

# *The Secret to Making Money in Fundraising . . . Regardless of the Economy!*

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## **Introduction**

It's likely if you've found your way to this report that you've either already been involved in non-profit fundraising, or you would like to be. In either case, there's a good chance you're having a difficult time finding a job, and you are feeling pretty frustrated. Please know first of all that you're not alone. And please believe me when I say there is a solution. Let me give you a summary of where we are in the non-profit sector – and why things MUST change quickly.

Let's face it. Things have become increasingly difficult for the non-profit sector over the past few years. We can spend all day pouring over information that says the economy is getting better, but most of the people I'm talking to aren't buying it.

When people aren't feeling like things are better, they make fewer (and smaller) donations to our non-profit community. And – they start putting pressure on our elected officials to reduce how much grant money is available to community service organizations. (with a desire to reduce taxes)

This doesn't mean we have fewer needs to be served by these organizations. My observations suggest the exact opposite is true. The tougher the economy gets, the more challenges our society faces. And they don't go away by ignoring them.

So here's the question. How do non-profits increase their funding to expand their services when they don't have the funds to hire people to help? Yes, there is a lot of volunteer-based fundraising going on. That's a good thing . . . if you are a large non-profit with a large supporter base.

I doubt this type of fundraising is going to go away. But it can become more difficult if a larger-than-normal amount of their supporter base happens to be unemployed. If you've never tried to manage a group of unemployed volunteers, all I can say is, don't. They are a difficult crew to work with for one reason – their job search and survival is more important to them than any cause they volunteer

for. Which it should be. But it can create massive difficulties for the fundraising efforts of any non-profit.

There is also the very real issue of what I sometimes call the “less-than-popular causes”. Causes related to youth drop-out rates, gang involvement, unemployment, homelessness, drug addiction and anything else you can think of that a community doesn’t want to admit exists. These usually are not highlighted in the media – not in the same way as all the varieties of cancer and almost any disease you can imagine. It’s sad but true. Media and celebrity attention does affect the ability of a non-profit to raise funds. There are many worthwhile causes being ignored.

### **So What’s the Big Secret Ben & Jerry’s Knew?**

I used to live just down the street from the very first Ben & Jerry’s Ice Cream store. I always loved these guys – not just because their ice cream was so darn good, but also because they were very mindful in their business to figure out how they could serve their community at the same time they were making a profit.

Today we call this business model “social entrepreneurship” and it includes just as many for-profit business owners as it does non-profit organizations. The secret Ben & Jerry knew was that a non-profit needs to learn to become self-sustaining. In effect, if you can’t raise money through grants and donations, you have to earn the money by selling products or services.

Ben & Jerry set up a number of non-profits to actually own a Ben & Jerry’s franchise. Guess what happened. Clients of the non-profit had a new place to go to work – selling ice cream! The clients got paid to sell the ice cream, which then created profits which were donated back to the non-profit! No grant writing, no volunteers, and a lot of happy customers eating ice cream and feeling good knowing their purchase just helped in the community.

If you want a modern-day example, there is an organization called Trosa in Durham, NC who works this concept in remarkable ways. They have 3 businesses they operate as part of the non-profit: a moving company, a landscaping company and Christmas Tree sales. All 3 businesses allow people recovering from drug addiction to go to work in a “safe” environment, get paid, and participate in

helping to create new funds for new clients just entering the program. It's the ultimate in "paying it forward"!

### **How Can YOU Benefit from this New Trend in Professional Fundraising?**

You might be wondering at this time – "what does this have to do with me? I don't own a franchise." That's true. But just remember this. The core purpose of any franchise is to sell a product or service. And I believe there is a very good chance you CAN choose to own a business that sells a product or service!

Additionally, I believe you CAN choose to partner with one or more non-profit organizations to help them sell products from your business! It can work just the same! You can make money as the business owner (like Ben & Jerry did), you can work with clients of the non-profit to help them make money (just like the clients who were selling the B&J's ice cream), and profits from your sales (and client sales) can help the non-profit have new funds to help more clients!

The only difference – instead of selling ice cream, you might be selling groceries. Or travel. Or identity theft protection for kids. Or any other product you might enjoy being involved in selling.

It's all made possible through the direct sales industry – and it's easier to be involved than you might think!

### **Professional Fundraising at a Whole New Level!**

Many professional fundraisers have typically been paid at an hourly rate with a bonus structure tied to performance. This is a great way to start out, but it puts a huge cap on you and the amount of money you can make. Especially if you are only being paid on the work you personally are doing.

#### **Can you imagine this?**

- **What if you were getting paid not only for the results you produced, but also for the results being produced by a whole team of people who were working with you?**
- **Could you make twice the amount you've made in the past? Three times? Or more?**

**And what if you had a whole team of people working with you, helping you to find people who were ready to buy your products, and people who were ready to join your fundraising team?**

- **Can you imagine what it would be like to be having prospects come to you at both live events and through the Internet?**
- **How much fun could you have teaching people about your products and your team, knowing they were already interested?**

This IS what's possible for the next generation of professional fundraisers and it's happening now. The WeCare Partnerships Network has been created for people just like you, who like the idea of making a living AND making a difference. This is the essence of social entrepreneurship. And we are positioned to lead the trend.

### **3 Important Things to Consider for Increasing Your Level of Success!**

If I've gotten your attention, let's finish up this report with the 3 important things you've got to take into consideration to make sure you will find the success you deserve.

1. Find one or more products you really like – ones that you could get excited about representing. I've met more than one person who tried to sell something "just for the money" and sooner or later they fell flat on their face. Enthusiasm sells! And don't forget to check out the company to be sure they come across as honest, ethical and fair.
2. Find one or more causes that you can get passionate about. Passion is the greatest internal motivator you will ever find, and internal motivation cannot be replaced with anything external. Don't be afraid to spend some time with a non-profit you are thinking about working with – you will gain some great insights into their services, and into yourself.
3. Joining a direct sales team can be one of the most fun, exciting and fulfilling things you will ever do, but only if you pick a team that feels good to you. Every team has its' own culture, ideas and ways of doing things. Make sure you check out your potential teammates to see if they feel like they are in alignment with you.

## **In Conclusion:**

I hope at the very least this report has expanded your thought processes and allowed you to consider some very new career paths in fundraising and the non-profit sector.

Don't forget, even if you feel you need to grab some immediate, hourly income right now, you could be exploring and starting your efforts as an independent professional fundraiser on a very part-time basis. Our team has put together a variety of ways for people to get started with us, regardless of how much money they have available to get involved with one of our product-partners. (We are working on a number of ways for people to get started with NO out-of-pocket expense!)

The bottom line is, if you have a strong desire to help in the community, make some money (possibly quite a bit of it!) and have a lot of fun, we would like to talk to you right away. We can help you explore a variety of product options and introduce you to some of the causes we are working with.

If you have a cause of your own, let us know. We would be happy to talk to them on your behalf and show them how we could help them raise funds.

If you're not ready to talk, that's fine. You'll continue to receive helpful information, and maybe even some surprise gifts from time to time – just as long as you remain a part of our online community.

## **Wishing You All the Success You Deserve!**

**Don & Sheyenne Kreamer**

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