



The Limitless Women Podcast Should I Start My Own Non-Profit?

One of the most common questions I receive is “should I start my own non-profit?”. Here is my advice: Find an organization that speaks to your heart, an organization that is already in practice. Then, offer your talents within. Take your time to learn about what's going on for them and how you can use your own superpowers to make a difference.

Want to skip head? Episode Highlights

- [00:27] Find out from Laura what will be covered in today’s episode!
- [00:45] Laura shares why the answer usually is no for individuals who want to start their own non-profit, and how there is likely someone already doing the work to support.
- [01:55] Learn what to do when you are passionate about making a difference and want to find an organization to work with.

Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] Thanks for listening to the Limitless Women Podcast. This episode is an excerpt from a video series on business tips I created for you. If you find this valuable and want to have a deeper, longer training, visit the Limitless Women YouTube channel, subscribe and check out the rest of the series.

Should you start your own non-profit? The answer may surprise you.

One of the most common questions I get asked by women who are really on a mission to make a difference in the world is, "Should I start my own non-profit?" The answer is usually no. While I really appreciate your passion for making a difference, the challenge is that it takes time, money, and energy to lay the groundwork to make a difference, and chances are whatever you're passionate about, so is someone else. Humans are humans and we're really dealing with the same stuff all over the world around our pain, so if you can take a little bit of time rather than starting a whole new organization and find an organization that you feel passionate about, you'll help more people much quicker.



For over 30 years, I've been working with non-profit organizations starting with small local groups and moving into multinational large organizations. What I find is that they all need the same thing. They all need funding. They all need volunteers to offer their time and they need volunteers and staff members to offer their talents. Chances are if you're feeling inspired and moved by something that's happened in your own life personally, you have the first step already handled, which is the commitment to make a difference.

What I want you to do is to find an organization whether it's something around elders, whether it's something around child abuse, if it's something around education. Whatever is speaking to your heart, I want you to find an organization that's actually already in practice. They're already doing the work and find out where can you take the next step, which is to take that commitment and that desire to make a difference and share your talents. Chances are you've got a skill set that they could really use. You may be a videographer. You might want to be helping them with their marketing. You may be a bookkeeper. You may be a person who they really need help with finding the track on their financials.

Whatever skill set you have, I want you to be thinking about bringing that to the organization. I want you to be thinking about in your business how can you tie a partnership there. If it's something you're passionate about, is there a program you're offering where a percentage of sales from that program could go to a worthy cause so you can help them with funding, and then take your time to learn about what's going on for them and how you can use your own superpowers to make a difference.

Thank you again for wanting to do this and I'm excited to help you as you grow in your own philanthropy.

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[MC] Did you know that Limitless Women offers an online community, a premiere business school and annual live events? Find out what Limitless Women has for you at LimitlessWomen.com.