THE HAPPY, HEALTHY NONPROFIT:
HOW YOU CAN THRIVE DURING YEAR-END CRAZINESS
WEBINAR

Text HAPPY to 51555 to send this presentation to your phone
Webinar Agenda

THE HAPPY, HEALTHY NONPROFIT: HOW YOU CAN THRIVE DURING YEAR-END CRAZINESS

- Fundraising Burnout
- Self-Care Tips
- The Wellness Triad
- Technology Wellness
- Balancing Work, Play, and Family
- Stress-Reducing MobileCause Solutions
- Questions and Answers
Today’s Speakers
NONPROFIT WELL-BEING ENTHUSIASTS

Beth’s Blog

Beth Kanter
Master Trainer, Blogger, and Author

Aliza Sherman
Web Pioneer, Author, and Speaker

Jeremy Koenig
Creative Director & Product Designer

Text HAPPY to 51555 to send this presentation to your phone Webinar Series
The Happy, Healthy Nonprofit is a manifesto for a mindset and culture shift in the nonprofit sector. We’re starting the conversation around the importance of self-care for nonprofit professionals to avoid burnout and gain more sustaining energy for work and life.

We also talk about the importance of what we call WE-CARE, an organizational attention and commitment to encouraging and supporting self-care – as a strategy to reduce burnout and turnover, increase productivity, and improve outcomes.

To purchase the book on Amazon go to bit.ly/happyhealthynpbook
Three Ways to Get Connected Now

Chat
Ask questions throughout the presentation

Twitter
Use #HappyHealthyNP

Facebook
facebook.com/groups/happyhealthynonprofit/
Meet Beth Kanter
MASTER TRAINER, SPEAKER, AUTHOR AND THOUGHT LEADER

35 Years of Leadership in the Nonprofit Sector

- Personally trained thousands of social change activists from NGOs across the globe on how to leverage networks, social media, leadership development, and technology wellness for good

- Authored award-winning books such as “The Networked Nonprofit” and “Measuring the Networked Nonprofit,” which are used to train aspiring philanthropists on college campuses around the world

- Beth’s Blog: How Connected Nonprofits Leverage Networks and Data for Social Change is one of the longest running and most popular online resources for fundraisers
Royalties from The Happy, Healthy Nonprofit Will Be Donated to Support Women in Cambodia

Donations will empower the Women’s Women’s Resource Center Cambodia, which works on human trafficking and domestic violence issues, to hire their first communications staff person through a fellowship with WAKE (Women’s Alliance for Knowledge Exchange).
Meet Aliza Sherman
WEB PIONEER, AUTHOR, SPEAKER, TECH WELLNESS ADVOCATE

One of the “Top 20 Women for Entrepreneurs to Follow” (Forbes)

- Built the first online resource for domestic abuse and breast cancer awareness in 1987
- Started the first woman-owned full-service Internet company in 1995 – Cybergrrl, Inc.
- Founded one of the first social media marketing agencies in 2005 which became Conversify
Topic #1
The Symptoms of Fundraising Burnout and How to Recognize Them
Fundraising Burnout
(noun)

Burnout is a state of emotional, mental, and physical exhaustion that occurs when we feel overwhelmed by too many demands, too few resources, and too little recovery time.
Burnout is Common in the Nonprofit Sector

WHY DOES SOMETHING EXTREME HAVE TO HAPPEN BEFORE NONPROFIT LEADERS START TO TAKE SELF-CARE SERIOUSLY?

Top Reasons Nonprofit Organization Employees Burn Out

- Overworking due to lack of resources
- Workflow that exceeds collective capacity of staff
- Feeling indispensable
- Overworking is embedded in the culture
- Lack of self-care
Symptoms of Burnout

SELF-ASSESSMENT

Physical and Emotional Signs of Burnout

- Fatigue
- Insomnia
- Forgetfulness
- Lack of concentration
- Increased illness
- Loss of appetite
- Anxiety
- Depression
- Anger
- Detachment
- Loss of enjoyment
- Pessimism
- Isolation
- Lack of productivity
- Increased irritability
- Sense of hopelessness
Your Personal Craziness Index

SELF-AWARENESS

Identify External Cues That You Are On Your Way to Burnout

When you recognize you are on the way to burnout you know that it’s time to hit the pause button, go slow, and reboot.
Topic #2
Self-Care Tips for Fundraising Professionals
Self-Care Starts with You

WHAT YOU DO TO ESTABLISH AND MAINTAIN HEALTH AND PREVENT AND DEAL WITH ILLNESS

Put your oxygen mask on first, then help others

The goal of self-care is that you would be more effective in delivering your mission.
Self-care and well-being in the nonprofit workplace starts with an awareness of how you relate to yourself and the world around you.

Be more conscientious of:

- Yourself
- Others
- Environment
- Work and money
- Technology
Declare a Self-Care Bill of Rights

AISHA MOORE’S BILL OF RIGHTS (TO NOT FEEL GUILTY)

I have the right to:

• Put my mental, physical, emotional, and spiritual health above everything else
• Put self-love into action
• Give to others and this world in a way that energizes me
• Make decisions about my time without guilt
• Get adequate sleep
• Focus on my physical body and outward appearance
• Pamper myself
• Define leadership and success in a way that supports self-love in action
• Develop new habits that support my self-care
• Speak the truth in all situations

You are important and the work you do is important! You are of no use to anyone if you are burnt out and do not take care of yourself.
Topic #3
The Wellness Triad: Sleep, Nutrition, and Fitness
Culture blogger Maria Pop-o-va of Brain Pickings said it best: “We tend to wear our ability to get by on little sleep as some sort of badge of honor that validates our work ethic. But what it really is is a profound failure of self-respect and of priorities.”

- Sleep deprivation is like being drunk or otherwise cognitively impaired
- Adults need 7-9 hours of sleep per night (National Sleep Foundation)
- Create a routine that works for you and ensures you get the sleep you need
Sitting is the New Smoking

SIT UP, STAND UP, AND GET MOVING

Results from sitting improperly and sitting too much:

- Heart disease
- Over-productive pancreas
- Colon cancer
- Mushy abs
- Tight hips
- Limp glutes
- Poor circulation
- Soft bones
- Foggy brain
- Strained neck
- Sore shoulders and back
- Inflexible spine
- Disk damage
- Poor circulation
- Soft bones

The right way to sit:

- Not leaning forward
- Shoulders relaxed
- Elbows bent 90 degrees
- Arms close to sides
- Lower back supported
- Feet flat on floor
What the Research Says About Walking

WALKING HELPS THE CREATIVE PROCESS OF BRAINSTORMING (STANFORD UNIVERSITY REPORT)

Stanford research found that walking boosts creative inspiration

The study examined creative levels of people while they walked verses while they sat. A person’s creative output increased by an average of 60% when walking.
Get a Standing Desk

AN EASY AND INEXPENSIVE FIX TO SITTING TOO MUCH!

Experiment to find what tasks are best done standing up – like maybe standing for email or calls but sitting for writing

- Have good ergonomic posture when you stand
- Wear comfortable shoes
- Get a foot pad
Walk More

DON'T USE YOUR COMPUTER KEYWORD AS A LUNCH TRAY

Recognize when you are not productive sitting and take a five minute walk around your office and stretch

- Walking 30 minutes per day will boost your health
- CDC recommends 2.5 hours per week of moderate exercise
- Don't use your computer keyboard as a lunch tray

Learn more at bethkanter.wikispaces.com/walk
Walking Meetings

PICK THE BEST TYPE OF MEETINGS FOR WALKING MEETINGS

Tips for Walking Meetings:

- Walk inside when the sun don’t shine
- Plan your route
- Note taking
- Wear comfortable shoes
Topic #4
Technology Wellness
Technology Wellness

(noun)

Taking the steps necessary to become aware of, and create, habits that counteract the physical, mental, emotional, and spiritual health ramifications of too much technology use.
Unplug Regularly and Often

BEING CONSTANTLY CONNECTED AFFECTS NOT ONLY OUR ABILITY TO PAY ATTENTION BUT OUR BRAIN’S ABILITY TO REST

Don’t be afraid to power down your mobile phone!

We love technology, but we also can say that for all the amazing things tech can do for us, it can also cause stress, distraction and physical injury.
Do Creative Projects that Don’t Involve a Screen

GOING ANALOG HELPS THE BRAIN FOCUS

Your brain needs to destress! Pull yourself out of your compulsive technology fog.

Have you ever tried meditative art? Try the Zentangle Method (see right) which is an easy-to-learn, relaxing, and fun way to...
Apps Can Be Agents of Self Care

USE SMARTPHONE APPS TO MOTIVATE YOURSELF TO MAKE HEALTHY CHOICES

Use apps on your smartphone to help you engage better in self-help practices.

- Create self-care plans
- Track your progress
- Use with your friends
Topic #5
Balancing Work, Play, and Family
Prioritize What’s Important

WE NEGLECT OUR FAMILIES, FRIENDS AND OURSELVES WHEN WE PUT WORK FIRST

Family-life-work balance is about priorities and choices

At the end of the day... our health and well-being, our family and our loved ones, are more important than work.
Schedule Solo Time at Work

INTENTIONALLY BLOCK OUT “FREE SPACE” ON YOUR CALENDAR

We live in an age of collaborative overload at work

- Back-to back-meetings
- Endless emails
- Texts

Create reflection time (empty space) on your calendar to be more creative in your current work.
Take Real Vacations!

NONPROFITS SHOULD ENCOURAGE THEIR EMPLOYEES TO TAKE REAL VACATIONS

If you don’t take your vacation time it’s like working for free

- Don’t fall in the trap of working on vacation
- You need vacations to refresh yourself
Join the Happy Healthy Online Book Club on Facebook Today!

Go to facebook.com/groups/happyhealthynonprofit/
Top 5 Stress-Reducing MobileCause Solutions for Year-End Craziness
Connect the Dots Between Stressing Less and Fundraising Success

End-of-year fundraising is often the most stressful part of working for a nonprofit—but it doesn’t have to be! MobileCause solutions help you automate the fundraising process to make collecting donations and communicating with your donors, easier than ever before so that you can have more time to take care of yourself and focus on your mission.
#1 Collect More Donations

Collect more donations with mobile-friendly donation pages and text-to-give keywords that can be set up in just minutes to easily hit your year-end goals.

Text HABIJAX to 51555 or go to mcause.us/habijax to see example
#2 Get Volunteers to Raise Donations for You

Share the load by recruiting and empowering volunteers to raise donations for you with crowdfunding for individuals, teams and corporate partners.

Text OCHEART14 to 51555 or go to mcause.us/ocheart14 to see example
#3 Easily Thank Donors & Send Receipts

Make the job of thanking donors effortless with text message gift confirmations and automated tax receipts that allow you to immediately follow up with every donor.

**Tip:** Embed a thank you video that autoplays when a donation is completed.
#4 Grow Your Database Without Asking for Money

Easily grow your donor database by simply asking supporters to fill out online forms to volunteer, become a member, take a survey, sign a petition, and more!

Text STREETS to 51555 or go to mcause.us/streets to see example
#5 Ensure that Your Message is Received

Remove the worry and doubt that your message is not being heard by your supporters by sending texts, which has a 98% open rate and 90% are read within 3 minutes.

Text UNDERGROUND to 51555 to see text messaging example
Questions & Answers

PLEASE TYPE QUESTIONS AND THEY WILL BE SELECTED BY THE HOST

Beth’s Blog

Beth Kanter
Master Trainer, Blogger, and Author

Aliza Sherman
Web Pioneer, Author, and Speaker

Jeremy Koenig
Creative Director & Product Designer
MobileCause provides end-to-end mobile and online fundraising software for a new generation of donors. To speak directly to a fundraising expert about implementing solutions for your organization please call (888) 661-8804 or go to mobilecause.com/free-consultation.
Buy the book today!

To purchase the book on Amazon go to bit.ly/happyhealthynpbook