

Bringing Money to Light

Fall Newsletter 2010

Happy New Year!

What is Fall?

Fall is nature's New Year:

I have learned from nature that all that exists on planet Earth is grounded fully and completely in form and physical action through the energy of nature....[The Fall Equinox] is the day when the call goes out for the new cycle to activate and begin its formation processes on the deepest of energy levels. (Machaelle Small Wright, *Perelandra Garden Workbook*)

There is extra energy available to you today especially, and at the precise time of the Equinox (11:09pm) especially. A simple way to use it is to invite the energy of this brand-new cycle into your own life and the life of projects you want support with. Machaelle "initiate[s] the call by saying aloud, *I request the next cycle and wish to assist its full unfolding.*" Simple. Perelandra in Virginia, like Findhorn in Scotland, is a place where humans achieve miraculous things by collaborating with nature intelligences. I use Perelandra processes in the work I do. For more, ask me or go to www.perelandra-ltd.com. (There you can also search on "equinox" for a longer excerpt.)

There's more you can do in Fall, and not just at 11:09 tonight! My five-element acupuncturist friend Tamme Marggraf* advises that the "gift *and* challenge" of Fall is "letting go." Letting go may not sound like much of a New Year's party. It can feel scary, like the death we see around us during this season. But if we don't let go of what doesn't serve us anymore, where are we going to put the new stuff that does serve us when we receive it? Fall is for *trusting in future abundance*, and making space and time for it in our lives. This is why I advise you to **plan your work and work your plan now** so you can "store up time" for Winter's generosity and warm relationship-building (see the "Income Idea of the Season" in this issue, below).

We're just coming out of the late Summer-early Fall harvest season, the final season in nature's cycle. Harvest is vital: *hoarding* is a pain. Letting go *is* the gift of the New Year. The first gift. The one that opens us to all the gifts that follow. ✨

*Tamme's wisdom can be reached in Berkeley Springs, WV at (304) 258-4959.

Income Idea of the Season:

Plan Now to Have *Time* to Build Relationships in Winter

The word for Fall is IMPLEMENTATION. Summer stinks for fundraising (mostly). So you've used summer to plan for your fundraising year right? And now it's time to work your plan.

What? No plan? Sketchy, incomplete plan? You still have time.

Elements of your plan: 1. Know your expenses. (Note that this is *not* your "budget." Your budget has two sides: expenses and income.) 2. Know what's missing. 3. Know what's been committed or raised. 4. Plan how to raise

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B O R N

September 22, 2010

Fall Equinox

after a long labor!

what's missing. **5. Plan the *time* to work the plan to raise what's missing.**

We are one season ahead of the most generous time of the year (that's Winter, for all of us who are sequentially challenged). Plan to benefit from seasonal rhythm: **do what you need to do now to have time available starting in mid-November to ask the people who love your work the most for a gift that meets their interests—as personally as possible.**

I dare you to make enough time to have a conversation or even a meal with those who love you, and find out what matters to them, including but not limited to what you do. You will never regret the relationships you build in this way. See how many people you can do this with. **Hint: do what you need to do now so you can more of this starting in mid-November.**

If your income is not donation-based but fee-based, or investment-based, this is still the time to plan to cultivate relationships in Winter you have let languish with those who care about your work and promote it.

For more ideas, browse the amazing archive of *The Grassroots Fundraising Journal*: www.grassrootsfundraising.org/staticpages/index.php/articlefinder2. Order and receive articles on the spot for \$3 apiece. Subscribe to the *Journal* and receive every article in the archive free. **I'm proud to have an article in the latest issue of the *Journal*! (See below!)**

To get my recommendations of articles on planning for your fundraising year or strategies for cultivating relationships with donors and other allies, email me: bethraps@earthlink.net. 🌱

I've published an article in the *Grassroots Fundraising Journal*! The article is "The Soul of Money Meets the *Grassroots Fundraising Journal*." It tells **how** to cultivate relationships with your donors and allies in **confidence, entitlement, and openness**. You can:

- ☼ Go to <http://www.grassrootsfundraising.org/> and
 - Order it for \$3 as a .pdf
 - Order a print copy of the whole issue (while supplies last) for \$5—an incredible value, many great articles
 - Subscribe to the *Journal* for \$39 (unless your organizational budget is over \$250,000)
- ☼ Wait til my next newsletter comes out on the Winter Solstice and tells you how to get it free. 🌱

Self-Discovery and Feng Shui: A Workshop for Personal and Professional Change-Makers

Led by Sandra Ritenour and Beth Raps,
November 2010
Stephens City, VA
(10 minutes south of Winchester, VA)

This workshop will teach how to make space for action and manifestation in your home and/or workplace. My colleague Sandra is a member of the International Feng Shui Guild, credentialed from two feng shui schools and certified in interior design and Building Biology. Limited seating. Email me if you'd like to know more and to register.

"Visit donors or prospects grounded in confidence, entitlement, and openness, and see where it leads you. Don't be afraid of success! May your fundraising not only increase the giving you seek but the beloved community we deeply desire."

—"The Soul of Money Meets the *Grassroots Fundraising Journal*," by Beth Raps

Next issue:

- ◆ news you can use from my workshop with Sandra, "Self-Discovery and Feng Shui" (see left)
- ◆ one winning reader question answered in detail! (free consulting!) Send your questions and I'll select the most promising and answer it in Winter's newsletter.