

Monthly Musings



courtesy of Fletcher Consulting

500 Grapevine Hwy. • Suite 362
Hurst, TX 76054
(817) 205-2334 • Fax (817) 796-2087
Email: john@thefletch.org

Get **Linked in** with John at:
www.linkedin.com/in/johnfletcherpr
Read John's blog on
www.thefletch.org

VOL. 9-11 • NOVEMBER 2019

Thanksgiving

EDITION

This edition of Monthly Musings is our special Thanksgiving gift to you.

As you read below, please note that the message is actually from me as well as **my girlfriend, Rebecca Barksdale**. We hope this holiday message gives you some perspective on how to be thankful and how to do something special for others.

Sixteen months ago, Rebecca persuaded me to **do something that brought joy to my heart and led countless others to enrich their own lives by giving away small amounts of money in creative ways.**

Since this was very much our shared idea, I now bring to you "The Rest of the Story" from Rebecca. I send this message to encourage you to do something kind for others this Thanksgiving week or, for that matter, at any time during the year.

There is a wonderful, inspirational song that I hope you enjoy as much as I do. The song is "[Pass It On](#)," and it opens with the line, "It only takes a spark to get a fire going."

When you share, you are acting as the spark - no matter how large or small the gesture.

Being Thankful Year-Round

I'm sharing this story because John has quietly become known for becoming a [Go-Giver](#) (from a book by the same name). While everyone who meets him can sense that he possesses an energetic and outgoing personality, he's also humble and does not take credit for everything he does to help our community.

He currently serves as a board member for the Fellowship of Christian Athletes at TCU, the Northeast Leadership Forum and the Southlake Chamber of Commerce. He has also served on the board of GRACE (Grapevine Relief and Community Exchange) and the HEB and Colleyville chambers.

John and I brainstorm a lot for his clients and for my position as Precinct Administrator for Tarrant County

Precinct 3 Commissioner Gary Fickes. We find great joy in working together and sharing ideas.

Ever since John committed to sponsoring the July 2017 membership luncheon for the Southlake Chamber of Commerce, we spent a lot of time considering what would have the most impact on the audience in his sponsorship presentation. As the luncheon sponsor, John was given a five-minute segment to promote his business, and he also was allowed to leave a promotional item at each attendee's seat.

Following a clever video about John's public relations practice (contrasting him as 'this Fletch' as opposed to Chevy Chase as 'THAT Fletch from the movies *Fletch* and *Fletch Lives!*'), there was just one minute remaining in his sponsorship time.

That final minute would capture everybody's attention if we came up with something novel and memorable.

Most of the interesting promotional items had been used previously, and it seemed like a waste to give an item that attendees already received or did not want.

We agreed upon a very popular color: **GREEN**. I asked, "Why don't you give away cash and then ask



everyone to do something special with it, like re-gift it to others as an unexpected surprise?" He loved the idea, so **it was my pleasure to help spend \$1,000 of John's money!**

Following the video, John announced from the podium that Chamber staff members were passing envelopes to all luncheon attendees and that **everyone was receiving an envelope containing \$5, \$10, \$20 or \$50 in cash.**

Then he shared his call to action for [#restoringkindness](#), a concept that he has helped implement for his client Dalworth Restoration:

"I'm asking you to take this 5, 10, 20 or \$50 bill and make someone's day. Leave it as an extra tip - above and beyond your normal tip - at dinner tonight or lunch tomorrow. Use it to help pay for the groceries of the person in line behind you. Buy someone else's cup of coffee. Buy stamps for the person behind you at the post office.

"What you choose to do with this money says a LOT about who you are. If you pocket this cash, nobody else will know, but you will lose out on a blessing. However, when you DO give the money away, you will see the look on someone's face when you perform a kind gesture, and it will absolutely make your day. It will reinforce that YOU are a LEADER!"

Audience members were shocked to see someone pay \$1,000 to sponsor the Southlake Chamber of Commerce luncheon, and then use the opportunity as a platform to give away **yet another \$1,000.**

This would have been a wonderful story in itself, but I must relay some of the updates that John has shared with me since then.

He followed his \$1,000 giveaway challenge by sending a sponsored e-blast to the Southlake Chamber members a week later. He asked them, "What did you do with your cash from the July luncheon?"

He received a number of comments, some of which are included below.

At the grocery store...

Earlier this week, I was buying groceries at Albertson's and was checking out. I felt two loose \$20 bills in my pocket and noticed two ladies behind me and each of their baskets had a Thanksgiving turkey.

I decided to do a 'John Fletcher' and I smiled as I handed a \$20 bill to each of them. You should have seen the look on their faces, and on the cashier's as well.

It cost me so little, but it meant so much to them!



From left in a recent photo: You-Know-Who, our good friend and beloved Euleess Mayor Linda Martin, and Rebecca.

At the department store...

As I was actively looking for a group or individual to share your trust, I met this young lady named Gloria who seemed to be in her late 70's and was working very hard and anxiously at a department store.

As I was leaving the store, I had decided to look back to her and ask her, "If I was to give you \$100 what would you do with it?"

With a shaky voice and tearing eye she said, "I will buy groceries for my daughter and me - she is blind and dealing with cancer. She lives with me and I am the only person that can work."

At the pharmacy...

I received \$10 from your luncheon visit to the Southlake Chamber. Later that week I had to go to Walgreens to pick up a prescription.

While waiting in line I overheard a college aged girl not having enough money to pay for her medicine. She was calling her mom to transfer her money, but she wasn't answering, and the girl was getting very embarrassed.

I decided to go up and pay for her prescription (it was over \$20 so I paid the difference personally).

It was so awesome to help and to see the relief and gratitude on her face.

Helping someone having a bad day...

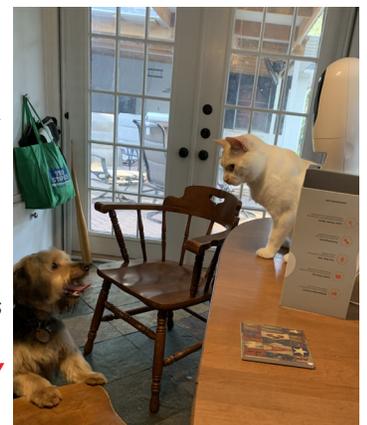
One of our team members visited Shipley's Donuts following the luncheon. When pulling up to the drive-thru, she greeted the order taker and asked how she was doing.

The employee said she was having a bad day with health and other issues. Our team member felt led to turn a bad day around, told her about our "Do Something Good" Cash and gave her the \$100.

It totally turned that lady's day around!

We wish you and your family a Happy Thanksgiving!

- Rebecca, John, Doc and Snowball.



Rebecca and John

