

Directions:

This magical equation **ALWAYS** works:

Gifts
X Values
Great Things for the
Causes You Support!

You can do it alone, with your family or with any group. The instructions are the same:

1. Use *LIST #1* to help you pinpoint a **cause** or organization whose Mission you would like to play a part in.
2. Use *LIST #2* to identify some of the **values** you hold most dear.
3. Use *LIST #3* to help you identify some of the many **gifts** you bring to the table. Remember, you are not limited to the suggestions on the lists. They are meant to spark your own thoughts.
4. Decide together how the cause you've chosen speaks to each of the values you've identified. For example, a program for homeless men might teach job skills, which would obviously reflect your values of hard work and education. But since skilled labor jobs would allow those men ultimately to become better husbands and fathers, the cause would also reflect your value of family.
5. Once you understand how your values will be reflected in support of the cause, it's time to figure out how you can best use your many GIFTS to make the biggest impact possible.

A good way to start is to brainstorm how YOU would feel if you were the one needing services. Don't just think about the obvious needs—really put yourself in their shoes!

For example, if you were a tornado victim, you would obviously need a place to stay and something to eat. But you might also need a place for your pets to stay while you rebuild. You'd probably be feeling tired and worn out as you navigate all the hurdles of putting your life back together, and you'd probably get really tired of wearing someone else's second-hand clothes. You'd also probably be really sad about all the photographs and mementos you lost, and you might just miss doing "normal stuff"—since nothing is "normal" when you've lost your home.

Now look at your list #3, and figure out how you can use those gifts to multiply your impact. There's a sample solution to the tornado equation on the back of this brochure.

A Sample Solution

It's all about multiplying your impact with truly inspired giving—and the possibilities are endless. Here is just one example of a successful solution to the tornado victim equation:

1. You have five hundred dollars to give and you give \$300 of it to the organization that provides temporary shelter—they need operating funds for staff and overhead.
2. Your husband has a great photo-quality color printer at his office and a large administrative staff with cyclical fast and slow times. He talks to them and they agree to spend some of their down time duplicating the photographs victims have borrowed from family members and friends. You spend another \$150 to buy new photo albums for ten families and fill them with their replacement photos.
3. Your 12-year-old daughter is great with animals, and she volunteers to give loving care to a family's dog until the family gets resettled.
4. You are a member of a women's group at church and they arrange with a local department store to pay for two new outfits selected by each of the adult victims.
5. You, your husband and your teenaged son are strong and willing workers—but not really "handy." The three of you volunteer for several weekends to help in the physical clean up of the area.
6. Your brother-in-law is an insurance professional and you convince him to volunteer a few hours each week to help victims navigate that maze.
7. Your son enlists his scout troop to sponsor a game night for the kids so parents can enjoy a night out alone.
8. When the homes are almost ready to move into, you and your green thumb, aided by your daughter, use the remainder of the money to plant colorful flowers in the flower beds—to welcome the families home in style.

Congratulations! You have just multiplied your gift!



Copyright ©, 2009, Tracy Love-Silver. All rights reserved.



CHARITABLE GIFT

Multiplier

A Simple Formula for
**More Powerful
Charitable
Investment**

