

**OFFER VS. ASK:
THE NONPROFIT
EXECUTIVE'S SECRET
PLAYBOOK FOR GROWTH
AND SUSTAINABILITY**

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Introduction

What problems couldn't be solved by generating WAY more revenue than you need?

Want more members in your association?

Want more donations?

Want new revenue streams that don't interfere with what you're already doing?

Want it all faster, with less effort, for *free*?

Who was this book written for?

The strategies and resources in this book are geared toward nonprofit executives leading two types of groups. First, we are talking about executives leading professional development, membership groups, or trade associations comprised of at least 100 members who are primarily professional business leaders, managers, consultants, or owners. Second, we are talking about executives leading nonprofit charities generating at least \$1.5 million per year in donations for great causes that make the world better.

For nonprofit executives leading smaller charities or associations, their time is probably best spent on the basics of operations, board development, and clarifying their vision. They aren't yet ready for these strategies.

My Invitation

For the nonprofit executives who make the time to read every page, learn the strategies, and use the “done-for-you” marketing materials provided, you’ll also discover access to unexpected financial support.

We are proud to have created a concept, execution plan (including “done-for-you” marketing materials), and the kind of financial support you will need to perpetuate continual improvement automatically.

What you are about to read is different, but it is not difficult.

If you don’t move this system (concept, promotional materials, financial support) to the top of your priority list right away, we failed to showcase the step-by-step process we intended to create. That’s our fault, not yours, and here’s what we’re willing to do to fix it.

If you read every page and there is something you don’t understand, you have not only my permission but my encouragement to reach out to me directly. You’re doing important work. We want to help you help others. Let’s go!

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Chapter 1:

Zig's Hypothesis

One of my favorite authors as an early career professional was Zig Ziglar. He said, "You can have everything you want in life if you will just help others get what they want." The tools, strategies, and free resources to help you achieve your revenue generation and fundraising goals are being offered to you in this book as a means of testing Ziglar's hypothesis.

We don't believe that earning a good living, serving others, and helping those in need are mutually exclusive activities. We feel we have created an alternative revenue generation strategy (as well as the tools and resources needed to execute it.) And we are excited to share it with you.

If sustainability and maybe even growth are the focus of your work within your nonprofit, I'm not saying fundraising is everything. But it ranks up there close to oxygen.

If new member acquisition and existing member retention are the focus of your work within your association, I'm not saying those two things are everything. But they rank close to oxygen, too. The acquisition of additional revenue streams are also essential to a successful nonprofit.

We are proposing an idea that solves fundraising and membership problems for you while helping your donors and/or members solve their perpetual business problems

related to employee selection, engagement, and retention.

David vs. Goliath

I also believe that traditional fundraising strategies take too long and require too much manpower, talent, money, and luck. A small percentage of nonprofits acquire the most grants and biggest donations. When it comes to traditional fundraising approaches, it is not a level playing field. The deck is stacked against everyone else except those giants at the top of the fundraising pyramid.

Unless you have unlimited time, manpower, talent, funds, connections, and a compelling, gut-wrenching story about your cause that spreads like wildfire all by itself, traditional fundraising approaches will likely leave you exhausted, sad, and discouraged.

I also believe that most membership recruiting and retention strategies are worn out, tired, and don't move the needle much, if any.

If your nonprofit is dependent on membership dues more than donations, you know it is getting harder for some potential and current members to justify the expenses and time required to be a part of your organization. Ideally, they need a substantial ROI for the dollars and time they invest in your organization. And that is where far too many membership organizations have traditionally come up short. But that is about to change. And we are willing to help you

change it for free.

The same old stuff that helped you get members in the past and keep them longer may not cut it much longer if they're even still cutting it at all.

If you've got some good things going for you, thick skin, and a relentless work ethic, you can fight that uphill battle and even gain some ground. But, for most nonprofit, membership-based organizations, "getting by" falls far short of achieving the bigger goals of the organization.

When it comes to fundraising, there is a better way for everyone outside the top 5-7% of nonprofits. They get the lion's share of available dollars, and everyone else gets the leftover scraps.

Maybe you feel like you've been doing your best. And your best hasn't been good enough. It's not your fault. There simply wasn't a better way until now.

It was possible for David to beat Goliath with a slingshot. It is also possible for you to achieve results similar to giants in the nonprofit fundraising and membership-based association arena with the ideas, strategies, and free resources contained in this book. That's why we wrote it, and we hope you put it all to good use.

What's Your Plan?

Allen Minster co-authored my first book, "Sales Utopia:

How to Get the Right People Doing the Right Things, Enough Times.” He was an expert in marketing strategy and sales force automation. He built a career teaching world-class organizations with his visionary leadership and was truly ahead of his time.

In most sales organizations he worked with, there was always “that guy” who said some version of the old cliché, “Plan your work and work your plan.” Allen’s follow-up question was always, “What’s the plan?”

Putting together a list of targets and making a bunch of calls isn’t a plan. It’s not a good one, anyway.

Quite a few sales executives would go on to describe their philosophy and strategy. And it usually went something like this: They ranked their prospects by revenue potential in categories from A to E. Prospects in category A could write the biggest checks. Prospects in category B wrote smaller checks, and so forth, down to category E where they wrote the smallest checks.

They told their reps to target A prospects first, B prospects second, and with whatever time or resources they had left over target categories C to E. After all, it takes just as much time to make a presentation and ask for an order from someone who can write a big check as it does to someone who can only write smaller checks.

Lots of nonprofits and membership associations think the

same way. They want to be in front of the big fish, who can write big donation checks all the time. Membership organizations want to be in front of people who represent large numbers of current or potential members, people who can buy advertising, and people who want to sponsor their events.

There are a couple of problems with that, though. The big fish know they are the big fish. Access is difficult. Everyone else is calling on them. Decisions take forever. In the sales world, they are the most demanding and difficult to work with. They demand (and often get) special treatment, discounts, and perks, or they will find someone else who will give them what they want.

Allen used to say that if you added up the revenue potential of all the people in the B, C, D, and E categories, it would equal or exceed the revenue potential of those in the A category. People in categories B, C, D, and E are easier to reach, less demanding, more pleasant to work with, and make faster decisions.

If all your fundraising revenues come from one or a few category A “big fish” then what happens when new leadership takes over at one of those companies, policies and priorities change, and they want their investments to go elsewhere? What happens if your organization or somebody representing it says or does something that they don’t agree with, and you get “canceled?” Sometimes, not saying or

doing anything when a category A “big fish” thinks you should have taken a stand can get you canceled!

The ideal solution is not a choice between “big fish” and everyone else. It is attracting *all* of them and doing so in a way that is not limited by your marketing budget, size of your staff, talent of your staff, connections, and story! There is always a competitor going after the same funds you are, from the same prospects with *more* budget, time, talent, staff, connections, and maybe even a more tear-jerking story than yours.

Professional or Professional Visitor?

Allen Minster taught me another lesson. He drew it out on a napkin at an Applebee’s, and I never forgot the conversation.

He said that salespeople are always ready to sell, just like fundraisers are always willing to take donations and membership directors are always willing to collect dues, advertising, and event sponsorships.

Prospects, however, aren’t always ready to bite. More specifically, donors aren’t always ready to give, and people aren’t always ready to join an association, invest their advertising dollars, or sponsor events.

Using a traditional approach, the challenge then, as it is now, is to create top-of-the-mind awareness and be in front of highly qualified and interested targets when *they* are ready to take action. The problem is you don’t know when that is.

Most people don't understand the difference between traditional sales and marketing. Allen explained that marketing is like planting a crop in the springtime, putting healthy seeds in fertile soil, pulling the weeds, watering the fields regularly, and giving everything time to grow.

Sales, he explained, is the harvest. Unfortunately, too many salespeople are trying to harvest where no crops have been planted. No awareness exists. No emotional connection exists. Or worse, reps miss the rewards where crops *have* been planted and nurtured when someone else comes along and reaps the rewards of their previous efforts because they didn't follow through or gave up too soon.

Using a traditional approach, Allen said the first thing sales-driven (or fundraising-focused) organizations should do is build a database of highly qualified prospects. In Allen's world, he defined "qualified" as someone who had a need, could make a decision, and write a check. If someone met those three criteria, they were considered highly "qualified" prospects.

The second thing sales-driven, fundraising, or membership-focused organizations need to do is determine how interested their targets are in doing business (making a donation or joining your association.) People who are highly qualified *and* highly interested in what you're doing will make a decision immediately.

Those who are qualified but aren't yet interested require what Allen refers to as "nurture marketing." It consists of an ongoing series of calls, letters, emails, lunches, and meetings over a period of months or even years that are designed to increase the interest and engagement of highly qualified prospects consistently.

I *do* mean to be blunt here. If you or those in charge of your fundraising and/or membership drives are investing significant time, a non-renewable resource, on targets who aren't *both* highly qualified *and* highly interested, you are *not* a revenue generator. You are a professional visitor.

The One Thing

After graduating college, I found myself at the U.S. Army Engineer School for the Officer Basic Training Course at Ft. Leonard Wood, Missouri. Many of the other officers going through the training with me were graduates of the United States Military Academy, most often referred to as West Point.

As part of their physical education curriculum, they had to take boxing. They were all taught the basics of boxing. They learned footwork. They learned head movement. They learned how to block punches and throw them effectively.

This wasn't just another academic class. They learned to hit, get hit, and keep moving forward. They had knowledgeable and experienced coaches. And there was a lot to learn. Some

learned and executed the techniques better than others, and it was on display for all to see whenever they had to compete.

I remember the West Point guys talking about it one day. They kept talking about one guy. They said his footwork was terrible. His head movement, blocking skills, and general defensive skills were a joke. He frustrated the instructors, who said he never listened and wasn't coachable.

But he didn't have to be. He was the most feared cadet in his weight class. Why? It was because he was so powerful and could hit so hard he knocked everyone out. He stalked his prey, absorbed punches, and waited for his window of opportunity to deliver the knockout blow. And he did, every single time.

There were plenty of guys with better skills, more speed, better timing, and better technique. Those guys did what the coaches told them to do. It was futile, and none of it mattered against this guy. He didn't try to be like everyone else. He doubled down on what made him special and didn't worry at all about the skills he didn't have.

What does this have to do with you and fundraising, membership recruitment, or membership retention? Maybe everything.

You are competing to achieve specific outcomes, and maybe you don't have the connections, sales skills, marketing skills, media skills, money, time, support staff, or tear-jerking

stories that others have, and that is OK. You won't need any of that if *you* can discover *your* special “knockout” punch.

Our goal is to reward every one of you who read this entire book with a “knockout punch” you can use right away to get more donations and/or more members faster, for *free*.

The “knockout punch” is an irresistible value proposition. We will give you one and walk you through all the “done-for-you” marketing templates and resources available to help you deliver it.

Once you have your knockout power, we encourage you to use it to acquire the resources you've always wanted (money, staff, technology, etc.) and embrace the best practices of traditional charitable fundraising and membership recruitment.

Having a knockout punch, access to traditional resources, and a firm grasp of how traditional best practices can be used together, makes the whole of your strategy exponentially greater than the sum of the parts. The good news is that you can have it all. You are not faced with mutually exclusive choices.

While the discovery and creation of the “knockout punch” (irresistible value proposition) we will be sharing with you evolved from a fundraising endeavor, the end result can be applied to both fundraising and membership-focused organizations.

Chapter 2:

The Origin Story: A Class Project

My son Clayton was doing an internship with my management consulting company and taking business classes while he finished up his last year of eligibility as a distance runner for Wichita State University.

In his internship, Clayton learned how the products, services, and training my company (See www.WorkforceAlchemy.com) provided helped employers solve all kinds of “people” problems. He learned how pre-employment testing, when done correctly, helped employers reduce turnover, cut labor costs, reduce employee theft, minimize work comp costs, reduce risks of employment lawsuits, increase sales, and more!

He knew our tools and strategies were effective because, growing up, he had seen many of my ideas featured in *Selling Power*, *Entrepreneur*, and the *New York Times*. He knew that several of my books, like *People Matter Most* and *Inclusive Leadership*, were No. 1 bestsellers on Amazon.com, and our client list included some of America’s largest and most admired companies.

His class project was about teamwork. He and two other student-athletes had to devise and execute a project.

The project assigned to them was a fundraiser, and the

beneficiary was a nonprofit foundation supporting the track and field team at his university, something he and the others in his assigned project group cared about deeply.

Clayton and the guys on his project team had no database, no marketing materials, limited contacts, almost no spare time, and practically zero experience. To make matters worse, Clayton tends to be a bit more on the introverted side, so meeting and introducing himself to a bunch of strangers and asking them for donations was way outside of his initial comfort zone.

Clayton and his project teammates learned, up close and personal, about the challenges related to donor access, donor fatigue, and competition from causes deemed more important in the eyes of their potential donors. Clayton felt frustrated, dejected, and discouraged. It was all so new to him.

Tim Ferriss, author of the books, *Four Hour Work Week* and *Tools of the Titans* encourages readers to evaluate their circumstances and, take notice of things that aren't working and consider doing the opposite. Clay realized that he and his project teammates were doing the same things all the other charities were doing, only worse. They were asking for donations in exchange for short-lived, warm-fuzzy feelings and tax deductions.

Ask vs. Offer

Professional fundraisers know how to put together “the ask”

(for donations) targeted at potential donors. Membership organizations know how to structure “the ask” (to join) based on value, targeted at potential members as well.

These professionals know when, where, and how to make it too. They know how to network, build relationships, do research, utilize their resources, and compete for available charitable dollars and membership dues.

Regarding his fundraiser, I asked Clayton, “What’s the opposite of what everyone else is doing?” The answer was obvious. For all the other charities, the focus of their efforts was “old school” and almost entirely focused on “the ask” instead of somewhere else their efforts could be. I’m talking about the exact opposite: an *offer*!

Colonel Broughton

More than 30 years ago, when I was a brand-new 2nd Lieutenant in the Missouri Army National Guard, I had a conversation with Colonel Calvin Broughton. It was about the four ways of getting things accomplished. Col. Broughton pulled me into his office and grabbed a paper and a pen. He then drew a matrix consisting of two columns and two rows by drawing one big square, with a line going right through the middle from top to bottom and another going through the middle from left to right, to create four smaller squares.

	WRONG	RIGHT
EASY		"The Offer"
HARD		"The Ask"

Col. Broughton told me there was a wrong way to do things and a right way to do things. Then he labeled the first column “wrong” and the second column “right.”

After that, he told me there were hard ways to do things and easy ways to do things. Then he labeled the top row “easy” and the bottom row “hard.”

The Colonel pointed out the box where the row he labeled as “hard” intersected with the column he labeled as “wrong” and told me to avoid spending my time there at all costs because there is usually tons of work there, and in the end, it is not going to pay off.

He also pointed at the box labeled “easy” and “wrong.” There is an upside to failing fast, even though it still means failing.

Then, he pointed at the box labeled “hard” and “right.”

“That’s a tough way to lead because it’s resource-intensive, and it wears out your soldiers, even if you accomplish your mission,” he said.

Finally, Colonel Broughton pointed to the box where the row he labeled as “easy” intersected with the column he labeled “right.” I smiled because I knew that’s where the Colonel wanted me to spend my time. This is where we want to help you spend your time, too.

As you explore the content of this book, you’ll soon realize that the “offer” (when done correctly) is the “easy” and “right” way to make rapid progress toward your goals. You are also likely to discover that the “ask” (when done correctly) is the “hard” and “right” way to make progress toward your goals. They both work. One way is just harder and takes longer than the other. But they are not mutually exclusive approaches. Ideally, you can and should use both.

The Offer (The New “Easy Right” Approach)

Instead of approaching donors looking to get something from them, what if you could approach them with an irresistible offer and *give* something valuable to them instead?

What are the two biggest differences between an ask and an offer? I believe it is participation rates and unpaid promotion. Consider this.

If I walked down the street and asked ten people for \$1,000, I would very likely get told to kick rocks, pound sand, and

get lost. It is very likely the participation rate in that little experiment would be zero.

Conversely, if I walked down the street and was giving away \$1,000 to anybody walking by, I would hope they would all say thank you, and I'd expect a participation rate of 100%.

Following the same example, when asking people for \$1,000, I would not expect any of them to encourage others to talk to me. In fact, I would expect them to tell others to avoid the weirdo asking for \$1,000.

Conversely, if I was giving away \$1,000 to people on the street, you can pretty much bet that those people receiving it would tell others, and it would only be a matter of time until I had a mob of people all wanting to get some free money as well before it all ran out.

That is the difference between an ask and an offer. And it is a big one.

The Ask (The “Old-School / Hard Right” Approach)

Some nonprofit executives are sitting at the top of the pyramid already, proudly “old school” and less likely to try new things. They don't mind hard work; they have extra time and plenty of resources. What they've done in the past continues to work, and they are just looking for some small adjustments or slight improvements that might make things

a little better. That or they're just trying to avoid any major mistakes.

If you or your predecessors have already done the mountain of work required over many years to put your organization in this position, then here are some basics to review and consider to keep things running smoothly. If you want to target businesses (and business leaders), then here is a checklist of “must-dos” for your consideration.

If you're still building your organization, then the “traditional” route (when done correctly) will require a ton of work, lots of expense, and likely take many years. And that's exactly why we refer to it as the “hard” and “right” approach, as Col. Broughton described.

When it comes to “asks” and “old school ’ fundraising, make sure you:

- **Do Your Homework.** Have you done your research and targeted businesses and people who've demonstrated interest in your cause or shown a history of supporting similar causes?
- **Create a Captivating Story.** Have you developed a story capable of creating an emotional connection to your mission? Is it easy to share? Do people go out of their way to spread your story?
- **Make Donors Look Good.** Businesses want to be noticed and seen doing good things. Do you offer a

variety of ways for them to gain positive attention through things like event sponsorships, logo placements, or speaking opportunities?

- **Connect Personally.** Are you and other leaders in your organization meeting one-on-one with past, present, and potential donors? Are you building genuine, *personal* relationships, attending business events, joining groups, and networking? Are you staying in contact with these people or only reaching out to them when you want or need something from them?
- **Deliver Proof and Showcase Outcomes.** Are you sharing your success stories, data, and other proof that donors are creating a positive impact?
- **Establish Corporate Partnerships.** Are you giving businesses and the people who lead them additional ways to support you, or are you limiting the options to financial contributions? Or have you considered offering things like volunteer opportunities for their employees?
- **Open Your Books.** If you're doing good things, don't be afraid to show it. Are you giving donors the chance to see how their funds are used? Are donors getting regular updates that describe the impact of their contributions?
- **Leverage Your Network.** Are members of your inner circle and existing business network influencing their peers to support your mission as well?
- **Express Appreciation.** Do you and your staff take the

time to recognize donors and say thank you? Do you do it consistently, promptly, and sincerely?

- **Accept Feedback.** Some donors may be hesitant. Do you know why? Do you welcome feedback and apply it, or do you ignore it?
- **Customize Your Approach.** Are you tailoring your approach based on who you're speaking to? Or are you going with going with a “one size fits all” approach?
- **Provide Options.** Different donors have different thresholds for giving. Are you creating a variety of donor options so all (small, medium, and large) donations are welcomed and encouraged?
- **Respect Donor Time.** Are you prepared, on time, and respectful of donor time?

When it comes to “Asks” and traditional membership recruiting/retention efforts for your association, make sure you...

- **Create a Value Proposition.** Are you clearly defining and communicating the benefits of membership? Are you mentioning educational benefits, networking opportunities, and advocacy?
- **Provide Networking Events.** Are you organizing regular online and in-person events, workshops, and seminars? Are you bringing current and potential members together so they can experience value on a frequent basis?

- **Engage Industry Experts.** Are you inviting and involving respected and recognized industry experts as advocates, guest speakers, or educational resources?
- **Leverage Existing Members.** Have you implemented a referral program to encourage existing members to introduce potential members?
- **Multi-Channel Marketing.** Are you using a wide variety of digital channels and social media platforms as well as traditional platforms, such as newsletters and industry publications, to promote your association and its benefits?
- **Onboard Effectively.** Members can't value benefits they don't know about. Have you ensured they understand all the benefits that are available to them and how to access them?
- **Increase Value.** Are you regularly assessing and working to improve member benefits?
- **Gather and Implement Feedback.** Are you inviting members to give you feedback and ideas for improvement? Are you ignoring them or listening to their ideas and implementing them?
- **Engage Personally.** Do you reach out to members individually to better understand their concerns and identify any potential reasons they might not want to be a member?
- **Offer Exclusive Content.** Do you offer members special, exclusive access to content, training, data, or

other insights that add value to their membership that they couldn't get elsewhere?

- **Offer Affinity Programs.** Do you partner with businesses to offer member-exclusive discounts that add value to their membership?
- **Remain Transparent.** Are you open about where and how dues and other forms of revenue are utilized by your association?
- **Deliver on Promises.** Failing to deliver on promises can devastate trust and the credibility of your organization. Are you providing the benefits, events, or content you promised?

Obstacle or Opportunity?

When I started my first professional sales role, I had an executive tell me the story of a shoe company in England that needed a way to reverse the downward sales trends they saw on the horizon. They decided to send two reps to Africa to have them check things out, get a feel for the market, and provide an evaluation of the potential.

The first rep reported that there was no market potential. Why? He said it was because nobody wore shoes there.

The second rep reported that there was *tremendous* market potential. Why? He gave the same reason. He said it was because nobody wore shoes there. Where one rep saw a big waste of time, the other saw an opportunity.

When I look at the statistics of charitable giving, it becomes clear that charities are not getting anywhere near as much from businesses (especially small ones) as they are from individuals and grants. So, is it a big waste of time to target businesses, or is it an opportunity?

Going where your competition *isn't* has been a proven, time-tested, and effective business strategy. So, if everyone else is going after individual donors and grants, maybe you should consider doing the opposite. If everyone else was mainly going after the “big fish” and A-level donors who could write the biggest checks, maybe you should consider going after everyone else.

Where other charities seeking donations see a waste of time, you might find the greatest opportunities. Depending on your approach, maybe going to small and medium businesses is where the potential for the most and biggest wins exist.

Because businesses were open when Clayton and the guys on his fundraising team weren't in class or at practice, they figured they should reach out to business owners.

Offers are usually *way* more powerful than “asks” if the offer is for something the potential recipients want, need, and value.

What does *every* business want? What does *every* business need?

I wanted to give Clayton and his team a way to provide value

to businesses that supported them that would *greatly* exceed the value of anything those businesses contributed. It had to be a win-win for everyone involved.

I wanted to help Clayton structure an offer so powerful that *anyone*, even introverts and extremely busy people like them, could get donors easily *and* get their *donors to refer other donors*.

And to top it all off, since most fundraisers require annual drives, new events, and lots of time and manpower to pull off, I wanted to help structure their fundraising project in a way that would provide continual, ongoing savings for donors and future revenue infusions for their cause as well.

\$50 for \$100

If I asked you for \$50 and you were broke and had no money, would you be able to give it to me? It wouldn't matter how good my "ask" was. It wouldn't matter what good things I needed it for. It wouldn't matter how good our relationship was or how amazing my presentation skills were either. If you don't have the money, you simply cannot give that which you do not have.

But what if I gave you \$100 and then asked you for \$50 in return? Could you do that? The answer is yes, every single time. What if I agreed to give you \$100 over and over again as long as you agreed to give me \$50 back each time? You'd do that deal every chance you got, wouldn't you?

What if, as a matter of strategy, there was a way to give businesses additional revenue and/or savings they wouldn't have gotten otherwise? Do you think it would make it easier to get a fraction of that back in donations if you could do that for them? Do you think they would be more inclined to join your organization or become a member?

Other nonprofits are competing for a share of existing funds from businesses. The opposite approach is to help donors, potential members, or current members of your association save and/or create additional funds they wouldn't have gotten otherwise. That is how you create a new stream of revenue where one did not exist in the past. When donations to your cause or dues-related revenue get tied to savings and captured opportunities you helped generate, this strategy can produce ongoing revenue, goodwill, and word-of-mouth promotion for years.

Ideally, Clayton and his fundraising team needed something so cool that their *donors* might become the kind of evangelists that would inspire other business owners and managers to seek them out and donate as well without even being asked.

They sought to create a *new* and completely different way to *earn* the support of local businesses by *giving* value that greatly exceeded anything they would ever ask for in return. Instead of picking the “least bad” choice from the “usual”

fundraising options or trying to figure out ways to improve all the things wrong with them, we decided to scrap it all, start from scratch, and rewrite the rules of fundraising at least as it related to the parts that frustrated Clayton and his team the most. They wanted to create a win-win for everyone involved.

Chapter 3:

The Fundraising Manifesto: The Guiding Principles of Success

(Note: This chapter is focused primarily on fundraising. If you are part of a membership organization focused on getting new members, retaining existing members, and generating additional streams of non-dues revenue, feel free to skip ahead to the next chapter.)

What if all the things about fundraising that you hated went away, and you could generate more funds faster, with less work, and you and your fundraising teams didn't have to guilt people into paying ridiculously inflated prices for stuff they usually don't want or need?

I remember my first fundraiser as a kid. It was for our school. I was probably about third grade.

I was so awkward, and it felt so weird. What made matters worse, at least from my perspective, was that my parents insisted that I walk in and introduce myself to the branch manager of the local bank in Crystal City, Missouri, a town of about 3,000 people about 30 miles south of St. Louis, where I grew up. My parents told me to explain that I was selling chocolate bars to raise funds for our school and ask his permission to stand on the sidewalk in front of the bank entrance on Friday afternoons when everyone would be

getting off work and coming in to cash their paychecks.

The bank manager was an older gentleman with gray hair, a blue sportscoat and a tie. His name was Al Hume, and I remember him peering over the top of his black reading glasses whenever he was talking to me. He said it was OK, so I did it on Friday afternoons for several weeks.

While my parents sat in the car in the parking lot, supervising from a safe distance, I got my first taste of fundraising. I knew it was for a good cause, so I did it, but what *didn't* feel good was asking people to buy a candy bar for \$1. Even though I think around 50 cents of each sale went to my school, I knew that these nice people could get a *regular* chocolate bar at *any* local store for about 25 to 50 cents, literally a quarter to a half of what I was asking them to pay. Even at that age, it didn't seem right, and it didn't feel good.

Plus, I assure you that my parents didn't enjoy sitting in the parking lot on Friday afternoons any more than I liked standing in front of the bank talking to strangers and collecting money.

Well, that was over 40 years ago, and people trying to raise funds for good causes are *still* having to offer things other people don't really need or want.

On top of that, many things offered today through fundraisers are still overpriced; everybody knows it, and it still doesn't feel good.

Good people promoting good causes don't like "guilting" people into giving any more than the people giving like being "guilted" into it.

When we set out to create a newer, different, and better approach to fundraising, we wanted to create something that every nonprofit organization willing to talk to businesses could use and execute. We also considered some very important guiding principles that, when built seamlessly into our approach, would maximize the probability of success. Here's what we came up with.

1. It's better to attract donors than pursue them.
2. Getting one charitable contribution is good. Getting ongoing contributions is better. Getting both is the best.
3. Donors shouldn't have to overpay for products or services just because it is for a good cause.
4. Donors shouldn't be sold things they don't want or need just because it is for a good cause.
5. Donors should get more than temporary "warm fuzzies" from their donations, preferably a substantial ROI that makes their lives and/or businesses unquestionably better.
6. Fundraising activities should initiate, strengthen, and perpetuate relationships between donors and recipients.
7. Irresistible value propositions maximize donor participation rates.

8. Irresistible value propositions generate referrals because donors tell others who wouldn't have known otherwise.
9. Irresistible value propositions don't require motivated or skilled fundraisers because they accelerate, amplify, and perpetuate fundraising all by themselves.
10. Some hesitant donors will contribute to avoid feeling guilty once. And, while some donations might be better than nothing, in the long run, it might not be, because those same donors might choose to avoid you in the future.

Attract or Pursue?

Some people think that the success of a fundraiser rests heavily on how aggressively your organization pursues donors. The dirty little secret is that it doesn't have to.

Again, pursuing donors is good. Attracting them is better.

If you offer something *all* your donors (or potential members) want and need, along with a return on investment that gives them *way* more value in return than anything they're being asked to donate, then they will spread the word *for* you.

They won't be able to keep an irresistible value proposition to themselves, especially when it goes to support a good cause. And it makes it easy for the reach of your fundraiser to grow exponentially, organically, and effortlessly.

Upfront and/or Ongoing Donations?

If you have a worthy cause and ask enough people for donations, some will do it. And that is the problem with a good fundraiser because it stops there.

Depending on how your fundraiser is set up, the donors may avoid you the next time. They might literally just stop taking your phone calls and responding to texts because they hate getting hit up for more money. It's called donor fatigue.

Ideally, upfront donations should be a good first, not last, step. One-time donations should be the *beginning*, not the end, of a long-term, win-win relationship between your cause and the donors.

A better fundraising plan is one that enables your cause to receive *ongoing* donations as well. That's especially true if those ongoing donations are only a fraction of the additional savings and value you bring to donors *that they wouldn't have gotten otherwise*. This is particularly true when seeking out businesses as donors and sponsors.

The best fundraisers are designed to generate up-front contributions in the short term AND some additional, ongoing, residual bursts of revenue in the future. It's best done in a way that strengthens relationships and keeps communication lines open. It rewards donors with savings and value that greatly exceeds anything they contribute so they feel good about it, keep doing it, and tell others to do

the same by supporting your cause as well.

Price and Practicality: Products and Services Tied to Fundraising?

Why do discount stores exist? Lots of people like to save money and will go out of their way and take extra time to avoid wasting their hard-earned dollars. When people buy something to support a charity (knowing that some of the funds go to a good cause), it takes some of the sting of paying higher prices away, but not all of it.

When you implement a fundraising strategy that doesn't require donors to pay a premium and overpay for a comparable product or service they could get easily elsewhere; it can generate a tremendous advantage. Plus, people love to tell others about deals, and that's a good thing, especially if it generates additional "word of mouth" promotion of your cause and attracts more donors.

When people feel like they have been taken advantage of, they tend to keep their mouths shut. Or, if they do speak of it, it's not positive, and that's *not* the kind of "word of mouth" your charity will want to see spreading!

When it comes to practicality, have you ever had a pushy salesperson try to sell you something you didn't want? It's not fun, is it? They tell you about all the features and benefits. They tell you what a great deal it is. And you still don't want it. It often makes things awkward and unpleasant

and might even make you mad.

Some people will support your cause and are glad to give you money. Others might justify it because they got a product or service they wanted or needed in return.

But everyone else may not react positively when the justification for a donation is tied to products or services they don't want or need. And it won't likely matter how much you push the features and benefits of those items.

Your Story May NOT be Enough

If the success of your fundraising effort is primarily tied to invoking sympathy for those you serve, your story may not be enough to earn the support of all the donors you need.

A good story is a great start. But there needs to be more.

There are a gazillion worthy causes out there. For example, if you approach a potential donor and they say they only support starving, homeless orphans in Africa, how are you going to top that? Nobody wants to take food, clothes, or shelter away from innocent, helpless children.

Sure, you might be able to get some people to donate because your cause is worthy, too. And that's a *good* thing. But there's an easier way to attract *more* contributions and bigger contributions faster *if* you have just one thing attached to your fundraising efforts.

Again, it's an irresistible value proposition to donors. This is

especially true if your ideal donors are business owners and you have something that can help their business.

If you talk to most business owners, especially entrepreneurs, they often refer to their businesses as their babies. It's personal to them, and there are very few things they take more pride in or care about than themselves and/or their businesses.

And, while starving, homeless orphans in Africa might be a cause business owners care about, rest assured that "their baby" (i.e., their business) is priority No. 1! If they don't take care of, nurture, and grow "their baby," then they won't have the resources to contribute to the other causes they care about. If their business does better, they can be even more charitable to other causes they care about, not less.

If you want long-term, win-win relationships with your donors, especially those who own businesses, then it's important they get value that greatly exceeds their contributions instead of the other way around.

The secret is figuring out how to tap into their desire to support their baby *and* raise money for your cause automatically. When you do that, the degree, if any, that they care about your cause becomes secondary to the fact that your offering is helping *their* favorite cause, which is their business.

What if your donor pool was no longer limited to the people who liked or cared about your cause? What if you no longer

had to compete with other worthwhile causes to earn your share of potential donor gifts? What if you didn't even have to TRY to convince them that your cause was as good or better than any of their other choices? Imagine how many more donors you could get!

When you offer an irresistible value proposition attached to your fundraiser, and you give their business so much value that it exceeds whatever they're being asked to contribute, like an exponential ROI, you win, and so do they.

Big Fish and/or Little Fish?

If your main fundraising strategy is asking a bunch of rich people for big checks, assuming you will always have access to them, it might be a good plan. But that's the problem. It's a good plan, not a great one, and here's why.

What would happen if the rich people you counted on in the past found other causes they cared about more? What if they got hit by economic downturns or simply got mad because they didn't like or agree with something someone in your organization said, did, or DIDN'T do?

A great fundraising strategy isn't dependent on the whims, support, and handouts of a few rich people. Instead, it spreads the risk by attracting a much larger number of smaller donors.

The smaller donors can always become larger donors. They are easier to gain access to. There are many more of them. There is less competition from other good causes trying to

earn their financial support.

One hundred \$1,000 donations are the same as getting a single check for \$100,000. And why can't you have it all? Why not go after the big fish and the little ones, too?

The answer is you can *if* you have a way of attracting and engaging smaller donors who wouldn't have donated otherwise with an irresistible value proposition they can't pass up.

Donor Access and Generosity

What if ongoing donations to your cause weren't limited and dependent upon your donor access?

The more your irresistible value proposition helps business owners, the more they spread the word to other business owners. They can't keep it a secret, and that means you can attract even more donors effortlessly. You earn access to potential donors you wouldn't have otherwise.

What if ongoing donations to your cause weren't dependent upon donor generosity? What if you didn't have the risk of donations coming to a grinding halt because of downturns in the economy, an unpopular political stance, or donor fatigue? Instead, what if financial support was simply a fraction of the ongoing savings you helped businesses generate that they wouldn't have gotten otherwise?

Imagine. What if there were no more asking for donations? It would be a total set-it-and-forget-it fundraising system. The

more you helped businesses save, the more you would earn for your cause.

Sales Skills Aren't Required

Some people think that the success of a fundraiser primarily depends on the selling skills of the people out doing the fundraising. And that's not entirely true. There is something else that might be even more important than "the ask," and that is the offer!

Just like you don't have to be a good salesperson to offer food to people who are hungry or water to people suffering from dehydration, when donors get value in return that is 5, 10, or 100 times greater than anything they contribute, then success doesn't have to be fully dependent on sales skills because the offer is almost impossible for them to resist.

Then, you don't have to worry about the selling skills or conversion rates of the people doing the fundraising because you are offering something everyone wants and needs, and the price is not an objection.

Chapter 4:

Necessity is the Mother of Invention - Creating the Offers

There's an old saying that "necessity is the mother of invention," and Clayton was under pressure to do a good job as an intern with my business consulting company (see WorkforceAlchemy.com), do well on his class project, make good grades in other classes and perform well as a collegiate runner too.

So, we sat down and created a concept in alignment with our "Fundraising Manifesto."

We also took into consideration what Tom Hopkins, a famous sales trainer and author I was exposed to early in my career, called the "puppy dog" close. The close worked like this. It was a "try it before you buy it approach" that pet stores used to find more families for their pets faster.

Here's how it worked. Let's say a family found a puppy they liked; the store would simply say take it home, and if you decide you don't want it, bring it back. Well, the store knew that the families would bond with the puppy overnight, feel attachment, and decide to keep it far more often than not. Feeling what it was like to own a puppy and experiencing the joy firsthand was one of the most effective ways pet store owners could unite families with new puppies.

We created a fundraising/revenue growth structure that would allow my company (WorkforceAlchemy.com) to “puppy dog close” new customers by giving them the ability to experience results in advance (using our proprietary training and assessment tools) and simultaneously generate improvements in donations, membership acquisition, membership retention and non-dues related revenue for nonprofits and trade associations.

Sure, I could have chosen to hire more salespeople and spent more money on advertising. I could have marketed the WorkforceAlchemy.com offering to end users directly.

Instead, we chose to create a way to redirect those same business development dollars toward supporting nonprofits and associations. We felt those organizations and causes could put the same dollars from our sales and marketing budget to better use, minimize duplication of their efforts, and better preserve the limited resources they had.

If there’s a cause you care about and you’re looking for a way to raise money, add new members, or retain existing members, with fewer hassles, in a fraction of the time, then I have a secret to share with you and an offer you might not want to refuse.

Other than supporting a great cause, wouldn’t you agree that most of what’s involved in fundraising sucks? The same goes for membership recruitment. I suspect that you know

exactly what I'm referring to.

What you don't know, and it's not your fault because it didn't exist until now, is that instead of trying to fix things about fundraising and membership recruitment that suck, there is a completely new, totally different, and better approach.

However, it is really designed for causes that rely on (or want to rely more heavily upon) contributions from businesses and membership organizations (like chambers of commerce and trade associations) that target businesses for acquiring members. Regardless of whether you've successfully approached businesses for support in the past, I'm about to offer you a new strategy, remarkable tools, and unique resources for your consideration. You can be the judge for yourself.

This new approach to fundraising is geared toward getting higher percentages of participation upfront as well as ongoing contributions to your cause, specifically from businesses. It can be done without the need for annually recurring events, drives, or having to nag people every year to renew pledge commitments. It's also geared toward making it extremely difficult for people who work for businesses served by relevant trade associations like yours, perhaps, to say no to joining or letting their current memberships lapse.

If you do it right, you might be able to create a line of business owners and executives who want to support you and/or become members without having to make more

phone calls, see more people, text, and email what seems like everyone multiple times. You know the drill.

Why? It's because supporting your worthy cause, joining your organization, and making their businesses better don't have to be mutually exclusive choices. Here's how.

The Blueprint of the Perfect Fundraiser:

(Note - Feel free to skip the following two examples if you are involved in a membership-driven organization.)*

Apparel X / Example #1 - An Easy Way to Earn One-time Donations

Let's pretend a well-known national company that had high quality, fashionable, and comfortable products everyone wanted or needed, like Nike, Adidas, or Under Armour, for example, came along and said they wanted to promote their brand and new product lines to the public in a socially responsible and charitable way. They also wanted to help you raise funds for your cause.

Let's call it this company Apparel X and pretend they offered to give a \$1,000 gift certificate to every donor who made a minimum financial or in-kind donation of \$100 to your cause. Donors could spend the Apparel X \$1000 gift certificate on whatever they wanted, like shoes or other fine apparel available in Apparel X's online store.

I bet \$1,000 gift certificates in exchange for \$100 donations

would mean almost every person who heard about it would say yes, and they would tell others about your fundraiser, too. I mean, why wouldn't they do it and tell everyone else they knew about it? Talk about an irresistible offer! It would be a no-brainer, right?

Think of all the \$100 donations you'd collect!

Apparel X Example #2 - An Easy Way to Earn Future Donations

What if Apparel X didn't stop there, and all those up-front, one-time \$100 donations were just the tip of the iceberg? What if there was another long-term residual income stream your cause could tap into effortlessly, as well?

Imagine then if Apparel X said to all your donors that once they used up their initial \$1,000 gift certificate, they could get an additional 20% off on future orders from the same online store. And 20% of their purchases would go toward your charity for at least two more years. That would mean you would secure a generous percentage of Apparel X's online sales to your donors. That's additional revenue for your cause, raised effortlessly, continuing on for years to come.

If you put it all together, it wouldn't take a bunch of time or manpower on your part to give away \$1,000 gift cards and cash checks. Apparel X would be supplying the cards as well as the merchandise and doing all the work. If there were a better fundraising idea out there, I'd like to see it.

Well, I haven't seen it, so we created one, and it works almost the same way, except there is no need to pretend. This fundraising concept is real. Here's how it works.

The Perfect Fundraiser and Irresistible Value Proposition

My company (see WorkforceAlchemy.com) has a proprietary, web-based, pre-employment testing system called the Hiring Suite, which was created by a famous industrial psychologist, Neal Johnston. It is kind of like offering businesses access to a psychologist on a computer, and it prints reports, which work kind of like a CarFax on job applicants.

What's the No. 1 secret to hiring the best people and avoiding the worst? I know a "Hire & Hope" strategy isn't the secret, but there are a whole bunch of companies that do just that.

Ask any business owner these questions.

- Using your traditional employee selection methods, have you hired good employees?
- Using those same processes, have you hired ones you wish you hadn't?
- What's that taught you about your current selection processes?

Most business owners are quick to admit that what they're doing now doesn't work well on a consistent basis. They

can't predict, with any reasonable degree of certainty, the likelihood that applicants will succeed.

According to a Michigan State University School of Business study I read early in my career on predicting success in the workplace, pre-employment testing was the No. 1 predictor of future success by a 3-to-1 margin over interviews, experience, and education. The key takeaway for me when I first saw the results of that study was this: Companies who don't use pre-employment tests are only getting the leftovers from the others who do.

And, since the people companies hire either solve business problems or create new ones, they can get an advantage over their rivals once they discover the best tools and learn how to use them properly.

People are the key to business success or the reason for their failure. Suppose businesses aren't using every legal opportunity to gather as much job-related information about an applicant as possible. In that case, hiring is like playing "Russian Roulette" without checking every chamber in the weapon first.

The Hiring Suite system, created by Johnston, has assessments that measure the presence or absence of basic skills like problem-solving, math, vocabulary, and spelling skills that are required for the successful performance of almost every job.

Assessments measure the presence and absence of applicant

integrity, work ethic, reliability, and attitudes related to substance abuse. After all, who doesn't want honest, reliable, drug-free employees with a strong work ethic?

It has personality assessments that compare applicants to the demands of the job and their team leaders to minimize productivity killing drama, unnecessary conflict, and employee turnover.

The bottom line is that this system and the assessments included in it help keep employers from making horrible employee selection, development, and promotional decisions. That's why employers want to use it.

Every business wants to hire the best people and keep them as long as possible. Some businesses are good at some of these things, but almost none of them are good at all of them. Every business needs the tools and training necessary to improve in these areas. Every one of them.

Jim Collins, in his bestselling book *Good to Great*, said the most important thing ANY business can do is get the right people on the bus and get them into the right seats. Unfortunately, Collins didn't offer the specific tools or the training businesses needed to do it.

We do.

I knew Clayton wanted to target businesses for his fundraising project, and here's what I decided to do to help him and his fundraising team get more donations. The following

“knockout punch/irresistible value proposition” can also be offered to help you attract and retain more members, as well as donations.

The only difference is that if the goal is fundraising, the offer is for donors. If your goal is membership growth, retention, and non-dues revenue for your association, the offer is for members only!

We wanted to support and reward businesses that supported his charity and do the same for other worthy charities as well. I saw a way to promote my company’s brand and product lines to other businesses in a socially responsible and charitable way. I also wanted to help raise funds for good causes in the future, starting with Clayton’s. Clayton and I put our heads together, and here’s what we came up with to accomplish all of this.

Like the Apparel X example, we created the following offer and wanted to make it an irresistible value proposition.

If businesses make a financial contribution of at least \$100 or an in-kind donation of at least \$100 in value that can be used for a silent auction at a future event, here’s what they’ll get from my company. (Or, if someone joins your association, you could offer the same.)

First, they’ll get unlimited access to the “Assessment Education Series,” which consists of modular, video-based training for their entire management team in which they’ll

learn the secrets of employee selection, development, and retention and the tools needed to implement them. The training is full of street-smart secrets and best practices condensed into roughly 94 minutes.

They'll discover secrets like:

- How to tell when job applicants are lying
- How to get job applicants to admit things they otherwise would have hidden from interviewers
- How to eliminate workplace conflict and drama that makes people hate coming to work
- How to reduce risks of workplace violence and sabotage
- How to reduce risks of employment-related lawsuits

And then there are the bonuses, which alone are worth **at least ten times** and exponentially more than any business is being asked to contribute:

Bonus No. 1

The **“LEARN it to EARN it” Bonus**: For every owner or executive (up to 4) who completes the training within 30 days and becomes a certified “Workforce Alchemist” by passing our Hiring Suite certification test consisting of 30 true or false questions with a score of 80% or better, they'll each earn \$250 worth (up to \$1000 total) of employment assessment testing tools. They can use these tools right away to evaluate potential job applicants, identify the development needs of existing staff, and minimize unnecessary conflict

and/or drama in their workforce.

The value of this bonus is up to ***\$1,000 alone PLUS savings tied to***

- improved productivity/reduced labor costs (which means more work using fewer people)
- reduced turnover/improved retention (which means lower recruiting and training costs)
- reduced employee theft (including both time theft and tangible theft)
- lower workers' compensation costs (from improved safety)
- increased sales and customer retention (coming from improvements in customer experience)

How does a fundraising nonprofit earn revenue? That's easy. The nonprofit organization keeps all the financial and in-kind donations businesses make, plus additional revenue in the future, as part of the revenue-sharing strategies detailed in the following paragraphs.

How does a membership-focused nonprofit association earn revenue? That's easy: they get more new members, create exit barriers to retain existing members, and earn revenue sharing, which will also be detailed in the following paragraphs.

Bonus No. 2

After the business owners and managers use up their initial

free inventory of the skill, attitude, and personality-based pre-employment testing tools, do you think they will go back to a “hire and hope” approach? Or do you think they will continue to utilize the tools and training that helped them hire the best and avoid the worst?

The “Ongoing Savings” Bonus:

After the initial inventory of assessment scoring tools has been used, businesses that support your cause or join your organization qualify for a 20% discount on future orders, which can save them a fortune right now and in the years to come.

How does your nonprofit earn *additional* revenue in the future? That’s also easy. Your nonprofit organization will earn 20% of future orders for two years.

If you’re trying to earn donations, it’s a no-brainer, right? And an offer like this should lend itself to many up-front, one-time donations and new relationships. It’s a win-win for everyone involved.

Once the Hiring Suite assessment system is being used by employers as part of their employee selection process, it is kind of like your nonprofit placing an unmanned toll booth in the HR departments of area businesses. Those participating businesses can generate money to support your mission when job applicants pass through their doors, and those businesses buy assessment tools to evaluate them. Because

of things like promotions, retirements, and business growth, the foot traffic of job applicants coming through businesses is pretty much a constant, and so is the supply of future revenue streams.

For example, let's use easy math and round numbers. If a donor buys \$5,000 worth of pre-employment testing tools from us during the next year, they will save \$1,000, and your cause will also receive \$1,000. You wouldn't have to ask for or offer anything else in return. That's 20% savings for your donors and another 20% in donations earned for your cause.

In summary, once your organization applies and is accepted as a fundraising ally in good standing, then you'll be able to offer this irresistible value proposition as a stand-alone or attach it to any of your current fundraising or membership recruitment efforts. (See the "Non-profit and Association Partners" menu option at WorkforceAlchemy.com.)

That means your nonprofit organization is likely to receive more up-front, one-time donations (or membership sign-ups) in addition to follow-up revenue streams to support your cause in the future.

It would basically be the same setup we imagined for the Apparel X company. Still, instead of offering *individuals* something like shoes and clothes they wanted or needed, we're offering *businesses* products (skill, attitude, and personality-based assessment tests/tools) and training they

all want and need.

Let's recap. In summary, for nonprofits seeking donations, it means:

1. Your organization pays *nothing* for the training, certification testing, and skill, attitude, and personality assessments your donors may receive. You have a "blank check" in the currency of our products you can use to deliver *exceptional* value to your donors they wouldn't get otherwise! Plus, your organization keeps *all* the initial financial contributions and in-kind contributions made by businesses/donors wanting to receive this offer.
2. Your donors receive 20% discounts, and your organization keeps 20% of *all* re-orders for two years.

If you're trying to attract new members, retain the ones you have, and generate non-dues revenue, it's also a no-brainer, right?

If you could offer potential members benefits whose value greatly exceeds dues, why wouldn't they join and tell others to do the same?

If you could offer existing members tangible benefits and savings that greatly exceed their dues, why would they leave?

And, if you could generate a new stream of revenue without interfering with what you're already doing and/or creating

additional work, why wouldn't you?

For example, let's pretend that the annual dues to become a member of your association are \$500 a year. If your association could guarantee acceptance in the Workforce Alchemy Challenge (which you can) and you could provide members with tools worth up to \$1,000 and savings worth exponentially more, it makes it a "no-brainer" decision to join.

Along those same lines, let's pretend a current member has used up their \$1,000 worth of free skill, attitude, and personality-based assessment tools and now relies on them for most, if not all, of their hiring and promotional decisions. If they invested as little as \$5,000 per year on those services moving forward and saved 20% because they qualify for discounted pricing as a member in good standing in your organization, they would save another \$1,000 per year. That's like getting a \$500 membership in your organization for free, *plus* an additional \$500 in savings each year. They would literally be coming out ahead just by continuing to renew their memberships!

And, since your organization can also earn a portion of what your members invest in our Hiring Suite Assessments, that creates an additional "set-it-and-forget-it" system of non-dues related revenue generation for your association. In the above example, your association could earn \$1,000 (*FYI... that's like getting the revenue for two new members in this*

example.) during that same year as part of our revenue sharing component.

Let's recap. In summary, for nonprofit associations focused on membership, it means:

1. Your organization pays *nothing* for the training, certification testing, and skill, attitude, and personality assessments your members may receive. You have a "blank check" in the currency of our products you can use to deliver *exceptional* value to your members they wouldn't get otherwise! It's an irresistible value proposition to maximize new member acquisition as well as renewal rates!
2. Your members may receive 20% discounts as long as they remain members in good standing (which could easily offset their membership dues), *and* your organization keeps 20% of all re-order revenue for two years.

What Makes This Offer Irresistible to Business Owners?

If you owned or managed a business, imagine what would it be worth if you could get something like a CarFax on job applicants? What if you could find out if applicants were honest, reliable, and had a work ethic *before* you hired them? What if you could find out if they had valuable job skills they would need to use every day *before* you spent time and

money training them? What if you could find out if their personality matched the job, supervisor, and teammates in the job you were considering them for so you could avoid all the problems that come up when they don't?

The people businesses hire either solve business problems or create more of them. Applicants embellish job applications and lie on resumes all the time. They tell tall tales during interviews, too, and rarely give out the names of references who'll say bad things or verify anything beyond employment dates. Plus, the government restricts the questions business owners and managers can ask, so the deck is really stacked against them. And it's not their fault.

The Hiring Suite pre-employment online testing system is a secret weapon businesses can use to level the playing field. It can help them cut labor costs and get better work accomplished, using fewer people in less time. This system is the next best thing to giving businesses CarFaxes for job applicants and the necessary training on how to use them effectively.

People still take chances on used cars without buying a CarFax, and many of those same people regret it. The ones who do use CarFaxes at least know what they're getting and make informed choices, just like we want our clients to do when it comes to hiring.

That's why we're willing to give businesses access to our proprietary internet video-based training on the strategies,

tactics, and tools they'll need to get the right people in the right seats the first time and keep them longer. The training is full of street-smart secrets and best practices condensed into roughly 94 minutes.

Access to expert management training and \$1,000 worth of tools businesses can use right away for a simple donation of \$100 is a no-brainer. Tools and training like this are likely to save even the smallest companies tens of thousands, maybe even hundreds of thousands of dollars or more down the road and years of hard work.

Bonus No. 3: The “Right People in the Right Seats” Project (A Second Irresistible Value Proposition)

Do you want an additional way to re-engage inactive past donors or association members? Instead of asking them for something, which most of them have grown to expect (and which is why they've probably been ducking your calls and ignoring your emails), offer them this. It works to rebuild goodwill, re-open communication channels, and get referrals without even having to ask, even if the businesses you share this with aren't hiring.

Regardless of whether your donors (or members) are hiring or not, what if they had the ability *right now* to make *sure* they had the right people on their buses, the buses, of course, being their businesses? What if they also had the ability to make sure the right people were in the right seats, and

everyone could just get along — with no unnecessary conflict or drama?

What if they had the ability to identify, in very specific terms, what kind of support every current employee needed right then, in terms of people, tools, and training, to go from doing a good job to a great one?

The list of improvements to their businesses and the list of financial rewards that go along with those improvements would be long ones. Imagine every employee improving their performance in every role.

Labor costs would be a fraction of what they are now because they would be getting better quality work accomplished in less time, using fewer people.

And most companies are really screwing this up right now, and it's costing them big time.

A recent Gallup survey of 6,976 adults working for employers revealed that:

- 16.5% of employees are actively disengaged, destructive, hostile, and disruptive, and
- 52% aren't engaged at all, basically checked out, sleepwalking through the day, and doing just enough to avoid being fired.

When you combine those numbers, you realize that average companies have, at best, almost 7 out of 10 employees doing

the bare minimum to keep their jobs and, at worst, sabotaging the company whenever they can get away with it.

Recruiting and training costs drop because they're tied to reductions in employee turnover. Think about it. People aren't in a rush to quit jobs they love.

Risks of workplace violence, bad press, and employment-related lawsuits drop, too, because of reductions in conflict and drama!

And we're just scratching the surface. Here's how it's done.

First, they would need to take inventory of who is on their bus right now. One way to do that is to administer the Personality Plus assessment, which is an assessment available in the Hiring Suite software, which is discussed at length in our training videos, to every employee. There are no right or wrong answers. Nobody can flunk. It's a simple behavioral assessment of 10 personality traits critical to success in almost every position. It will let them know, behaviorally speaking, what every employee brings to the job.

Second, they would need to determine what the seats on the bus look like. One way to do that is to identify at least 10 top performers in a position. Then, our proprietary online system can create custom patterns detailing ranges of behavior that are considered ideal for each role by analyzing the Personality Plus data of the top performers in those roles.

Third, they would need a system that would allow them to compare people against the demands of each role and the people who are leading them. This is important for identifying gaps between what a person brings to the job, behaviorally speaking, and the demands of that job. It makes it easy to identify exactly what kind of support each employee needs to take their job performance to the next level. It is also helpful to identify career paths and succession plans so people don't get promoted into areas that aren't a fit for them in the future either.

Finally, they would need training for supervisors, managers, and executives that taught everyone how to utilize the assessment results to make better decisions faster, both now and in the future.

Normally, the investment for each Personality Plus assessment is \$60 each in large quantities and goes up to \$90 each if purchased in smaller numbers.

Normally, there are also charges for developing custom patterns and account setups.

So, here's the **one-time special offer** and the conditions that are tied to it, along with the details of a **no-risk, better than a money-back guarantee**.

Once owners or senior executives have successfully completed the training modules and become certified "Workforce Alchemists" by passing the Hiring Suite certification test

with a score of 80% or better, their company is qualified for *another* irresistible value proposition that might even be more valuable than the first one.

1. Assessment of every employee using the Personality Plus for only \$30 each. That's at least 50% off, regardless of their business size.
2. Free custom pattern creation for every position where they can provide the names of at least 10 top performers. For positions where they don't have at least 10 top performers, they will still be able to compare the results of employees against the success patterns of 30 different positions common in most businesses created from larger studies.
3. They will get unlimited free use of Team Master reports, discussed at length in the training videos, to compare individuals to supervisors to improve communication, reduce conflict, and maximize productivity. The Team Master combines the Personality Plus data from team members against team leaders. It's like having a psychologist on their computers telling them what they need to know. We've had people tell us that the Team Master reports are worth hundreds of dollars by themselves because of how they've helped the people who use them.
4. Finally, they will get their own password-protected

scoring and administration portal, which will help them turn their HR information into a corporate asset capable of guiding important personnel decisions moving forward. It's an amazing, far less expensive alternative to trial and error.

We are certain that this information, these systems, and the Team Master reports will be critical to their success. We believe the value will greatly exceed anything they are asked to invest. So, they will receive all of this, and if after 30 days of the completion of this project, they don't agree that it is worth *exponentially* more than what they invested, **we will return their entire investment, and they can keep all of the assessment results and work** we performed for them. This makes it a "better than" money-back guarantee. This offer is available only for a limited time.

How does your nonprofit organization earn additional revenue from the "Right People in the Right Seats" project?

It's simple. Your nonprofit earns half the upfront revenue generated by this offer after the 30-day "better than money back guarantee" has expired. For example, for a company with 1,000 employees, the investment in this project would be \$30,000 (instead of \$60,000). They would save \$30,000. You'd earn \$15,000, and our organization would do all the work and cover the usual costs associated with the assessments and training. And remember, you also get 20% of their future

orders for two years!

We call it a “better than money back” guarantee because if any business that elects to implement the “Right People in Right Seats” project doesn’t feel it is worth every cent they invested, we will return their entire investment. They can keep all the assessment data and training we provide to them.

The EXTRA Special Offer for Nonprofits

Every nonprofit accepted into our alliance will ALSO receive the “Right People in the Right Seats” Offer FREE of charge for their own internal use. That means you get:

- **Free** access to training videos
- **Free** certification testing
- **Free** assessment of existing staff with the Personality Plus
- **Free** custom pattern creation
- **Free** password-protected Hiring Suite system access for internal use

Chapter 5:

Frequently Asked Questions - FAQ's

1. What will participants learn from the “Assessment Education Series/Workforce Alchemy” training, and how will it help businesses that employ them?

The benefits of completing this training are many. Some of the most valuable things participants learn include how to:

- Reduce labor costs
- Increase sales
- Reduce employee turnover
- Reduce employee theft (including time theft)
- Improve safety and reduce workers comp costs
- Improve client retention and customer service
- Reduce risks of employment-related lawsuits
- Minimize conflict and drama that kills productivity and drives away good people
- Prevent unnecessary and avoidable negative customer experiences and poor online reviews

2. What will participants gain from being certified as a “Workforce Alchemist” after passing the certification test with a score of 80% or better?

They will earn:

- Workforce Alchemy certificate
- Knowledge and skills that can lead to job security, raises, and promotions
- Permission to list their certification on their resumes, LinkedIn, and other career platforms
- Free technical support related to the Hiring Suite Assessment System created by Neal Johnston

3. Are employers/donors obligated to buy anything once the FREE assessments they earned via certification have been used?

No.

4. How long does the training last?

It takes approximately 94 minutes to complete the video training modules.

5. Is it hard to pass the "Workforce Alchemy" certification test with a score of 80% or better?

The answer is yes and no. The answer is yes if you don't pay attention or take good notes. If you are busy checking texts, emails, or social media profiles while the training is going on, earning a passing score on the first attempt is unlikely. If you take good notes and pay close attention, you should pass it on your first attempt, but you are welcome to re-test until you do.

6. Who should take the training?

We encourage business owners and senior executives (Human Resources, Operations, Sales) to take the Workforce Alchemy Challenge. However, we strongly encourage anyone responsible for interviewing applicants or leading people (even front-line managers and supervisors) to complete the training.

7. Is it difficult for employers (donors and/or members) to administer the skill, attitude, and personality assessments?

The short answer is no. Administering assessments can be done automatically (requiring no time) or manually by logging into the system online. The latter might take a minute or two.

8. Who do employers (donors and/or members) call if they need help?

Support for the Hiring Suite Assessment System is available at no charge to “Workforce Alchemists” who have passed the certification test. There is no reason for them to contact you regarding these tools.

9. Why are employers (donors and/or members) asked to apply for the Workforce Alchemy Challenge?

We cannot provide *free* training, *free* certification testing,

free technical support, and up to \$1,000 worth of assessments at no charge to every company on the planet. But we do want to help as many as we can, in particular, your donors or association members!

The first question on the application is related to how they heard of the “Workforce Alchemy Challenge,” and by simply referencing your organization, **we will know to accept them** and provide all the tools, training, and support we have described here.

Finally, people who aren’t willing to invest a few minutes (on average) to answer a few questions about their business challenges aren’t likely to follow through and complete the 94-minute video training modules, much less pass our test with a score of 80% or better. Our commitment to the companies we work with is significant in terms of time and resources, and we can’t afford to waste either on companies or people who aren’t likely to follow through.

Note: Companies associated with nonprofits and professional associations we have pre-existing relationships with are guaranteed acceptance!

10. Are the assessment tools validated and legal to use?

Yes. The validation studies are available upon request.

11. Are any of the tools and/or strategies discriminatory?

As part of the validation process, the tools were proven non-discriminatory by age, race, and sex. It was shown that they did not have a disparate impact on protected classes of individuals.

12. After joining the alliance, where should my nonprofit start?

With a few exceptions, it always makes sense to start with a warm market. Do something nice for people who do (and have done) nice things for you and your organization. Stop by, say something other than hello, and don't *ask* for anything. *Give* them something. Give them this special offer. Take care of them first. Let them know this is brand new, and you thought of them first! You might even earn referrals without having to ask!

13. Why should I share the irresistible value proposition with inactive past donors?

You don't need a \$100 donation from an inactive past donor. What you need is a way to rekindle the relationship and do something for them instead of asking for something from them.

Past donors know what fundraisers want whenever they call, email, or text. It usually means another awkward conversation

and an ask for money, volunteers, or time.

But what if you just reached out to past donors and just said thank you? What if, instead, you told them that another organization (WorkforceAlchemy.com) supported your mission and wanted to thank and reward *other* companies who supported your mission as well? Tell them that your donors, past, present, and future, have access to tools, strategies, and training that other companies don't. Tell them you don't want them to miss out and wanted to make sure they got taken care of too!

You don't need the \$100 donation, and WorkforceAlchemy.com won't require it from past donors. If donors have given over \$100 to your organization in the past and they are in your database of supporters, we will take care of them, too.

What you really want is the revenue from the future assessments they will likely purchase and their continued goodwill and support. As long as they apply for the Workforce Alchemy Challenge and reference your organization, they *will* be accepted.

Don't just *tell* previous donors you appreciate them. *Show* them instead. And, instead of ignoring your calls, emails, or texts in the future, they might be significantly more accessible and willing to help than they would have been otherwise. They might even suggest to other businesses that they support you as well so they can get this kind of VIP

treatment as well.

Bonus idea: Let past donors know that new donors can qualify for this special offer, too. If they have any friends or relatives that own, manage, or run businesses, encourage them to have them call you for details.

14. What are the thoughts about any potential legal/compliance issues?

Disclaimer: Just a friendly heads-up—while I'm here to help, I'm not a certified public accountant (CPA), and the feedback I'm about to share should not be considered professional financial or tax advice. It's always a good idea to consult with your CPA for your peace of mind and protection.

That being said, some of the feedback I got when I did consult with a CPA about our scenario went along these lines.

I was told that the key principle to understand is that when a charitable contribution is made, the donor may receive a tax deduction for their donation. However, this deduction is often reduced if the donor receives goods or services in return for their donation. This reduction is typically by the fair market value of the goods or services received.

Our idea is to provide goods and services from our company as a form of 'thank you' to the donors. However, since these goods and services are not provided directly by your charity

to the donors but by our company, it shouldn't affect the tax deductibility of the original donation.

The donors could donate to your charity and get a receipt for the total value of their donation, which they could use for their tax deduction. Because your charity wouldn't be providing any goods or services to the donors in return for the donation (we would), the full amount should still be tax-deductible for the donor.

At the same time, our company provides goods and services to these donors, not as a direct quid pro quo for their donation, but as a separate and distinct transaction. This wouldn't necessarily be seen as something that reduces the value of the original donation.

This is a unique way to encourage donations to charities we care about. With the right planning and advice, it should be a win-win for everyone involved. This arrangement was established in an attempt to maintain the separation between the donation to the charity and the gift from our company.

Our site clearly gives EVERY company the opportunity to apply for and potentially receive the benefits of our offer. The key element is that the donation to your charity and the gift from our company are not directly linked; a donation is not required to be eligible for the gift, but it does guarantee it. It may also be helpful to note in any promotional efforts that the gift from our company is separate from the donation

to your charity.

If the feedback I just shared leaves you unsure or concerned in any way, a common sense solution is not to give someone a tax deduction on their \$100 donation. If they are getting up to \$1,000 worth of assessments and training that could save them exponentially more than that, do you think they're going to care about a tax deduction on a \$100 gift? If they end up purchasing more assessments in the future, the revenue your charity will be receiving will come in the form of a donation from our company anyway.

15. What do I get if I join the alliance?

Our parent company (AMO-Employer Services, Inc./ WorkforceAlchemy.com) will provide you with the following:

1. An irresistible value proposition you can add to your existing fundraising, membership, or revenue-building efforts or use as a stand-alone strategy.
2. A way to reward and re-engage previous donors or association members.
3. A way to attract and engage new, first-time donors or association members.
4. "Done-For-You" Marketing Support: email templates, videos, social media content, etc.

16. Is there any cost to apply and/or join the alliance?

NO. It is free. There is no obligation to buy or sell anything.

17. Why is the strategy geared toward business owners and executives?

In short, that's where the money is, and the competition isn't. Entrepreneurs often refer to and treat their business as "their baby," and they will do almost anything to strengthen, grow, and protect it. There are plenty of worthy causes they care about, and yours may be one of them. But make no mistake, their business is almost always the one they care about most.

Every business wants and needs to hire the best people and develop and retain them. Mistakes in these areas are VERY expensive, and the rewards are GREAT for companies who know how to do these things well, but very few do.

Our alliance makes it possible for you to give business owners something they all want and need, along with an ROI that is exponentially greater than anything they are being asked to donate to your cause or to pay in membership dues. This is what makes our offer irresistible and maximizes their participation rates.

When *your* cause is set up in a way that supports *their* cause (a.k.a. "their baby"), it creates an unfair advantage that makes donating to *your* charity or joining your association

much more attractive than the countless other choices they have available.

18. What is the original irresistible value proposition my cause or association may offer to reward and entice businesses who donate or become members?

Here is our vision of an irresistible value proposition that can be used to complement your existing fundraisers or act as a stand-alone offer to increase membership in your association. The ideal audience is business owners and managers.

So, if you are a charity and a business makes a financial contribution of at least \$100 or an in-kind donation of at least \$100 in value that can be used for a silent auction at a future event, they will receive the following. Or, if you are a membership organization and members are in good standing, they will receive:

- First, they'll get Unlimited Access to the "Assessment Education Series," which consists of modular, video-based training for their entire management team. In the series, they'll learn the secrets of employee selection, development, and retention and the tools needed to implement them. The training is full of street-smart secrets and best practices condensed into roughly 94 minutes.

They'll discover secrets like:

- How to tell when job applicants are lying.
- How to get job applicants to admit things they otherwise would have hidden from interviewers.
- How to eliminate workplace conflict and drama that makes people hate coming to work.
- How to reduce risks of workplace violence and sabotage.
- How to reduce risks of employment-related lawsuits.

And then there are the bonuses, which alone are worth at least ten times and exponentially more than any business is being asked to donate or pay in membership dues:

Bonus No. 1

The “LEARN it to EARN it” Bonus:

For every owner or executive (up to 4) who completes the training within 30 days and becomes a certified “Workforce Alchemist” by passing our Hiring Suite certification test consisting of 30 True or False questions with a score of 80% or better, they’ll EACH earn \$250 worth of employment assessment testing tools. They can use these tools right away to evaluate potential job applicants, identify the development needs of existing staff, and minimize unnecessary conflict and/or drama in their existing workforce.

The value of this bonus is up to \$1,000 alone PLUS savings tied to:

- improved productivity/reduced labor costs (which means more work using fewer people)
- reduced turnover/improved retention (which means lower recruiting and training costs)
- reduced employee theft (including both time theft and tangible theft)
- lower workers' compensation costs (from improved safety)
- increased sales and customer retention (coming from improvements in customer experience)

Bonus No. 2

The “Ongoing Savings” Bonus:

After the initial inventory of assessment scoring tools has been used, businesses that support your cause through this program qualify for a 20% discount on future orders, which can save them a fortune right now and in the years to come.

*As we attempt to improve our offering and strengthen our alliance, we reserve the right to make changes and adjustments to this offering at any time.

19. How does my charity/cause earn revenue?

- You keep *all* the financial and in-kind donations businesses make in exchange for the irresistible value proposition and bonuses.
- You keep all the dues (if your organization is a

membership-based association).

- You earn 50% of anything collected from the “Right People in the Right Seats” (the *second* irresistible value proposition mentioned earlier in this book.)

20. Do I need to sell anything?

You do you. Promote your organization your way!

Without interfering with what you’re currently doing, our irresistible value propositions simply exist to help:

- Open doors with donors that would otherwise be closed.
- Engage donors/association members who would otherwise ignore you.
- Reward and re-engage inactive past donors and/or association members.
- Generate word of mouth that attracts new donors and/or association members effortlessly.
- Maximize participation rates.

21. What kind of marketing support exists to help me share this with past, present, and future donors and/or members?

Our goal is to provide email templates, videos, and social media content you can share with your past, present, and future donors and/or association members. (See the “Non-profit and Association Partners” menu at [Workforce Alchemy.com](http://WorkforceAlchemy.com))

and the bonus chapter for examples you can use right now.)

22. Does every group that applies and registers for the alliance get accepted?

We examine every application and make decisions on a case-by-case basis. We want to help as many good causes and associations as we possibly can. However, for groups, teams, or organizations whose actions may go against our values, we reserve the right to decline their application. In short, the answer is no.

*As we attempt to improve our offerings and strengthen our alliances, we reserve the right to make changes and adjustments to our offerings at any time.

23. How can I utilize these irresistible value propositions if my nonprofit is a membership organization (chamber of commerce, trade association, etc.) and we don't rely on donations?

To support your mission, you probably rely most heavily on getting new members, keeping members, and, to a lesser degree, some revenue from advertising and/or events.

If you could offer potential members benefits whose value greatly exceeds dues, why wouldn't they join and tell others to do the same?

If you could offer existing members tangible benefits and savings that greatly exceed their dues, why would they leave?

And, if you could generate a new stream of revenue without interfering with what you're already doing and/or creating additional work, why wouldn't you?

For example, let's pretend that the annual dues to become a member of your association are \$500 a year. If your association could guarantee acceptance in the Workforce Alchemy Challenge (which you can) and you could provide members with tools worth up to \$1,000 and savings worth exponentially more, it makes it a "no-brainer" decision to join.

Along those same lines, let's pretend a current member has used up their \$1,000 worth of free skill, attitude, and personality-based assessment tools and now relies on them for most, if not all, of their hiring and promotional decisions. If they invested as little as \$5,000 per year on those services moving forward and saved 20% because they qualify for discounted pricing as a member in good standing in your organization, they would save another \$1,000 per year. That's like getting a \$500 membership in your organization for free, *plus* an additional \$500 in savings each year. They would literally be coming out ahead just by continuing to renew their memberships!

And, since your organization can also earn a portion of what your members invest in our Hiring Suite Assessments, that creates an additional "set-it-and-forget-it" system of revenue generation for your association.

Chapter 6:

“Done-For-You” Marketing Templates / Scripts

(* You can copy, download, and publish the following from links at WorkforceAlchemy.com.)

Don't have the time, team, talent, or resources to do a “proper” outreach to inactive past donors and/or potential donors or association members? Wondering what you can do *now*?

A mentor once told me that “excellent now” is better than “perfect never,” and people can't take advantage of opportunities they don't know exist. So, we assumed that most of the people reading this book would be limited in terms of the time, talent, and resources to do a “perfect” outreach. So, from the “Non-profit and Association Partners” menu at WorkforceAlchemy.com, you will be able to follow links to the “Done-For-You” marketing and maybe even access a digital copy of this book so you may cut and paste as you see fit. There, you will find a variety of email templates you can download, copy, and send to the people in your spheres of influence and databases.

You will also find social media posts and videos you may use as your own. We know this takes time to create from scratch, so we did it for you. If you want to put out something better down the road or adjust as you see fit, knock yourself

out. In the meantime, the “Done-For-You” marketing content should get you off to a good start.

Here are some samples.

Social Channel Updates: Tweets/Posts

Included in this section, you will find quick video links offering short, engaging tweets or posts to get the attention of your followers. Using these short posts on a regular basis will continue to build your online presence and create curiosity.

For Charities:

1. Ask how we help donors reduce turnover!
<https://vimeo.com/331266158>
2. Ask how we help donors reduce workers comp!
<https://vimeo.com/331264502>
3. Ask how we help donors reduce employee theft!
<https://vimeo.com/331272218>
4. Ask how we help donors increase sales/retain customers! <https://vimeo.com/331274423>
5. Ask how we help donors improve employee engagement! <https://vimeo.com/331268682>

To create longer Facebook posts, you may wish to add the following explanation.

We established a relationship with a corporate partner who agreed to help us reward the businesses that donate and

support our mission. For a minimum donation of \$100, you may receive up to \$1,000 worth of tools and training that is worth exponentially more to your business. Contact us for details today!

For Associations:

1. Ask how we help members reduce turnover!
<https://vimeo.com/331266158>
2. Ask how we help members reduce workers comp!
<https://vimeo.com/331264502>
3. Ask how we help members reduce employee theft!
<https://vimeo.com/331272218>
4. Ask how we help members increase sales/retain customers!
<https://vimeo.com/331274423>
5. Ask how we help members improve employee engagement!
<https://vimeo.com/331268682>

To create longer Facebook posts, you may wish to add the following explanation.

We established a relationship with a corporate partner who agreed to help us reward the businesses that join our association. For current members in good standing, you may receive up to \$1,000 worth of tools and training that is worth exponentially more to your business. Contact us for details today!

Content Templates: Letters, Emails, etc.

(These are “ready-to-go” marketing messages you can put to use right away. Remember to utilize any and all forms of

communication you may have with your donors – dashboards, emails, Facebook direct messages, inserts into mailers, etc.)

Announcement No. 1

Subject:

Announcement: A negotiation on your behalf...

Message:

Great news! We created a new way to help (donors/members). We feel it is exponentially more valuable than anything we ask for in return. We want to help those who help us!

Contact us today if you or your organization are experiencing any of the following challenges!

- 1) Increasing sales, productivity, or client retention
 - 2) Reducing employee turnover
 - 3) Minimizing employee conflict and drama
-

Announcement No. 2

Subject:

Got sandbaggers?

Message:

Got sandbaggers? I'm not talking about people literally filling sandbags, like... if there was a flood or something. I'm talking about employees doing just enough work not to

get fired. You know the type ...

I'm not saying it's OK, but I understand why many do, and it could be costing you a FORTUNE. (Hint: It might even be YOUR fault.)

Never fear. We partnered and created a new way to help our (donors/members) with this problem.

We are inviting (donors/members) to reach out and ask us how we can help them solve these problems now and help prevent them from happening in the future!

Announcement No. 3

Subject:

Customer service training to fix hiring mistakes.

Message:

For the sake of discussion, let's say that two new hires go through the exact same customer service training program and learn what to say to difficult customers in different situations.

Unfortunately, HOW they talk to customers can be MORE important than what they say.

Can they take the pressure and customers who push their buttons?

What good is customer service training if your reps do what they are supposed to do in a way that makes things worse

instead of better?

Want to find out which of your employees have what it takes BEFORE you put them in positions they aren't cut out for?

We are inviting (donors/members) to reach out and ask us how we can help them solve these problems now and help prevent them from happening in the future!

Announcement No. 4

Subject:

Fun & Games (Until someone gets hurt & YOU have to pay for it.)

Message:

What if accidents were as easy to prevent as keeping fire away from gasoline? Well... they are. (Hint: It's not always about safety training.)

Sometimes, accident prevention is as simple as making sure good workers don't make bad decisions and show up for work under the influence of drugs or alcohol.

Other times, it can be as simple as making sure you put people with calm, organized, and compliant personalities in certain work environments instead of people who aren't.

If you want the power to know how to match people and their personalities with the jobs you have so you can avoid

unnecessary injuries, conflicts, and subpar performances, then I encourage you to reach out to us today. Get access to some new resources we've acquired that can help our (donors/members) who own and manage businesses resolve and prevent these issues in the future.

Announcement No. 5

Subject:

How growing people is like planting a garden ...

Message:

Do you treat your employees like a garden that is your only source of food?

An "old school" IBM sales manager named John Hauser once asked that question. Then he said, "Growing people is like planting a garden. Start with quality seeds, provide them with nourishment, and give them time to grow."

Think about it. Do you treat the people in your organization like you would a garden that you depended on for your **ONLY** nourishment and growth?

If not, want to know how? Reach out to us today to find out how we can help (donors/members) solve all kinds of people-related business problems both now and in the future.

Announcement No. 6

Subject:

How to tell if job applicants are lying ...

Message:

Want to level the playing field and know when applicants are lying or exaggerating during the hiring process?

Want to know the secrets of how to hire the best people and avoid the worst?

Because you are a (donor/member), you will be guaranteed acceptance in the Workforce Alchemy Challenge. This means you'll get amazing management training and up to \$1,000 worth of skill, attitude, and personality-based assessments for your current and/or future workforce that can help you minimize the guesswork involved in hiring.

Simply visit the following link, answer ten quick questions, and be sure to reference that you heard about all this from our organization (so your acceptance and participation are 100% guaranteed).

<https://www.surveymonkey.com/r/WorkforceAlchemyUser>

Announcement No. 7

Subject:

People shouldn't dread coming to work. (Here's a quick fix!)

Message:

Want to minimize employee turnover, poor performance, and unnecessary drama in the workplace? We made it easy for you ... and FREE!

Because you are a (donor/member), you will be guaranteed acceptance in the Workforce Alchemy Challenge. This means you'll get amazing management training and up to \$1,000 worth of skill, attitude, and personality-based assessments for your current and/or future workforce.

Simply visit the following link, answer ten quick questions, and be sure to reference that you heard about all this from our organization (so your acceptance and participation are 100% guaranteed).

<https://www.surveymonkey.com/r/WorkforceAlchemyUser>

Announcement No. 8

Subject:

How to get better work accomplished faster with existing staff?

Message:

Want to know the secrets of how to get better work accomplished faster with existing staff?

Because you are a (donor/member), you will be guaranteed

acceptance in the Workforce Alchemy Challenge. This means you'll get amazing management training and up to \$1,000 worth of skill, attitude, and personality-based assessments for your current and/or future workforce. It can help your team accomplish better quality work much faster and keep your labor costs to a minimum!

Simply visit the following link, answer ten quick questions, and be sure to reference that you heard about all this from our organization (so your acceptance and participation are 100% guaranteed).

<https://www.surveymonkey.com/r/WorkforceAlchemyUser>

Announcement No. 9

Subject:

The Secrets of Employee Retention (vs. Replacement)

Message:

Want to know the hidden secrets of employee retention so you don't have to replace your most talented employees unnecessarily?

Here's the good news! Because you are one of our (donors/members), you are guaranteed acceptance in the Workforce Alchemy Challenge.

This means you'll get amazing management training and up

to \$1,000 worth of skill, attitude, and personality-based assessments for your workforce. You can use the tools and training to retain rather than replace your most valuable employees!

Simply visit the following link, answer ten quick questions, and be sure to reference that you heard about all this from our organization (so your acceptance and participation are 100% guaranteed).

<https://www.surveymonkey.com/r/WorkforceAlchemyUser>

Voicemail Outreach Scripts

1) Engage Inactive Past Donors (“No Ask” Approach)

Hi (donor/member), it’s (your name) over at (your organization). I’ve got great news, and I’m sorry I missed you.

We appreciate the support you’ve given us in the past, and instead of calling asking for something from you, we want to do something VERY special FOR you. Please give me a call as soon as you’re free. My number is (your phone number).

2) Get Donations (“The Offer”)

Hi (donor/member), it’s (your name) over at (your organization). I’ve got great news, and I’m sorry I missed you.

I’ve got an offer you can’t refuse. Well, of course, you can refuse it, but I don’t think you’ll want to when you hear what it is. It’s something every business needs. I want you to have

it, but I don't know how long we will be able to do it for you. Time is of the essence.

Please give me a call as soon as you're free. My number is (your phone number).

3) Didn't Respond ("Won't Last Forever" Approach)

Hi (donor/member), it's (your name) over at (your organization). Sorry, I missed you again!

We just established a relationship with a corporate partner who agreed to help us reward the businesses that donate and support our mission. We've never been able to do anything like this for our donors/members before, and it helps business owners and managers deal with three of the biggest challenges they all face easily.

I don't know how long we will be able to do this for our donors/members, but I thought of you and would feel awful if you missed out on this.

Please give me a call as soon as you're free. My number is (your phone number).

The Special Offer: Explanation Templates

Don't know how to explain the offer to donors or members?) (Use these explanations on your website and/or in personal follow-up emails.)

Invitation with Call to Action – Short Version:

Great news! Our (donors/members) get special treatment. And, because you (donated to/joined us), we are in a position to do something VERY special and incredibly valuable for your business!

Want to:

- Hire the best people and avoid the worst?
- Minimize employee turnover, poor performance, and unnecessary conflict?
- Get better work accomplished faster with existing staff?
- Learn the secrets of retaining the best people, so you don't have to replace them?

If so, then you are guaranteed acceptance in the Workforce Alchemy Challenge. This means you'll get amazing management training and up to \$1,000 worth of skill, attitude, and personality-based assessments for your workforce. You can use the tools and training to make better decisions faster, almost immediately!

Simply visit the following link, answer ten quick questions, and be sure to reference that you heard about all this from our organization (so your acceptance and participation are 100% guaranteed).

<https://www.surveymonkey.com/r/WorkforceAlchemyUser>

Invitation with Call to Action – Long Version:

Have you ever heard of Jim Collins's bestselling book *Good to Great*, where he said the most important thing your business can do is get the wrong people off the bus, get the right people on the bus, and put them in the right seats? The bus Collins was referring to was, of course, your business. Collins said it is even more important than your business strategy because if you have the right people and they're in the right seats, they will figure out the right strategy.

Anyway... that book came out in 2001 or 2002, and people are STILL talking about it. I think Collins was right, and he made a ton of sense. Unfortunately, Collins's book didn't tell you HOW to do it, and it didn't provide the TOOLS that were necessary.

We were approached by a nationwide expert who ALSO cares about our mission and the other donors who support us. We found a way to work together so everyone wins.

His name is Mason Duchatschek, and his expertise picks up where Collins left off. We developed a relationship with his firm, and he has been very generous with us and our donors.

He's an Amazon.com #1 bestselling author of multiple books, and his ideas have been featured in *Selling Power* magazine, *Entrepreneur* magazine, and the *New York Times*.

Want to hire the best people the first time and avoid the worst? Want to avoid unnecessary turnover, substandard

performance, drama, conflict, and employee theft? Want to get better work accomplished faster, using fewer people? Want to know the secrets of retaining the best people, so you don't have to replace them?

We think this knowledge, these tools, and those skills are priceless, and he is making his Workforce Alchemy training and up to \$1000 worth of his tools available to our (donors/members) who apply for and complete the Workforce Alchemy Challenge!

Simply visit the following link, answer ten quick questions, and be sure to reference that you heard about all this from our organization (so your acceptance and participation are 100% guaranteed).

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Additional Website/Blog Content:

1) Why Does Your Company Need Workforce Alchemists? (A special benefit for our donors/members)

Because PEOPLE either solve business problems or create new ones, it starts there. Workforce alchemists begin their step-by-step process of positive transformation and attempt to solve a wide range of business problems before they even occur.

Jim Collins, in his bestselling book *Good to Great*, said the most important thing ANY business can do is get the right

people on the bus and get them into the right seats. Unfortunately, Collins didn't offer the specific tools or the training businesses needed to do it.

All businesses want to hire the best people and avoid the worst ones. They all want to retain rather than replace their top talent prematurely or unnecessarily. They all want to do everything they can in the meantime to eliminate anything and everything that keeps their people from performing their jobs to the best of their ability.

Want to reduce employee turnover as well as the kind of conflict and drama that kills productivity? Simply hire, develop, and retain people who match up well against their jobs and supervisors.

Want to reduce employee theft and workers comp costs? Just hire, develop, and retain honest people who won't steal, fake injuries, or cover for other people who do.

Want to reduce absenteeism, overtime costs, and labor costs? Then, hire, develop, and retain reliable people with a work ethic.

Some businesses can do some of these things, but almost none of them are good at all of them. They're doing the best they can with what they have and what they know, but it isn't enough.

You need specific tools you don't have. You need specific training you've never received. You need strategies and best

practices you've never heard about.

Our (donors/members) have always had our back; now we have yours!

Our (donors/members) are guaranteed acceptance in the Workforce Alchemy Challenge. This means you'll get amazing management training and up to \$1,000 worth of skill, attitude, and personality-based assessments for your workforce. You can use the tools and training to make better decisions faster, almost immediately!

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2) Hire and Hope isn't the Answer (Our donors/members can find out what is, for FREE.)

Hire and hope isn't a good strategy, and luck should have nothing to do with employee turnover costs, how hard your employees work every day, how much they sell, whether they steal from you, fake or embellish injuries, show up for work late or show up for work at all.

There is a better way to address all these issues. And we found a way to give our (donors/members) the training... the tools... and a system to execute it for FREE.

When it comes to employee selection... Using your traditional methods, have you hired some good employees? Using those same methods, have you hired some people you wish you hadn't? What has that taught you?

If you're like most hiring managers, you realize that the traditional methods don't help predict success on a consistent basis.

When it comes to employee engagement and retention, have you ever been in a role that didn't suit you, or have you ever been mismanaged? What was your productivity like during that period? Did the person mismanaging you make a real effort to fix that problem?

Sure, turnover is expensive... recruiting, retraining, lost sales, lost customers, new learning curves...etc. But turnover isn't always the biggest cost associated with hiring mistakes. The bigger issue is likely disengaged misfits who STAY and make everyone else around them as unhappy and unproductive as they are.

The sad truth is that it's not your fault. The deck has been stacked against you. We want to help our (donors/members)!

When it comes to interviews, your decisions are only as sound as the facts on which they're based. However, according to articles in *Inc.* magazine and *Entrepreneur* magazine, 1/3 of resumes are embellished, and an article in *Restaurants and Institutions* magazine years ago said that 73% of

applications are embellished and/or contain inaccuracies. So, for the sake of discussion, let's shoot right down the middle and say that 50% of what you have is embellished and/or inaccurate. The BIG problem YOU have is knowing WHICH half is FACT and which half is FICTION... yet you're still expected to conduct effective interviews.

You can... and should do criminal background checks, but that only tells you if someone was caught and convicted of a crime. What about all the people who did things they weren't supposed to but weren't caught? Or what about the people who were caught but weren't successfully convicted, even though they were guilty?

You can and should do reference checks, but the people who give you names of people who will reveal the ugly truth about them are few and far in between.

If you announce yourself as a drug-free workplace, applicants know this, and many just try to stay clean for 30 days before they go back to their high-risk behaviors.

It's not your fault. There is a better way, and we want to share it with our donors and say THANK YOU by giving you access for FREE.

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workforce. You can use the tools and training to make better decisions faster, almost immediately!

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3) Think There is a Shortage of Great Workers? (Hint: Our donors/members know the truth, and here it is.)

In sports AND business, MVPs don't play for league minimum salaries. If you think you have a labor shortage and can't attract enough quality applicants, just remember, there is no labor shortage for companies who pay top dollar.

Let me say it a different way. It is expensive to be cheap. The teams and businesses with the most... and best talent... win. And winners want to be on and STAY on winning teams.

Before sports teams invest millions in their athletes, they have their scouts watch films, talk to coaches, study stats, and test their speed, strength, flexibility, intelligence, and more. They have doctors perform exhaustive medical tests, too. In short, they gather as much job-related information as they possibly can about their potential recruits before making their decisions.

They don't cut corners, take shortcuts, or hire and hope, like

most businesses do.

If you're going to hire someone at even 50k a year and hope they stay ten years, you'll be investing a half million dollars in that person, a million if they stay 20.

When businesses fail to utilize skill, attitude, and personality-based pre-employment assessment tools, which researchers from Michigan State University's School of Business once said was the number one predictor of future success by a 3 to 1 margin over interviews, past experience and education, it's kind of like a pro sports team failing to have tryouts and canceling the physical exams performed by their team doctors.

If you want to know the secrets of employee selection development and retention, you're in the right place.

Our (donors/members) are guaranteed acceptance in the Workforce Alchemy Challenge. This means you'll get amazing management training and up to \$1,000 worth of skill, attitude, and personality-based assessments for your workforce. You can use the tools and training to make better decisions faster, almost immediately!

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4) Want to Solve People Problems in Your Business Before They Occur? (A special reward for our donors/members.)

We love our (donors/members) and found a way to show you just how much.

We made it possible for you to get unlimited access to the “Assessment Education Series,” which consists of modular, video-based training for your entire management team.

You’ll learn the secrets of employee selection, development, and retention and the tools needed to implement them. The training is full of street-smart secrets and best practices condensed into roughly 94 minutes.

You’ll discover secrets like:

- How to tell when job applicants are lying
- How to get job applicants to admit things they otherwise would have hidden from interviewers
- How to eliminate workplace conflict and drama that makes people hate coming to work
- How to reduce risks of workplace violence and sabotage
- How to reduce risks of employment-related lawsuits

Here’s the deal:

- For every owner or executive (up to 4) who completes the training within 30 days and passes our certification

test consisting of 30 True or False questions with a score of 80% or better, your company will earn \$250 worth of employment assessment testing tools. You may use this training and these tools right away to evaluate potential job applicants, identify the development needs of existing staff, and minimize unnecessary conflict and/or drama in your existing workforce.

The value of this special, limited-time offer is worth up to \$1000 alone PLUS savings tied to

- improved productivity/reduced labor costs (which means more work using fewer people)
- reduced turnover/improved retention (which means lower recruiting and training costs)
- reduced employee theft (including both time theft and tangible theft)
- lower workers' compensation costs (from improved safety)
- increased sales and customer retention (coming from improvements in customer experience)

Our (donors/members) are guaranteed acceptance in the Workforce Alchemy Challenge. This means you'll get amazing management training and up to \$1,000 worth of skill, attitude, and personality-based assessments for your workforce. You can use the tools and training to make better decisions faster, almost immediately!

Simply visit the following link, answer ten quick questions, and be sure to reference that you heard about all this from our organization (so your acceptance and participation are 100% guaranteed).

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5) “How to Get the Right People in the Right Seats” (A special offer for our donors/members who have completed the Workforce Alchemy Challenge. Get 50% OFF with a BETTER than Money Back Guarantee!)

Regardless of whether you are hiring or not, what if you had the ability *right now* to make SURE you had the right people on your bus, the bus, of course, being your business?

What if you also had the ability to *make sure* the right people were in the right seats?

What if you had the ability to identify, in *very* specific terms, what kind of support each and every employee needed right now in terms of people, tools, and training to go from doing a good job to a great one?

What if you had the ability, moving forward, to make sure that as your business grew, your applicants also matched the seats you were considering them for, and you no longer had to hire and hope?

The list of improvements to your business and the list of financial rewards that go along with them would be long

ones. Imagine *every* employee improving their performance in every role right now.

Labor costs would be a fraction of what they are now because you'd be getting better quality work accomplished in less time, using fewer people.

And most companies are REALLY screwing this up right now... and it's costing them big time.

A Gallup survey of 6976 adults working for employers revealed that:

16.5% of employees are actively disengaged, destructive, hostile, and disruptive, and another 52% aren't engaged at all, basically checked out, sleepwalking through the day, and doing just enough to avoid being fired.

When you combine those numbers, you realize that average companies have 68.5%... almost 7 out of 10 employees AT BEST doing the bare minimum to keep their jobs and, at *worst*, sabotaging the company whenever they can get away with it.

Recruiting and training costs drop because they're tied to reductions in employee turnover. Think about it. People aren't in a rush to quit jobs they love.

Risks of workplace violence, bad press, and employment-related lawsuits drop too, because of reductions in conflict and drama!

And we're just scratching the surface.

Here's how it's done.

First, you need to take inventory of who is on your bus right now. One way to do that is to administer the Personality Plus assessment, discussed at length in our training videos, to each and every employee. There are no right or wrong answers. Nobody can flunk. It's a simple behavioral assessment of 10 personality traits critical to success in almost every position. It will let you know, behaviorally speaking, what every employee brings to the job.

Second, you'd need to determine what the seats on the bus look like. One way to do that is to identify at least 10 top performers in a position. Then, a proprietary online system (aka The Hiring Suite) can create custom patterns detailing ranges of behavior that are considered ideal for each role by analyzing the Personality Plus data of the top performers in those roles.

Third, you would need a system that would allow you to compare people against the demands of each role. This is important for identifying gaps between what a person brings to the job, behaviorally speaking, and the demands of that job. It makes it easy to identify exactly what kind of support each employee needs to take their individual job performance to the next level. It is also helpful to be able to identify career paths and succession plans so people don't get promoted into

areas that aren't a fit for them in the future either.

Finally, you'd need training for supervisors, managers, and executives that taught everyone how to utilize the assessment results to make better decisions faster, both now and in the future.

Normally, the investment for each Personality Plus assessment is \$60 each in large quantities and goes up to \$90 each if purchased in smaller numbers.

There are also charges for the development of custom patterns and account setup.

Here's the **one-time special offer** and the conditions that are tied to it, along with the details of **our no-risk, better-than-money-back guarantee**.

Once two people, likely owners or senior executives, complete the training modules and pass the Workforce Alchemy certification test with a score of 80% or better, your company is qualified for the following.

- 1) Assessment of every employee using the Personality Plus for only \$30 each; that's at least 50% off regardless of your business size.
- 2) Free custom pattern creation for every position, where you can provide the names of at least 10 top performers. For positions where you don't have at least 10 top performers, you will still be able to compare the results of employees against the success patterns of 30

different positions common in most businesses created from larger studies.

- 3) You'll get Unlimited *free* use of Team Master reports, discussed at length in the training videos, to compare individuals to supervisors to improve communication, reduce conflict, and maximize productivity. The Team Master combines the Personality Plus data from a team member and team leader and is kind of like having a psychologist on your computer telling you what you need to know. We've had people tell us that the Team Master reports are worth hundreds of dollars each by themselves because they've saved the people who've used them correctly, *thousands* of dollars!
- 4) Finally, you'll get your own password-protected scoring and administration portal, which helps you turn your HR information into a corporate asset capable of guiding important personnel decisions moving forward. It's an amazing and far less expensive alternative to trial and error.

We are so certain that this information will be critical to your success and that the value will greatly exceed anything you're being asked to invest that you will receive ALL of this, and if after 30 days of the completion of this project, you don't agree that it is worth *exponentially* more than what you invested, you may request a return of your *entire investment*, and you can *keep all of the work that was*

performed for your company and all the assessment results.
That makes it a **better-than-money-back guarantee!**

Contact us to find out how to take advantage of this limited-time special offer for our (donors/members)!