

THE PASSION AND PURPOSE BEHIND THE PLAN

A Letter from our Board President:

I grew up with parents who were both deaf from birth and sign language was my first language. As such, I was a translator for my parents from a young age and did so in many unusual circumstances including: negotiating mortgages and car deals, calling in sick for them from work and even calling an ambulance and fire rescue. You could say, being a voice for those who need help is in my blood.

So, when my business partner and I walked away from lucrative careers working for big advertising agencies and started a firm in 1994 that would dedicate 50% or more of its time to nonprofits, it was a calling I felt deep in my heart. And being a voice for charity, faith and human kindness, I realized over time, was something God had been preparing me to do my entire life.

The primary barrier at the time was that the concept of branding for nonprofit organizations was essentially uncharted territory. We knew that marketing through direct selling/fundraising, public relations and even direct mail for nonprofits were already well-established disciplines. But cultivating and building a nonprofit brand, positioning it as a superior solution and crafting messaging that was compelling and motivating (messages not based on fear or guilt) — well, there were few examples of that in the nonprofit world and almost no organization was doing it well AND consistently.

Our first client was a struggling, a 95-year old rescue mission that was located two blocks from our office. And our first creative presentation to them is an experience that still drives my work for nonprofits today.

We had determined, along with the executive director of the mission, that running local TV ads between Thanksgiving and Christmas would be an innovative and impactful way to stimulate new need awareness and increase donations. Since over half of their annual donations came in during this key timeframe, this was a critical effort at a critical time.

When we presented our creative idea, we presented it as a storyboard concept as we had been trained to do for so many major clients. We walked through the visual story, explaining what would happen and read to them how the narration would support and drive the story. It was an ambitious idea and the magnitude of the production was sure to make the client (and even us) nervous.

When we were done, we got a reaction we never expected.

The client looked at us, his eyes welling up, and then he put his head down on the conference table. It was obvious he was trying to compose himself, but my partner and I did not fully understand why. We exchanged a few glances with the development director, and she seemed as confused as we were. Once the executive director gathered himself, he explained his reaction.

First, he said, “Guys, I’m reacting this way for two reasons. The first is that you just showed me the power of a parable. Like Jesus did, you used a very compelling story to make a very powerful point. I’ve seen others do it — pastors, politicians, nonprofit leaders, teachers — but I never expected it coming from an ad.”

Then he said, "Follow me, and I'll show you the other reason I reacted so emotionally." The executive director led us to the back of the mission and pointed to a large trash container. This was no ordinary container, this was the kind you see at large construction sites. He then informed us that the container was one of the biggest monthly expenses for the struggling mission.

He asked us, "Do you know why we have to have a container that large?" We didn't have an answer. He said, "Because that's how we dispose of the donations that come here." He went on, "You see, people come here every day and give us their garbage. Clothes that are worn out, items that are broken, and things that are no longer useful. They think they're giving us a donation, but, in reality, they're dropping off their trash. You guys ... you guys (he composed himself, again) ... did not bring me your garbage. You brought us your best work ... thank you ... THANK you!"

I will not forget that day and that message. It has inspired me not only to Do MORE Good, but to make sure to always do and give my absolute best when working with nonprofits. Corporations, because they have budgets, well-trained staff and great research, just naturally get the best out of you. However, sometimes, it's easy to let up and say, "this will do," when you're working with a nonprofit that has a tight budget and fewer resources.

But "good enough" is just not sufficient when it comes to dealing with nonprofits that don't have enough to do all the good that is needed. And in reality, more and more good is needed as our country and world seem to be drifting from a spirit of common good. The voices of division are speaking the loudest today and, at such a time as this, I and others believe strongly that the work, wisdom and message of Do More Good is needed and needs to take on this challenge with greater efforts for a greater impact.

Galatians 6:9 has been a verse that I've carried on my heart as it relates to the mission of Do More Good. It reminds and inspires me that the struggle for goodness is an eternal struggle, not a temporal one.

So, I say we do not give up, instead let's do more good. I look forward to joining you in the harvest.

In His grip,



Bill McKendry
President

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BECOME WEARY IN
DOING GOOD, FOR
AT THE PROPER
TIME WE WILL REAP
A HARVEST IF WE ”
DO NOT GIVE UP.

—Galatians 6:9

