection heretofore existing between them becomes that between employer and hired laborer."***

It took approximately 2 1/2 years after President Lincoln's Emancipation Proclamation for the news to reach the enslaved people in Texas that slaves in the rebellious states had been freed and for a sufficient number of soldiers to be in this remote area to enforce the executive order.

Texans began celebrating Juneteenth in 1866 and it was proclaimed an official state holiday in 1980. Emancipation celebrations throughout the years have included picnics and barbecues, family reunions, parades, music and dancing, speeches and stories, prayer services and learning, rodeos and horseback riding, carnivals and bazaars, beauty pageants, fishing, baseball games, and races.

While Texas chose June 19th as its Emancipation Day, some localities used the date when its enslaved population received the news of liberation. Yet others preferred January 1st, the date the Emancipation Proclamation took effect in 1863 or September 22nd, when President Lincoln first announced the Proclamation in 1862.

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Frederick Douglass was keynote speaker at the 31st anniversary of the Emancipation Proclamation on September 24, 1894.

Pay, Stay, and Refer

This is one of my favorite topics because it is the heart and soul of Magnetic Marketing!

It's relatively simple. You want your donors, and sponsors to do this. You want them to pay for the benefit of supporting your mission. You want them to stay with you and continue to fund your programs for as long as possible. And you certainly want them to refer others to you.

Well, it's easy to say, not so easy to do. Let's break it down into bite-sized pieces.

Pay – It starts with identifying your ideal prospect so that you don't end up shouting "GIVE ME MONEY" all the time to a public already bombarded by nearly 1500 messages daily. They're deaf to it. By messaging only those that will resonate with you, you must be very specific about whom you are targeting. Think of it like this. Say you're a coach for speakers, and you target speakers nationwide.

We know there are +/- 3500 registered speakers in the National Speakers Association, but that's just a tiny fraction of those in the game. As a guess for this example, let's say there are 35,000 speakers in your market (probably more like 350,000).

This process I refer to as external marketing because you are seeking donors, sponsors, or customers, or clients from outside your organization. Get it?

If your message is crafted so well and your offer is beautiful, you'll only resonate with 2% at most. Why? Because only a tiny fraction of them might be ready for your message now. 35,000 speakers aren't hanging around the email inbox hoping to get an invitation from

you. None of them are. But you might catch the attention of a fragment of them with your well-written copy, or your heavily practiced pitch.

Then what?

You have to nurture those that raise their hand to signify they have some interest. It's a dating ritual. You caught their attention, now you have to romance them a little and build a relationship. If you do everything right, they might pony up with your fee and dance. That's the easy part. The fun is just getting started.

You're successful enough to receive funding for your services, but for how long? If you only have one pitch, one service, what happens once you've delivered it? Best to have more than just a lead magnet and a tripwire to capture them as a client. Your main mission (or even operating capital) is what you've sold them on, but what else can you offer to keep them engaged and interested in supporting you further?

Stay – This is the point when your marketing switches from external to internal. You'll be doing a lot of marketing to your public, your donors and sponsors to keep them interested in you and what you offer for as long as possible.

Believe it or not there is a formula to calculate donor lifetime value. This is the number you want to continue to grow, and it will as long as you retain the donor or sponsor and said funding sources continues to support your missions. That means you are going to make certain you treat them

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Juneteenth



John Mercer Langston delivered keynote speeches in Alexandria in 1895 and 1897.

John Mercer Langston delivered keynote speeches in Alexandria in 1895 and 1897.

In Alexandria, there has been some discussion about observing Emancipation Day on April 7th, the date that the slaves were emancipated in Virginia. With a rich history of observance beginning in 1889, Alexandrians have celebrated on different days of the year and in different months. The first decade featured two eminent and renowned speakers, Frederick Douglass and John Mercer Langston. Douglass, abolitionist and orator, was the keynote speaker at the 31st anniversary of the Emancipation Proclamation on September 24, 1894. Langston, the first African American elected to the United States Congress from Virginia, delivered keynote speeches in 1895 and 1897.

More recently, the Alexandria Black History Museum has celebrated Juneteenth for almost 30 years. Small festivals began with a mayoral reading of the Emancipation Proclamation followed by food, vendors, performances, and children's games and crafts. Later observances have included film screenings, children's programming, an open house featuring doll houses of historic Alexandria, and lectures by notable speakers, such as U.S. Senate Chaplain Barry Black, co-sponsored by the Northern Virginia Urban League, and historian C.R. Gibbs.

Although different localities may have varying Emancipation dates with diverse activities and programs, Juneteenth has come to symbolize emancipation, recognized in almost every state and the District of Columbia, incorporating African traditions with themes of freedom, hope, achievement, education, and respect for all cultures.





You treat them like the Kings and Queens they are.

It's similar to the private club industry, where I spent a lifetime. Kings and Queens, Princes and Princesses. These folks enjoy being called by name and are never weary of embellishing them with accolades and publicity. They also crave gratitude.

Could you keep them informed of the successes their funded project is experiencing? No one appreciates being treated like little more than a checkbook.

Sure, there are many checkbook philanthropists, but they should be something other than your primary focus. Please pay close attention to those that have agreed to invest their time, talents, and treasure (along with their reputations) into your organization.

As I mentioned, at my last club before leaving the business, we knew we had \$ 4 million a year coming in before we opened the doors. As long as we paid attention to them, kept them active in the offerings, and included them in our messaging, they would stay with us.


Refer – This is the big payoff. This is what you've been working so hard for. If you've done your job by creating happy and satisfied donors and sponsors, you should encourage them to refer their friends, work associates, and church friends to your cause.

Consider the facts. You've worked hard and spent resources acquiring and nurturing your donor base, so any new referrals cost you bupkis. You are literally being handed a gift on a silver platter when someone refers a new donor or sponsor. Your precious funds remain.

they are safely tucked away in your bank account.

And these new donors and sponsors will be easier to work with because they act on the relationship their referee has already established. They will get more involved sooner because trust-by-proxy works in your favor.

Donor Lifetime Value Formula

Earlier in this article I mentioned [Lifetime Value of a Donor or Sponsor](#). This should be part of your overall metrics of evaluation on whether or not you are successful managing your most important assets - donors and sponsors. 



Still more than a combination of several, such automation service solutions address public relations. These online DIY marketing solutions are well represented, and all sound like a perfect match, but not many are designed to be as simple as they may say. There are all-in-one solutions that make good sense, but they may be overly expensive for your budget. In reality, they are more flash than generating cash. These service packages are built to catch the eye of the newbie Internet marketer.

The decision seems straightforward until you break down the individual service components, match them against present and future needs, and their relative costs. Then human resources are needed to manage and perform the automation and analytics. Are you saving time and money by implementing a marketing automation solution in-house with a limited budget? Doubtful.

Always a New Marketing Tool – In case you have been too busy performing your DIY marketing and haven't noticed, there seems to be a new "solution" available every other day. It's difficult for most of us to keep up with advancing technology where marketing is involved. As a solution provider, we work with unique tools that we know, rely on, and benefit our clients. We don't fall for every new-fangled piece of software that sounds too good to be true, although we do study them all the time.

Please don't misunderstand, we're always looking for better, more accurate, cost-effective solutions for our client base, but technology is not a one-and-done approach to business. Competition is fierce in this industry, much like the business industry in which you participate.

The advancement of marketing strategy and tactic development is constantly changing as well.

Just a few years ago, Twitter made absolutely no sense to many of us, and today the social platform is considered mandatory to stay apprised of the business conversation.

It's the new Word of Mouth, after all. However, just today, it was announced that Instagram (once shelved as a loser) is about to overtake Twitter regarding online activity. Amazing how things shift and change constantly.

Review sites are yet another phenom that is a must. Although they have been around for a while, their prominence has risen due to the shift from desktop to mobile search. Our On-the-Go society searches for local businesses via smartphones. It checks review sites to see what people feel about a particular industry and whether the said company is "worth their time and investment."

This new word of mouth is often the tipping point for one business against its competitors.

Along Comes Mobile – Again – Mobile marketing hit the scene with text marketing twenty years ago. Banner ads and other forms of online mobile marketing followed slowly over time. Text marketing struck hard, then faded almost as quickly as it appeared. Abuse and ignorance caused a gap between those in the know and those without a clue.

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Today, mobile marketing is gaining significant momentum, with more than 50% of smartphone and mobile devices originating from online search (the shift has reached critical mass and tipping to be the majority). The Gladwell Theory again comes into play.

Mobile presence and mobile marketing are now must-have's now.

Businesses of all shapes, sizes, and structures must have an intriguing mobile presence to compete.

Advancements in mobile marketing have dramatically improved. Mobile retargeting, near-field communications, iBeacon marketing, geofencing, SMS text, QR codes, mobile passes, and pay garnering increasing attention daily.

DIY Won't Work – How can one person or one in-house team manage all the decisions to maximize return while minimizing financial outlay effectively? It's impossible to think that any person or small group can drive all the marketing solutions and decision-making on a small business marketing budget. There's just too much from which to choose. What's the best solution(s)? Where is the best place to spend your valuable marketing dollars? Only you can answer that.

Marketing is more than blogging, sending emails, and buying advertising space somewhere. It's not easy; if it were, everyone would be doing it. Marketing agencies would not exist. 🌀



JUNETEENTH POETRY

UPDATES JUNE '23

Still I Rise by Maya Angelou

In 'Still I Rise' the speaker stands up to prejudice and preconceived notions of who she should be. She knows that she's valuable and as deserving of respect as anyone else. The refrain, "I rise" is used throughout the poem. Each time it's repeated it gains intensity. You may write me down in history. Towards the end, the speaker proudly states that she is leaving behind her own history and the "nights of terror and fear". She is headed into the light, bringing with her the "gifts that [her] ancestors gave". Consider these lines from the poem:

CAGED BIRD

*But a bird that stalks
down his narrow cage
can seldom see through
his bars of rage
his wings are clipped and
his feet are tied
so he opens his throat to sing*

-Maya Angelou

Lineage by Margaret Walker

In 'Lineage' Margaret Walker describes the strength of a speaker's enslaved female ancestors and how they suffered for that strength. These women to whom she is related, either by blood or race, were forced to labor and die on plantations and farmlands. The poet makes use to emphasize how strong these women were in both mind and body. These women persevered and even though they suffered greatly, they still have "many clean words to say." In the final lines of the poem, the speaker asks why she is not as strong as they are. Here are a few lines from this amazing poem:

LINEAGE

*My grandmothers were strong.
They followed plows and bent to
toil.
They moved through fields sowing
seed.
They touched earth and grain grew.
They were full of sturdiness and
singing.*

My grandmothers were strong.

-Margaret Walker

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HERE COMES THE
CIRCUS



Circus

Word Search

Can you find the words hidden in the puzzle?

Guest Contributor
My late Nephew Marc Dunworth Foundation
Internationally Known Puppeteer

A	C	L	O	W	N	F	I	R	E	S	R
B	E	R	E	A	T	O	P	H	A	T	E
I	L	M	A	G	I	C	I	A	N	R	M
G	L	S	C	O	R	M	P	T	P	O	M
T	O	T	R	N	E	E	E	J	R	N	A
O	T	D	O	W	M	K	R	E	N	G	H
P	S	H	B	S	C	G	K	R	K	M	E
Y	U	A	A	I	G	R	Y	U	T	A	G
H	D	M	T	R	A	P	E	Z	E	N	D
P	W	R	P	B	T	E	R	C	E	S	E
D	A	T	I	G	H	T	S	E	E	E	L
P	S	I	R	O	P	E	S	A	N	S	S

TRAPEZE

TOPHAT

SLEDGEHAMMER

WAGON

ACROBAT

SAWDUST

MAGICIAN

BARKER

CLOWN

TIGHTS

BIGTOP

FIRE

ROPES

TICKET



How Do You Deal With Your Competition?

What makes your business unique other than the name? What do you do that the public (or your ideal prospect) obtain from your services or goods that they cannot get anywhere else? Why should anyone believe you when you state you are unique? Can You Prove It?

I look upon competition as a benefit, not a liability. You can learn a great deal from your competitors if they only take the time to examine them. If they study them, track them, and learn what works for them and what doesn't, you can find ways to rise above them and stand out.

Going through this exercise on a regular basis can provide insight to allow you to NOT BE LIKE THEM. Establishing a unique position in the marketplace is key to thriving and surviving.

However, you also have to let the world know you can solve their problems and challenges, ease their pain and make their lives better in addition to just standing out. If you are truly unique and not a single other entity can compete with you, the sky's the limit. You are free to charge what you like, because you have become the ONLY solution.

As long as you are in your database identifying who to target for client acquisition, look for top performers and long-time clients for a reactivation campaign. This is another topic so I'll only touch on it briefly. Pull those contacts out of moth balls and create a "we miss you" type of campaign.


Create three emails or letters that address the fact they were once loyal clients and that

you would like to find out what can be done to bring them back into the family. Three touches or more will be best because people see something, think about it and then move on to the next thing. First express your intention, second touch is a reminder, and third is your final attempt. If you don't gather up all of them, those that didn't respond will more than likely be gone for good.

Back to the Business of Personas

Let's say you are a service-based business, like a plumbing company. Your typical customer might be a 40-year old female homeowner who is married. She's an administrative assistant in her day job and doesn't have a lot of time to deal with hassles. She wants what she wants on her time, and make it quick.

Her home is a small, single-family home with her husband, two children and a dog. She doesn't spend time on social media due to her hectic life, and has little patience for B.S. Now that you know her, how will you adjust your approach to market to her? What is your ad going to look like?

If you decide on a graphic, you don't want to put a picture of a teenage boy in the ad. The prospect will ignore your ad completely. Put in a pic of a woman that resembles your persona. That'll catch her attention. Then your messaging's job is to hold her attention and draw her in. Knowing what you know, tailor your message to her avatar. Mention no delays, quick response, pet friendly and on call 24/7. You'll more than likely make a friend. 

"Why try to work with everyone when you can have your pick of only those that are destined to work with you? Being the ideal and sole solution to your perfect prospect base will create celebrity status and establish your authority and expertise for which people will clamor.

***You see, these are the questions you must explore deeply to separate yourself from your competition. Don't worry about others; focus on what makes you the best, the numero uno, the only place in town.
Be Unique."***

June 2023
Holidays:

US & Common



Christian /
Catholic



Jewish



Muslim



Fun / Misc &
Int'l ⓘ

June 2023							Jul 2023 ▶
◀ May 2023	Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Global Day of Parents World Milk Day	2 Nat'l Donut Day	3 Nat'l Egg Day World Bicycle Day
23	4 Trinity Sunday Int'l. Day of Innocent Children Victims of... Nat'l. Cheese Day	5 Int'l. Day against Illegal Fishing World Environment Day	6 D-Day Anniv.	7 Global Running Day Nat'l. Chocolate Ice Cream Day World Food Safety Day	8 Corpus Christi Nat'l Best Friend Day World Oceans Day	9	10
24	11 Tony Awards	12 Philippines Indep. Day World Day Against Child Labour	13 St Anthony Int'l. Albinism Awareness Day	14 Flag Day Nat'l. Bourbon Day World Blood Donor Day	15 World Elder Abuse Awareness Day	16 The Sacred Heart of Jesus Int'l. Day of Family Remittances	17 Nat'l. Mascot Day World Day to Combat Desertification and...
25	18 Father's Day Int'l. Picnic Day Sustainable Gastronomy Day	19 Int'l. Day for the Elimination of Sexual... Juneteenth Nat'l. Martini Day	20 World Refugee Day	21 Summer Solstice (Summer Begins) Go Skateboarding Day Int'l. Day of the Celebration of the... Int'l. Yoga Day Nat'l. Selfie Day World Music Day	22	23 Int'l. Widows' Day Take Your Dog To Work Day United Nations Public Service Day	24 St John the Baptist
26	25 Day of the Seafarer	26 Haji (Start) Day against Drug Abuse/Illicit Trafficking NHL Awards United Nations Int'l. Day in Support of...	27 Day of Arafat Starts Micro/Small/Medium sized Enterprises Day Nat'l. Ice Cream Cake Day Nat'l. Sunglasses Day PTSD Awareness Day	28 Eid al Adha (Starts)	29 Eid al Adha (Continues) St Peters Int'l. Day of the Tropics Nat'l. Camera Day Nat'l. Handshake Day	30 Eid al Adha (End) Int'l. Asteroid Day Int'l. Day of Parliamentarism	



UPDATES JUNE '23

Hugh's Favorite Recipes: Cuban Yuca with Garlic

RECIPE

Servings: 2-3

Prep Time: 10 Minutes

Total Time: 40 Minutes

INGREDIENTS

- 1 lb. Yucca Root, chunked
- 1 Lime, Juiced
- 4 Garlic Cloves, mashed
- 1 teaspoon Salt
- 1/3 cup Fresh Lemon Juice
- 2 cup Olive Oil
- 1 Onion, chopped fine 1 medium (1 1/2-pound)
- 4 oz Dry White Wine



DIRECTIONS

1. Pour a glass of white wine to drink while cooking.
2. Place yuca in saucepan with water until yuca is just covered, add salt, and lime juice and bring to a boil.
3. Reduce heat. Cover and simmer until tender--about 30 minutes.
4. Drain and keep warm.
5. Mash garlic cloves into salt.
6. Add garlic, lemon juice, and onions to olive oil in a separate pan, heat until bubbling, then pour over yuca.
7. Cook over medium heat until garlic and onions are tender.
8. Serve as a side dish instead of white potatoes.
9. Add salt and pepper to taste.

Note: You can jazz it up by adding the following as garnish or in the process if desired: cilantro, thinly sliced red onion, orange juice and zest, cumin, or oregano.

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