FUNDRAISING OPPORTUNITIES IN TIMES OF CHANGE

AGENDA
- Adapting strategic plans
- Cancelling/postponing events
- Engaging donors
- Leveraging extra time
- Self care

HIERARCHY OF VALUES
“First things first” during times of crisis:
1. Self Care
2. Donor Care
3. Organization Care
PREP YOUR COVID-19 STORY

What are you experiencing?
- First-degree impact
- Second-degree impact
- Decreased interactions
- Increased customization

CURRENT PLAN?

“Competitive strategy is about being different. It means deliberately choosing a different set of activities to deliver a unique mix of value.”

- Michael Porter

TAKE STOCK

Are your current goals:
- Still relevant?
- Are new goals needed?
IF NO CURRENT PLAN, NOW’S THE TIME!

- Clarify mission, mission, values
- Deepen engagement
- Anticipate challenges
- Framework & decision matrix
- Fundraising & marketing document

WHEN TO ADAPT

1. Review core strategy
   - Is there a major shift externally or internally?

2. Measure performance, measure gaps
   - If YES
     - Take corrective action
   - If NO
     - Continue present course

REVIEW

Are you:
- Preparing for a new venture?
- Addressing mission drift?
- Facing substantial changes in your business?
ADAPTATION

Checklist:
✓ Should goals be changed?
✓ Realistic goals & action items?
✓ Goals & timeframe
✓ Deadline modification
✓ Staffing
✓ Organization focus
✓ Key learnings

IMPLEMENTATION

Most difficult part of strategic planning.

Having a Plan + Nimbleness + Implementation = Success

SHAPE YOUR FUTURE

“You cannot predict the future, but you can create it.”

- Peter Drucker
LESSONS LEARNED

What have we learned from other times of national crisis?

LET THE DONOR DECIDE

CANCELLED EVENT

In order to recoup lost revenue, I will commit to...

- Attendee lists – goals – contact
- Virtual event
- Refund...AND Donate
- "Close the Gap"
- Special appeal
- Commit to Major Gifts/Planned Giving
POSTPONING AN EVENT

Determining Factors: IF/THEN

- Is event between now and May 31?
- Availability - new dates/locations...& contingency plan
- Revenue assessment and goal setting

MOVING PLAN TO ACTION

- Choose action steps that work for your organization by March 15
- Map out plan on calendar with deadlines to accomplish each action step by April 30

VIRTUAL EVENT

Questions to ask:
- Purpose of event
- Audience
- Event software

Platforms to consider:
- Snowball
- OneCause
- Double the Donation
- Qgiv
- Salsa
- Fundly
- Fonteva
- DonorSearch
- CRM
- Fonteva
- Hootsuite
- DonorSearch
WHAT DOES “HEALTHY” LOOK LIKE?

- Donor acquisition
- General cultivation
- Special events
- Mid level gifts
- Major gifts
- Planned gifts
- Capital gifts

IS YOUR NEED DIRE?

IF you’re being harmed by COVID-19, or the economic impact, share this with your donors!

Donors love to fund current, acute needs.

TO DO, RIGHT NOW

- Acquisition
- Traditional works!
- Engage
- DAF’s
COMMUNICATE

Pick up the phone, already!

THE POWER OF WOMEN AND $$$

Make sure you engage female philanthropists in a meaningful way.

SHIFTING RESTRICTED FUNDS

Only 20% of nonprofit funding in the United States is unrestricted!!!!!!
ACCESS TO WORKING CAPITAL

81% of nonprofit leaders say access to capital is their biggest challenge.

SOLUTION?

- Contact your funders
- Commit to diversified revenue streams

DEVELOPMENT PROJECTS

- Research donors
- Donor portfolios
- Donor database
- Program knowledge
- Website
- Personal notes
- Video contact
STICK TO A ROUTINE

- Sleep
- Varied schedule
- Self care

DRESS UP ALREADY!

- Dress for what you want
- Take a shower
- Bright colors

GET OUT OF THE HOUSE

- Get outside
- 30 minutes
- If high risk, open the windows
MOVE IT!

- Ideally, exercise outdoors
- 30 minutes
- YouTube, Facebook, Instagram

HUMAN CONNECTION

- Once a day
- 30 minutes
- Vary the method
- Don’t forget your kids

FUEL YOUR BODY

- Drink LOTS of H2O
- Healthy foods
SELF-CARE TOOLKIT

Two components:
- Sensory
- Proprioceptive

QUALITY TIME-KIDS

- Kids need extra time right now
- Extra attention and communication

EASY DOES IT

- Benefit of doubt
- Wide berth
- Grace
SPACE TO RETREAT
- Separate spaces for work & relaxation
- Equally important for kiddos

BEHAVIOR
- Expect behavioral issues in kids
- Routine disruptions
- Don’t introduce plans or consequences now

SAFETY & ATTACHMENT
- Expect behavioral issues in kids
- Routine disruptions
- Don’t introduce plans or consequences now
EXCEPTIONS & ACCEPTANCE

- Lower your expectations!
- Practice RADICAL self-acceptance!

*There is not roadmap for what we're going through.*

LIMIT COVID INFO

- Limit social media/news COVID data
- Protect kids
- Find trusted sources
- Set time limit for daily consumption

NOTICE THE GOOD

- Pay attention to those doing good
- Balance the heavy with the hopeful
HELP

- Give back to others
- Helping others gives us a sense of purpose

CONTROL

- Find something you can control, and OWN IT
- Critical in times of uncertainty and overwhelm
- Anchoring and grounding

LONG-TERM PROJECT

- New hobby
- Busy, distracted, engaged
- Take breaks from the outside world
REPETITION
- Repetitive movements
- Left-right movements
- Self-soothing, self-regulating

ART
- Emotional brain likes creative arts
- Direct portal – release of feelings

HUMOR
- Worry can be a constant
- Balance the heavy with FUNNY!
REACH OUT FOR HELP

- Ask for help
- Take your meds
- Continue therapy
- Support groups

PIECE AT A TIME

- Moment by moment
- “Chunking”
- Personalized approach to managing challenges

TEMPORARY

- We don’t know when this will end – and it will
- Season of life
FIND THE LESSON

- Look for a potential positive outcome
- What can you learn from this – big and small?
- Personally, professionally?

MOVING PLAN TO ACTION

Set goals:
- How many contacts per day/per week? Phone or video?
- How many projects to complete by when?

Mix of donor interaction and project work

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