

B”H

## **Fundraising Had Become Heavy**

*A shliach’s journey from frustration to renewed purpose*

A seasoned shliach knew there was more potential in his fundraising. He understood the importance of cultivation, stewardship, and consistent appreciation. Yet, the resistance was no longer something he could ignore.

### **The First Hesitation: “I Don’t Enjoy Fundraising.”**

Fundraising had become emotionally draining. It was not the concept of fundraising that troubled him most. It was the experience of it.

The unanswered messages.

The repeated follow-ups.

The feeling of being insignificant when outreach went nowhere.

Over time, these moments accumulated into a sense of discomfort and emotional fatigue.

### **The Core Concern: “I Don’t Need More Tactics.”**

The shliach knew what he was truly looking for. He did not want another system layered on top of something that already felt painful. He was not looking for more spreadsheets, scripts, or tactics.

He wanted to understand *why* fundraising felt so heavy in the first place.

For years, he had been doing the work with moderate success, yet it felt like running a marathon on a broken leg. Only on a handful of occasions, when a donor explicitly expressed appreciation and gratitude, did he feel a spark of meaning in the process.

### **The Recurring Hesitation: “I Keep Predicting Rejections.”**

Even the first step of reaching out to potential donors felt complicated. He would think:

*“I haven’t cultivated enough.”*

*“This person is busy, he won’t have time to talk to me.”*

*“I’m going to bother them.”*

*“I don’t have the perfect wording, I’m not ready to make the call.”*

These thoughts often stopped him before he ever picked up the phone or sent the message.

### **The Shift: Stepping Into a New Perspective**

What the shliach began to recognize was that the weight did not come from fundraising itself. It came from the story he carried *before* every interaction.

He identified his pattern of living in imagined narratives about how others will respond, which created paralysis. This pattern of predicting rejection, disinterest, or annoyance cultivates fear.

He also noticed that he created a ceiling in his own mind. Survival had shrunk his vision, making growth feel unrealistic and even inappropriate.

Once the shliach understood his patterns clearly, something clicked.

The work no longer felt mysterious or personal. It was not about convincing anyone. It was not about saying the perfect thing. And it was not about protecting himself from imagined negative outcomes.

He realized that his role was simple: show up with genuine curiosity and respect. Approaching donors meant opening a door. Some doors would open. Some would not. Neither outcome needed to define him.

The only permissible imagined outcome is a positive one.

With that shift, clarity had replaced overthinking, and a grounded mindset had replaced avoidance.

And for the first time in a long while, fundraising no longer felt like a necessary evil. It felt like an opening. A chance to connect. A process that could be approached with safety and simcha.