



The Law of Enrollment

It's at work in every conversation you have, so learn how to make it work for you - especially when your conversations are about fundraising.

[Publisher's note: Every so often, *free-range thinking* features essays by guest contributors. This month, we're delighted to introduce you to Laurie Herrick, founder of [Quantum Jump](#), a company that works with nonprofits and socially responsible businesses. Earlier this year, Herrick introduced me to the "Law of Enrollment," and her concept has helped me look at the conversations I have - with clients, friends and family - in a new way. Herrick's complete essay on this law is longer than articles normally included here, so we've published the first few paragraphs to give you a sense of it. To read the entire essay, just click on the link at the bottom of this section.]

The Law of Enrollment Meets The Ask

by Laurie Herrick in collaboration with Kathleen Dowd and Rachel Kuhn

When we look at various scientific laws like the Law of Motion, the Law of Gravity and the Law of Relativity, we see that one thing they all have in common is that they are phenomena that occur whether or not we believe in them. For example, if I were to step off of a cliff, I would fall, regardless of my belief in the Law of Gravity. Just as these scientific or natural laws describe our physical world, there are laws that affect human interaction - laws that also occur whether or not we believe in them. A phenomenon that I like to call the Law of Enrollment is one example.



My first experience with the Law of Enrollment was on a personal level. A number of years ago, I volunteered at a ropes course. My job was to be a "Send-Off" for the rappel. Essentially, it was my job to say to people "lean back, you're fine" as they loosened their grip on a rope to lower themselves down over the edge of a cliff. Course participants were to trust me, and with ropes attached to their harness, lean into the air

February 2011

The Law of Enrollment

It's at work in every conversation you have.

Beth Drews Scholarships

The final five winners for 2011 have been announced.

Make Points, Not Bullets

Our "disarming" webinar on presenting returns in March.



About Us

free-range thinking is written

Laurie Herrick of
Quantum Jump

50 feet above the ground. While it wasn't necessary and we didn't discuss it, I'm certain that they were all believers in the Law of Gravity.

One day, early in my training, I had numerous "balkers," people whose response to my instructions was some version of: "You're crazy! I'm gonna die! There is no way I'm doing this!" and they wouldn't go. My trainer Dana worked patiently with me, but I was frustrated.

The next day, I watched as Dana took a turn on the edge of the cliff. Calmly and effortlessly she sent three people off with minimal difficulty. In fact, they had smiles on their faces! I was astonished and asked her what she was doing that was so different from what I had been doing. What she told me has changed the way I handle just about every conversation, particularly important ones. She said, "Laurie, every single conversation you have is about enrollment. Either you are enrolling people or you are being enrolled." She told me that when I was sending people off the rappel, I had consistently let myself get enrolled in their fear, in their "I'm gonna die" mentality, rather than enrolling them in a confident "Lean back, you'll be fine."

Once I had an understanding of the Law of Enrollment, I began applying the practice to conversations in other parts of my life, including my work in social profit organizations with donors and potential donors. Like other natural laws, the Law of Enrollment is occurring whether I believe it or not - all day every day. In the fundraising field, even our most stalwart supporters become enrolled in current conversations about scarcity or about what we do not have or cannot do. Our job as fundraisers is to be present to the enrollment "dance" and enroll prospective donors in how they might make a difference in your organization.

To read the rest of this essay, [click here](#).

[^ back to top](#)

by Andy Goodman and edited by Lori Matsumoto. To read back issues, download free publications, and to learn more about our work, please visit www.agoodmanonline.com and www.thegoodmancenter.com.

To reach Andy directly, please call (323) 464-3956 or send an email to andy@agoodmanonline.com.



FOLLOW ME ON TWITTER



tweet this

To subscribe to this newsletter, [click here](#). To unsubscribe, [click here](#).



a goodman

GOOD IDEAS FOR GOOD CAUSES

a goodman

444 North Larchmont Blvd.,
Suite 102

Los Angeles, CA 90004

323.464.3956

Beth Drews Scholarship Winners

The five remaining recipients for 2011 have been selected, but nominations for 2012 are now open.

To honor the memory of Goodman Center co-founder Elizabeth Fair Drews, we established the Beth Drews Scholarships last year. Under this new program, twenty people

from the nonprofit community will be selected each year to receive full tuition to the classes of their choice offered by The Goodman Center. We announced the first fifteen recipients for 2011 in December and are pleased to announce the final five recipients here:



- Robert Anguzu, National Agricultural Research Organisation
- Sandra Leander, Duet
- Alejandra Palacios, Instituto Mexicano para la Competitividad, A.C.

- Maya van Rossum, Delaware Riverkeeper Network
- Thalia Zepatos, Freedom to Marry

We are now accepting nominations for scholarships in 2012. Please note that nominees must be full-time employees of nonprofits, and nominations must come from foundations. If you are a grantmaker and know of a nonprofiteer who would benefit from a Goodman Center class, we hope you will send the name our way. And if you work at a nonprofit, we encourage you to discuss this opportunity with your colleagues at foundations so they can put your name forward.

To learn more about the scholarships and to download nomination forms, just [click here](#).

[^ back to top](#)

Make Points, Not Bullets!

Why Bad Presentations Happen to Good Causes, our most "disarming" webinar, returns in March.

Based on unprecedented research and incorporating the advice of twenty highly regarded public-speaking experts, ***Why Bad Presentations Happen to Good Causes*** is a two-hour online class designed to help presenters at all levels, from newbies to seasoned veterans. Curriculum in this course includes:

- The five most commonly made mistakes in presenting and how to avoid them
- How to structure presentations to ensure your audience learns more
- Why PowerPoint should never be used as a presentation and a handout
- Techniques to help you deliver talks with greater confidence



Classes will be held on March 2nd and 4th from 11a-12n Pacific each day (2-3p Eastern), and tuition is \$250 per student. (Group discounts are available.) To learn more and register online, [click here](#).

[^ back to top](#)

[Share this newsletter with a colleague](#)



This email was sent to lori@agoodmanonline.com by andy@agoodmanonline.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe[®]](#) | [Privacy Policy](#).

a goodman | 444 North Larchmont Blvd., Suite 102 | Los Angeles | CA | 90004