



SEMINAR HANDOUT

Asset Language:

Additional terms for “reframing” need perspectives in terms of assets

<i>Need</i>	<i>Asset</i>
Need, deficiency, lack, weakness	Asset, gift, strength, talent
Scarcity	Sufficiency and abundance
Protect	Invest
Competition	Collaboration, partnership
Club	Widening community
Recruit	Join together
Seek advantage	Seek to add value
Prioritize, screen, gatekeep	Broker, connect, discover, release
Hopelessness, despair	Realism, thankfulness
Serve the needy	Serve the larger good with others who have different gifts
Us and them	All of us
Problem, crisis, danger, risk	Growing edge, opportunity
Trapped, stuck	Called to lead
What “they” won’t do	What “we” can do
All on my shoulders	Part of something bigger
I/we only have	I/we do have
Control	Spark

Mariner cheerleaders turn donation into supplies for homeless shelter

Deer Isle, Maine

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Mariner cheerleaders Shaylee Bray, Coach Kimberly Yurchick, Veronica Pezaris, Jess Trainor and Ali Eaton pause after a shopping trip where they purchased supplies for the Emmaus Homeless Shelter with funds donated from a local nonprofit group. Cheerleader Riley Getto is not pictured.

Photo courtesy of Kim Yurchick

by Faith DeAmbrose

A penny may be only 1 cent on its own, but with a whole bunch of them you can go shopping. And that is just what the Mariners cheerleaders did with their donated pennies.

In December the cheering squad was invited to a meeting of the Island's Eastern Star organization. They ate dinner with the group, performed some dance and cheering routines and left with a donation of more than \$175 in pennies to do with as they wished, providing they spent the money to help a charity organization, said cheering Coach Kimberly Yurchick.

The squad put off using the money until competition season was over and then made a decision to support the area's homeless shelter, the Emmaus Center in Ellsworth.

According to Yurchick, the five-member squad thought their donations would be best helping a homeless shelter and Emmaus was the closest. They went to the Emmaus website and found a "wish list" of items the shelter was in need of—and then they went and filled what they could.

For the squad's coach the whole experience was rewarding, said Yurchick, adding that she wants to provide opportunities for the squad to give back each year.

IDENTIFYING AND BUILDING ON AFFINITY

Affinity:

We can do more together than we can on our own.

Affinity is Likeness

For example: We each do similar work or projects, so we join forces to get more done, have more fun, or strengthen our impact.

Affinity is Difference:

For example: We each do different work or projects, so we join forces to complement each other, take advantage of our strengths, learn from each other, and get more done.

For connecting the dots, difference can even be more powerful than likeness.

SIMPLE AFFINITY CONVERSATION *by Luther K. Snow*

- 1. Break the Ice:** *Greet, mention something in common.*
- 2. Reach Out:** *Explain what you are up to, and why you seek to understand their perspective and interests*
- 3. Ask the Affinity Question:** *Ask, what's on your agenda?*
- 4. Turn the Conversation to the Mutual:** *"Yes, I know what you mean . . ."*
- 5. Brainstorm Opportunities Together:** *"Say, I wonder if we could try . . ."*
- 6. Close the Deal:** *"I'll do this, you do this, and I'll follow up with you . . ."*



**GENERATIVE COLLABORATION EXAMPLE:
KNOW HOW TO TALK TO CONGREGATIONS**

*A Guide for representatives of Social Service Agencies
For when you speak with congregations and their leaders*

<i>Not like this</i>	<i>Yes like this</i>
Let me tell you about what we do.	Please tell me about what is happening with your congregation.
We want you to understand and appreciate the value and importance of our work.	We want to understand and appreciate the value and importance of your work. We're looking for opportunities of mutual benefit.
We want you to volunteer to work for our organization.	We offer opportunities for strengthening your congregation with community outreach and leadership development in mission and ministry.
We want you to donate to our cause	We all support a larger cause, let's work together to accomplish more
Please support our issue with your community and elected officials.	We can equip you with information and support for your work on this issue that we all care about.
The need is great.	The opportunity is great for us to live out our mission as faithful people.
I'm going to give you a report about this organization I serve as a Board member	I'm going to share what's happening with an issue of congregational concern, based on the information and experience I've been privileged to gain as a Board member of this organization.
Money is tight and funding is drying up.	We're blessed to have resources to draw on, both as congregations and as social service agencies.
We're counting on you to maintain your support for our organization.	Your past support has made a difference in specific and real ways, and because of that, now there are opportunities to do more.





Snowball Strategy

START by *appreciating* what we've got and what we already do.
ACT *incrementally* to invest in growing assets and opportunities

Strategy	General examples
DO WHAT'S FREE AND EASY	<ul style="list-style-type: none"> ✓ Change what you call something you already do ✓ Use what you've got in a new place or with new people ✓ Listen and communicate with appreciation and empathy ✓ Have a meal or coffee with somebody ✓ Make a habit of asking what others are doing ✓ Use asset language. Reframe situations as opportunities.
USE HIDDEN ASSETS	<ul style="list-style-type: none"> ✓ Look for overlooked strength in the places you feel challenged ✓ Go potluck ✓ Recognize and use assets like: <ul style="list-style-type: none"> ○ People who care about what you do ○ Expertise you've got but don't realize ○ Physical space you're not using ○ Crowdfunding and crowd wisdom
TAKE SMALL ACTIONS	<ul style="list-style-type: none"> ✓ Pilot projects ✓ Single events ✓ Efforts on the margin ✓ Divert a small part of something bigger
LEVERAGE EXISTING RESOURCES FOR NEW RESOURCES	<ul style="list-style-type: none"> ✓ Draw on relationships for expertise, time, access, space ... ✓ Save time by contracting out ✓ Save money by doing it yourself ✓ Build off what's popular, new, or interesting ✓ Piggyback with, precede or follow other events and programs
COLLABORATE TO SAVE TIME, MONEY, AND RESOURCES	<ul style="list-style-type: none"> ✓ Ask others what they are doing ✓ Join forces with another group ✓ Co-sponsor an event or program ✓ Save money by buying in bulk ✓ Go around the table to learn from each other ✓ Use challenging situations to motivate collaboration ✓ Exchange visits or services
APPRECIATE, AND REINVEST	<ul style="list-style-type: none"> ✓ Recognize that every action is a success; even the "failures" teach us strategy ✓ Reflect on what you've accomplished and what new assets have been created ✓ Remember it's only practical to use what we've got ✓ Build on what you've done and learned and do it some more!

