



**OBSTACLE  
SCHMOBSTACLE!**

How to go over, under, around,  
and through to get your YES



**B. Michael McFarland**  
Chief Development Officer  
HomeFirst

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Three circular icons: a purple 'X' on a gold background, the word 'NO' in white on a green speech bubble, and a thumbs-down gesture on a purple background.

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Three stylized faces: a smiling face on a gold background, a portrait of Shakespeare on a green background, and a sad face on a purple background.

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### What is Acting?

- Simplified Stanislavski (father of modern acting)
  - An actor has a superobjective with sub-objectives along the way.
  - To achieve each objective, an actor overcomes obstacles.
- Is Fundraising any different?

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### Why are you here?

- It's Sunday
- It's 4pm
- You're in New Orleans
- What do you want to get out of this?

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### What is your Super-Objective?

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What are Fundraising Sub-Objectives?

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Nōbstacles



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Obstacles



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Obstacles can be OVERCOME

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Who are the masters at overcoming obstacles?

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Know the Biggest Secret of All

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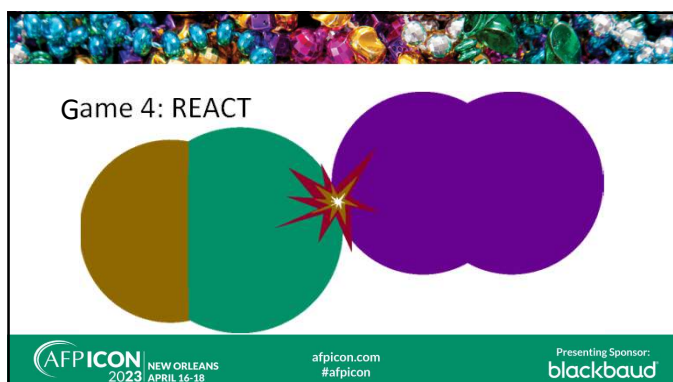
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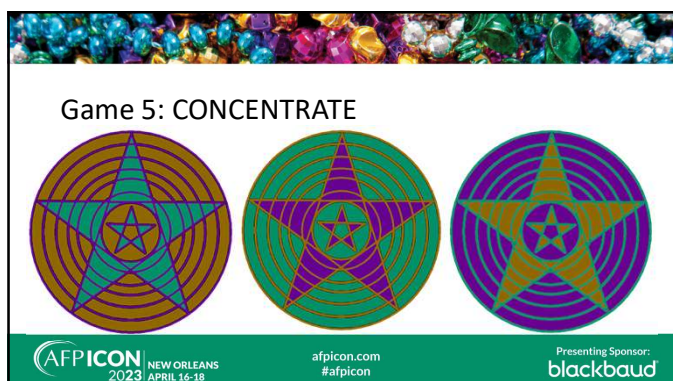
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Game 6: MEMORY



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Words are Props to Achieve Objective

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Game 7: FIRE IN THE BELLY



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### Obstacle Schmobstacle

- An overcomeable obstacle is an opportunity:
- 1
- 2
- 3
- 4
- 5

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### Change Objective to Achieve Objective

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### What is Your Super-Objective?

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Wing it?

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Connect

 [bmcfarland@homefirstsc.org](mailto:bmcfarland@homefirstsc.org)

 <https://www.linkedin.com/in/bmichaelmcfarland/>



SCAN ME

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