



## Energy, Optimism, and Values

Think about talking about this time as a “new climate” instead of being in the midst of an “economic crisis”. The “new climate” is a place within ourselves and within our work where we have the opportunity to bring the confident voice of effective and important work as well as parity to the table. At the same time, and within the parameters of our work in the philanthropic arena, we can elevate the issues around economic class and financial literacy. The “new climate” we are in gives us the opportunity for a deeper conversation about the assets we value in our lives and in our work and how women’s funds effectively use all of these assets. Assets in a “new climate” include our values, our workforce, our homes, and communities and yes, our money.

This “new climate” is the best time for new thinking and long term conversations, and I hope to offer some tools for elevating our collective work during this time. I found when I was at the Women’s Sports Foundation I always needed to find new ways to move my body and elevate my soul through song, reading or conversation to keep my energy going. I would then bring this content into conversations with our donor partners as we would reflect on a song or a leader who had moved us closer to our source gave deeper meaning to our thoughts. Finding that connection to the passion of our work is critical to our day-to-day efforts – leading a team meeting, presenting the case to a funder, reviewing funding choices, or simply answering the phone or e-mails.

### Fundraising Inspiration:

- Song - “Get out of your Head and into your Heart” by Sheryl Crow. The real title is – “Out of your Head” but I like reminding myself that the goal is get into your heart!
- Quote – Organizational Development Leader and Author Jim Collins excerpt from Good to Great and the Social Sectors: A Monograph to Accompany Good to Great

“The critical distinction is not between business and social, but between great and good. We need to reject the naïve imposition of the “language of business” on the social sectors, and instead jointly embrace a language of greatness.”

- Book - Creating Money – Keys to Abundance by Sanaya Roman & Duane Parker
- Resources – Bank of America study on Donors and their Giving;  
<http://www.philanthropy.iupui.edu/News/2008/pr-HNWPhilanthropy.aspx>

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#### Leadership:

- Song – “Kind and Generous” Natalie Merchant – an opportunity to stay in gratitude and just listen to a soothing lullaby
- Quote – Economist Peter Drucker

“Leadership is not magnetic personality—that can just as well be a glib tongue. It is not "making friends and influencing people"—that is flattery. Leadership is lifting a person's vision to higher sights, the raising of a person's performance to a higher standard, the building of a personality beyond its normal limitations.”

- Book – Leadership the Eleanor Roosevelt Way; Timeless Strategies from the First Lady of Courage by Robin Gerber
- Resources - <http://www.geofunders.org/leadershipdevelopment.aspx/> Investing in Leadership by Katherine Enright

#### The Case for Women and Girls:

- Song – “I am Woman” by Helen Reddy... great lyrics to blast and scream out loud with! Or “Superwoman” by Alicia Keyes
- Quote – President of the Rockefeller Foundation, former president of the University of Pennsylvania Judith Rodin, Ph.D., as quoted in the July 2007 issue of *O, the Oprah Magazine*, in a section titled “A Million Ways to Save the World”

*“The single most important thing we can do is unleash the full power of half the people on the planet – women. We know that women need the tools of development, but development also needs women. All the disadvantages, from poverty to violence, from ill health to illiteracy, that women experience around the world also limit the advance of families, communities, entire nations. A few specific ideas are gaining traction: land tenure reform in places where women have limited or no land rights; safe houses with program to support women in a secure environment; several kinds of financial instruments that empower women and give them economic opportunities; and, of course, education.”*

- Book - Why Women Should Rule the World by Dee Dee Myers
- Center for Women’s Global Leadership  
<http://www.cwgl.rutgers.edu/globalcenter/additional.html> YWCA November 2008  
Survey on What Women Want  
<http://www.ywca.org/site/pp.asp?c=djISI6PIKpG&b=284783>

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