



Creating Synergy
between the
Nonprofit, Faith & Business Communities

The Collaborator

...from the desk of John C Johnson III

ASSESSING THE RISKS

Colossians 1:9-14 (NIV)

⁹ For this reason, since the day we heard about you, we have not stopped praying for you. We continually ask God to fill you with the knowledge of his will through all the wisdom and understanding that the Spirit gives,¹⁰ so that you may live a life worthy of the Lord and please him in every way: bearing fruit in every good work, growing in the knowledge of God,¹¹ being strengthened with all power according to his glorious might so that you may have great endurance and patience,¹² and giving joyful thanks to the Father, who has qualified you¹³ to share in the inheritance of his holy people in the kingdom of light. ¹³ For he has rescued us from the dominion of darkness and brought us into the kingdom of the Son he loves,¹⁴ in whom we have redemption, the forgiveness of sins. (Emphasis added)

*If You Build Through Spiritual Discernment,
You Will Bear Fruit In Every Good Work*

There are certain key questions every organization should address when considering a UBIT initiative. Addressing these questions at the beginning stages of development can save an enormous amount of strife once the initiative has begun to take shape. Only you, your “Inner-Circle”, and trusted consultant(s) can address these key issues effectively.

Organizational Assessment – Key Questions

Key questions include, but are by no means limited to, the following:

1. What are the risks involved?
2. What are the resources, skills and knowledge needed to succeed, and can we supply them?
3. Are there any “start-up” costs, and if so, how much?
4. Are there any ongoing costs, and if so, what are they?
5. Do we have the right personnel, and if not, can we acquire them (or adequate training) for free?
6. Will our service delivery be enhanced by cultivating the additional resources?
7. Will the additional resources we develop be discretionary?
8. Is the initiative relatable to our mission?
9. Does it fit our Fundraising strategy?
10. What are the expected outcomes, and how will they be measured and evaluated?
11. When should we get started?
12. Who will take the lead?

Personnel Assessment – Key Characteristics

Once the decision has been made to move forward, the next question is: “Who within the organization will take the lead”? Not everyone can manage this type of initiative. The attributes and talents that have proven most effective are as follows:

1. Persistence;
2. Ability to continually drive an initiative until successful;
3. Ability to focus on goals, in spite of challenges;
4. Business savvy and “millionaire mindset”;
5. Ability to influence and motivate others.

The Answers and Solutions Are Usually Right In Front of Us, but They Are Almost Always Counter-Intuitive

Intuition is a “touchy” area for many of us. It can spur us forward, or it can cause us to “freeze-up”. Ignoring it can cause significant problems or consequences. Following it, on the other hand, can put us at odds with those around us who may want us to follow protocol, or an established path, even when doing so no longer makes any sense (putting us squarely between the proverbial “rock and a hard place”). If you let your Holy Spirit be your guide at times like that, you cannot go wrong.

Let The Resources Do The Work

*Just Get Your Prospective Team Partners to the Website(s),
Then Put Them In Touch with Your Team Leaders.*

Most people don't like the idea of changing or developing new habits or expertise. I find that the first few times of implementing a new skill are usually the most difficult, even when the task is very simple. Members of our T.E.A.M. have a distinct advantage, however, regarding the development of new expertise. We are blessed with the mentorship and coaching of Team Liquid 24, a small group of extraordinary individuals, and their families, who have achieved incredible success, and with far less promising initiatives. All we need to do is “plug-in” to their system, and then stay “plugged-in” for the duration of the initiative (a 24 month commitment).

Flexibility Is A Must

The Success Variables Are Constantly Changing

Success variables unceasingly evolve, change, and even devolve. The changes can be most challenging. Unforeseen life-factors can greatly interfere with our “Master Plan” for success with any given endeavor. In the people business, as most of you probably know even better than I do, events can be highly unpredictable. Knowing this, however gives us the power to choose whether to “break” under the pressures that usually accompany a significant commitment, or whether to allow the experiences to shape and mold us into highly effective people, the kind contemplated in [Galatians 5: 22-23](#) (developing the Fruit of the Spirit).

Always feel welcome to contact me directly with any questions, comments, or great ideas!

Jack Johnson

The Advocacy Foundation, Inc
Managing Partner



*“Walk by Faith/ Serve with Abandon/
Expect to WIN!”*

The Collaborative US

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Managing Partner





Our Threefold Mission

To **Build** a Diverse, Collaborative, Networking Community of Supporters Seeking Both Conventional and Non-Conventional Means of Establishing Endowments, Annuities, Retirement, and Programmatic Affluence;

To **Teach** Individuals and Organizations to Work Synergistically, Rather Than Competitively, In Order To Create and Pursue High-Yielding Fundraising Alternatives;

To **Find and Execute** Unique UBIT (Unrelated Business Income Tax) Opportunities Offering Consistent Returns On Investment.

Inspirational/ Devotional Call

8:30 - 9am Every Weekday Morning
(712) 432-0075/ Pin Code 396137#

Tuesday Evening Retreat

7:30 - 8:30pm - Doubletree Hotel
4156 Lavista Road, Atlanta, GA 30084
(I-285, Exit 37)

Wednesday Night T.E.A.M. Training Call

10pm (712) 432-0075/ Pin Code 396137#

Thursday Night Corporate Call

9pm (646) 519-5800/ Pin Code 5477#

Saturday Afternoon Opportunity Call

11am (712) 432-0075/ Pin Code 396137#

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