



The Stepping-Up Approach to Leadership

GUIDE FOR USING THE LEADING BY MANAGING MY LIFE: COURSES FOR PROMOTION AND FUNDRAISING

Offered To You By: **GFAR**
www.gfar.net



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GFAR Partner Organizations are authorized to show the different sections of the audio-visual presentations of the 6 Leading by Managing My Life courses in group meetings or in webinars organized by them.

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The 6 FREE Leading by Managing My Life Courses which have been offered to you after careful evaluation by the GFAR leadership team:

- Are high quality educational courses which have proven themselves with tens of thousands of individuals in some of the largest organizations in North America.
- Are short and to the point. Most of them can be completed in less than 3 hours.
- Include a great number of proven ideas and techniques.
- Include audio-visual presentations and a workbook in PDF format to make notes and complete user-friendly exercises.
- Include Deep Relaxation Exercises which can be used daily by recipients
- Are designed to be completed on a self-study basis.
- Are available as an open platform
- Are available in both English and French

Benefits for Your Organization:

- Improvement in the ability of staff and volunteers to execute their responsibilities, lead when needed, and manage change.
- Increased motivation and improved teamwork.
- Improved work culture and atmosphere.
- Increased employee and volunteer loyalty and retention.
- Differentiation as a good employer.
- Very easy to administer
- Completely FREE.
- **CAN ALSO BE USED FOR PROMOTION AND FUNDRAISING**

Benefits for Recipients Who Complete Courses:

- Improvement or refinement of their leadership skills, their ability to manage change and the overall quality of their life
- Progression in their careers

How Can These Courses Be Used for Promotion and Fundraising?

As you are aware, the course document includes a promotional page which describes your organization's mission statement and provides a link to your Website or Facebook page, 7 times within the course document.

So when you give the course away to others as a GIFT in order to enhance your relationship with them, you are also promoting your organization and increasing the opportunity to fund-raise at the same time.

In addition to making them available from downloading by Visitors to your website, you can e-mail the course document to:

- Your corporate donors
- Your government donors
- Foundation or international donors
- Individual donors
- Your list of contacts
- The list of contacts of your staff
- Employers – HR departments
- Other foundations

And so on – the list is limitless.

And remember that the recipients of the course document are invited to share it with their friends, family members and colleagues at work.

That means a lot of people who may not know very much about your mission and who have not financially contributed previously to your organizations are likely to do so, especially since they will feel indebted to you and grateful about the valuable gift they received through you.

Summary of Promotion and Fundraising Benefits From Courses:

- Strengthened relationships with donors.
- Increased on-going presence with donors.
- Opportunity to invite additional support.
- Opportunity to promote mission to new potential donors
- Opportunity to encourage new donations

Example Launch E-Mail

Can be used with everyone except staff and volunteers and clients you intend to use the courses with – See Guide for Staff and Volunteers.

Dear.....

It is with great pleasure that we are able to provide you with a series of 6 excellent FREE Leading by Managing My Life courses which we recently received from GFAR which we are now using with our staff and volunteers.

These courses have represented a wonderful opportunity for us at YOUR ORGANIZATION NAME to improve or refine our leadership skills, and learn techniques which will help us manage change more effectively and improve the overall quality of our life.

We are also very happy to have the permission to share them with you in this way as a small token to thank you for your friendship and for the support you have given us in the past.

So, enjoy the courses, and let us know how you found them. Also feel free to share them with your friends, family members and colleagues at work.

I take this opportunity to wish you continued success.

Sincerely,

The RISK

However, you will run the risk that a certain number of recipients will simply ignore the e-mail and the courses as they are already busy with their life, and may not really understand the benefit of completing them. So it is important to use a couple of follow-up e-mails.

FOLLOW-UP E-MAIL

E-mail for example, a couple of weeks later, the following type of reminder e-mail about the courses. |

Dear.....

I thought you'd be interested in viewing a short interview about the Leading by Managing Life courses you received a couple of weeks ago, in case you have not started using them and wanted additional information about their value before you begin. To view the interview [CLICK HERE](#).

I would love to get your reaction to the courses as you complete them. So let's stay in touch.

Please Note:

You will be e-mailed the web address where this video interview will be posted when it is ready in October so that you can create the appropriate link in the e-mail.

Sincerely,

TESTIMONIAL E-MAILS

To continue to remind recipients of the value of the courses you can also share with them from time to time – maybe every couple of ,months - some of the good testimonials you have been receiving about the courses.

We All Need Money To Operate and Achieve Our Missions

Funding for Not For Profit Organizations typically come from:

- Government grants
- Grants from foundations or international bodies
- Memberships to their groups.
- Corporate donations
- Individual donations

Most of Not for Profit organizations are dependent on the grants they receive. The typical fundraising efforts aimed at receiving or increasing individual donations are considered important but at the same time they usually considered to be complementary to the grants.

Yet, we all know that we could accomplish more if we had more income and generally speaking the grants we receive are unlikely to increase at a rate much higher than inflation. The grants could also be reduced unexpectedly creating major problems as we strive to accomplish our goals..

That's why we recommend to our GFAR partners, that they continue to solidify their relationships with the organizations that are providing them grants, but at the same time, they should also intensify their fundraising efforts on their websites for individual donations and memberships where applicable.

The FREE course document as a promotion and fundraising tool is really invaluable in this context.

If you are not already set-up to receive individual donations from your website, you should consider setting yourself up by placing a fundraising link on the front page of your website which can be reached from the promotional page in the course document.

Using PayPal

PayPal operates in a great many number of countries and provides an excellent collection service for fund-raising organizations.

For more information: **CLICK HERE**

To see an example GFAR Partner – Why Farm who uses PayPal to receive donations, [CLICK HERE](#)

Direct Bank Deposit

You can also set up a fundraising page which includes your deposit banking information so that donors can transfer directly funds into your bank account.

To see an example GFAR Partner – Farmer's Life Improvement and Future Light Youth Organization who provides banking information to receive donations, [CLICK HERE](#)

So unless the organizations that provide you grants prohibit you from direct fundraising, we would hope that you would take this opportunity to start fundraising if you are not doing so already.

About The Author

George Beshara, B.Com.

George Beshara is a McGill University business graduate and is the author of the Leading by Managing My Life series of courses. He has been involved in training, business coaching and publishing since 1983. His courses and training programs have been used by tens of thousands of individuals in some of the largest corporations in North America. For more information about his background and experience please [CLICK HERE](#)

Services We Offer

Become A Project Partner – Make Our 6 Courses Your GIFT

- Our course document is co-branded to include your name and website on the title page, recognizing you as the providers of the GIFT.
- Your supply us with a promotional page which is inserted 7 times in the GIFT document.
- Within that promotional page, you highlight your mission, promote the product and/or services you offer and provide links to your website.

Benefits for Our Project Partners

Not for Profit Organizations or Private Sector Partners

- Access to the quality self-study courses for all your staff members, clients, donors and volunteers. (Not-for-profit sector)
- Opportunity to generate new and unexpected donations.
- Private sector partners come across as good corporate citizens while promoting their products and services.
- Multiplier promotional effect: Recipients of the courses are encouraged to e-mail the course document to their family members, friends and colleagues at work.
- Available in both English and French.
- **One-time very affordable set-up fee** – Could be still on special **for only \$139.00 for either the English or French version of 6 courses.**

Interested in becoming a Project Partner: [CLICK HERE](#)

Hire Us To Custom-Develop A Course For Your Organization

After an initial web-conference meeting during which we develop an understanding of your specific needs, we prepare a detailed proposal for your review and approval which includes the time-frame for completing the project and the fees. To discuss your specific needs please contact us by: [CLICKING HERE](#)