

# DEAR FELLOW DO-GOODER,

Have you ever donated toilet paper? If you have, you may have supported one of the organizations I led. You see, in my former life, as an Executive Director, I operated often and openly from a position of scarcity. Scarcity of funds, followers, and apparently, fundamentals like toilet paper. All humor aside, in a reactionary stance, I often invested time, campaign funds, and energy into asking for the most immediate of needs. In the embodiment of a “forest for the trees” analogy, I overlooked building the brand and position of the organization I served in order to focus on a day-to-day, donor-to-donor existence. There must be a better way, right?

I have a graduate degree in nonprofit leadership from one of the top schools in the Nation on the topic. Interestingly, not one class discussed the branding or marketing of the organization I hoped to one-day lead. Post-grad and panicking every fundraising season, I attended a conference hosted by the Association of Fundraising Professionals. Bill McKendry was the keynote speaker addressing the crowd of executive directors and development folks on how marketing was a much needed “air attack” to the ongoing “ground attack” of fundraising. I never forgot what I learned.

I believe Do More Good has the potential to revolutionize the nonprofit sector. Where we are inundated with noise on fundraising, no one is speaking to the higher level issues of brand awareness and effective messaging, also known as that dirty little word...marketing. We need to stop training teams to ask for money and start training the public to recognize good and feel driven to support it.

With the demonstrated wisdom of Bill McKendry driving our curriculum and vision, and the force of a network of nonprofit and branding experts who “get it,” the possibilities are unfathomable. But, one thing is certain, the potential to share the Gospel, improve or save lives, and do more good increases exponentially with every leader who is provided with this wisdom.

The same organization where I ran a campaign for toilet paper also often quoted an old Chinese proverb. *Give a man to fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime.* Your investment will not meet any immediate needs like toilet paper or annual fund drives, but it will equip fellow do-gooders to meet more needs by reaching more people with their story and method for helping others. Doesn't that sound like a better way?

Best Regards,



Katie Appold  
Executive Director

