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W E B I N A R



# Maximize Your Nonprofit's *Impact*

Uncover the Secrets to Effective  
Fundraising through Personalized Coaching

WEDNESDAY, AUGUST 9, 2023



**Mallory Erickson**

Owner and Creator of the Power  
Partners Formula™

Mallory Erickson Coaching LLC

# BEYOND THE WEBINAR

- Engage With Us
  - Q & A and Chat (defaults to host/panelists)
  - Share with friends on social
- Continuing Education Credit



- Webinar Wrap-up
  - Webinar on-demand: [onecause.com](https://onecause.com)
  - Wrap-up email with Webinar recording
  - Exclusive content
- Survey - WIN: Amazon Gift Card
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Learn more about the ALL NEW OneCause Fundraising Platform

onecause®

# PRESENTERS



**Dawn Lego (she/her)**

Director, Brand Engagement  
OneCause



**Mallory Erickson (she/her)**

Owner & Creator of the Power Partners Formula<sup>SM</sup>  
Mallory Erickson Coaching LLC









# WHAT DOES THIS HAVE TO DO WITH BEING A NONPROFIT LEADER?







# **MALLORY ERICKSON**

Course Creator:  
Power Partners Formula

Podcast Host:  
What the Fundraising

[www.malloryerickson.com](http://www.malloryerickson.com)

Find me on IG: [\\_malloryerickson](https://www.instagram.com/_malloryerickson)

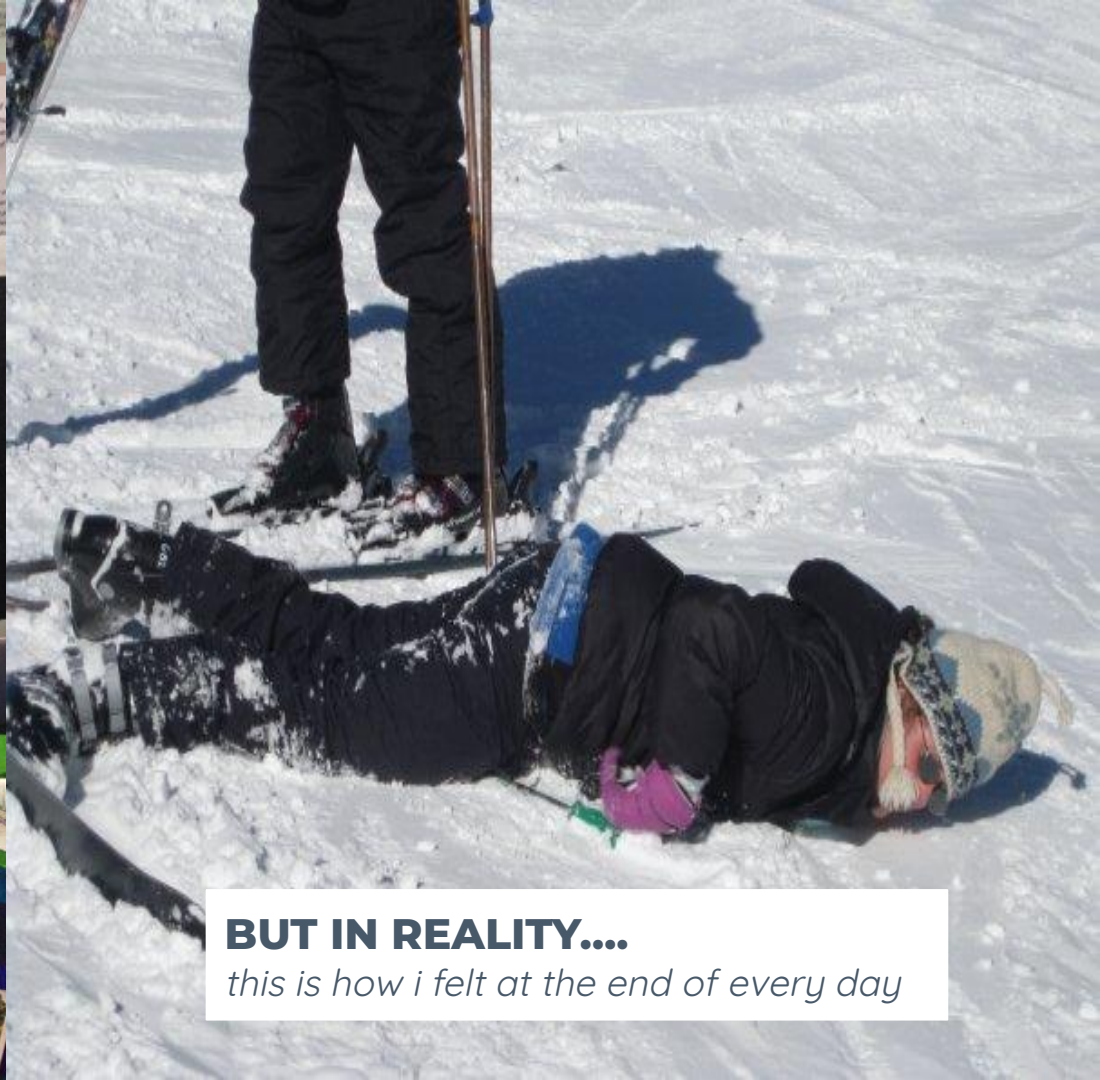
A woman with curly brown hair, wearing a grey cardigan over a pink top, is sitting at a round grey table. She is smiling and holding a teal mug with a tea bag. A silver laptop is on the table in front of her. The background is a plain white wall with a white chair and a vase of white flowers visible on the right.

*I became an  
accidental fundraiser*

*as a nonprofit  
Executive Director....*

## IMPACT REPORT FAKE

*pretending like everything was great*



**BUT IN REALITY....**

*this is how i felt at the end of every day*





**THIS TRAINING  
IS INSPIRED BY  
MY  
POWER  
PARTNERS  
FORMULA™  
PROGRAM**

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**EVERYTHING STARTS  
WITH AWARENESS  
THAT OUR RESULTS  
ARE LINKED TO OUR  
EMOTIONS**

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AND OUR  
EMOTIONS  
ARE DRIVEN BY OUR  
THOUGHTS AND BELIEFS



# Fundraising Coaching



**GREAT  
FUNDRAISING IS  
NOT AN ASK, IT'S  
AN OFFER**

**CATABOLIC  
ENERGY**

*vs*

**ANABOLIC  
ENERGY**



# ***CATABOLIC ENERGY REACTION***

*Recall when you most recently experienced catabolic energy.*

*What did this energy feel like and how did it influence your performance?*

*What thoughts and beliefs were you holding around the experience?*



# ***ANABOLIC ENERGY REACTION***

*Recall when you most recently experienced anabolic energy.*

*What did this energy feel like and how did it influence your performance?*

*What thoughts and beliefs were you holding around the experience?*



# THE SEVEN LEVELS OF LEADERSHIP



**IT'S ALL ABOUT CONSCIOUS CHOICE.**



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**WHY IS FOCUSING  
ON OUR ENERGY &  
OUR STYLE OF  
LEADERSHIP SO  
CRITICAL?**

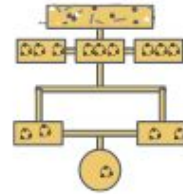
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## Catabolic Energy



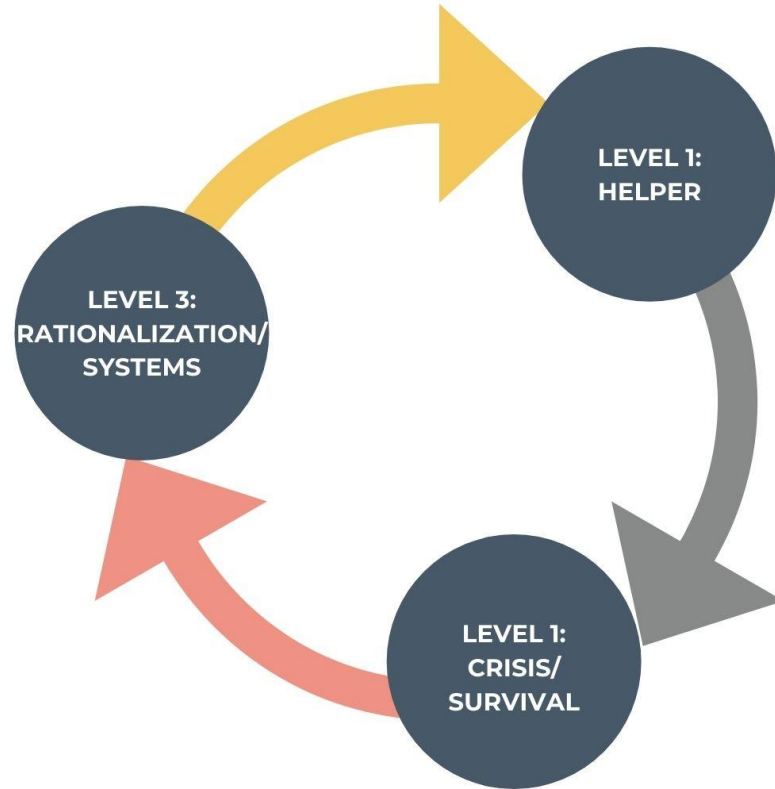
## Anabolic Energy





**WE HAVE A PRIMARY LEVEL OF  
LEADERSHIP UNDER 'NORMAL'  
CIRCUMSTANCES AND WHEN WE'RE  
TRIGGERED INTO STRESS**

# The Nonprofit Leadership Loop



# The Nonprofit Leadership Loop



# Quick Visualization

**Take a moment and close your eyes. Envision its January 1st.**

What do you want people who say about who the organization was during this time?

How did the organization show up?

How did you lead?

What did this look like?

What did this sound like?

What did this FEEL like?





# WHAT CAN MOVE YOU INTO HIGHER LEVELS OF ANABOLIC LEADERSHIP?

# AWARENESS: THOUGHT PATTERN BARRIERS



*LIMITING BELIEFS:*



*INTERPRETATIONS*



*ASSUMPTIONS*



*SELF-CRITIC*

# HABIT INTERVENTIONS: HANDLING THE CHATTER



*Use distanced self-talk (like saying your own name) to motivate yourself*



*Perform a ritual - a fixed sequence of behaviors infused with meaning*







*Start to notice the physical sensation and catch yourself in the interpretation of the sensation. How would someone you admire respond to the same situation?*



*Seek out awe-inspiring experiences and get outside!*

# GOING DEEPER: AWARENESS AROUND THESE MENTAL FRAMEWORKS

-  *JUDGEMENT: Recognize judgement and black and white thinking and get curious instead.*
-  *PREDICTION: Start to notice when your brain is predicting a negative outcome to keep you 'safe'.*
-  *PERMISSION: Give yourself the space to be honest about how you're really feeling and then identify where that feeling is coming from (no blame or shame) and start to get curious about whether the thoughts and beliefs are really true (this is particularly helpful with anything related to scarcity mindset).*
-  *VALUES: Start to look at how your decisions indicate what you value. If you aren't looking at opportunity cost, do you value time?*

# MASTERCLASS

*How to Raise More  
from the Right Funders  
WITHOUT Hounding Them*

[malloryerickson.com/free](https://malloryerickson.com/free)





TAG ME ON INSTA:

**@MALLORY\_ERICKSON\_COACH**

Take a picture during the workshop and  
tag me on Instagram stories!



# THANK YOU!



**MALLORY ERICKSON**

Course Creator  
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**QUESTIONS?**

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# UNLOCKING the Potential of **CHATGPT**

Supercharge Your Nonprofit Content Creation

WEDNESDAY, AUGUST 16, 2023



**Seth Giammanco**

Principal  
Strategy & Technology  
Minds On Design Lab



# Raise Nation Radio

The Podcast for Fearless Fundraisers





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