

*AFP MA, CCS Fundraising, and WID  
Monday Webinar Series*

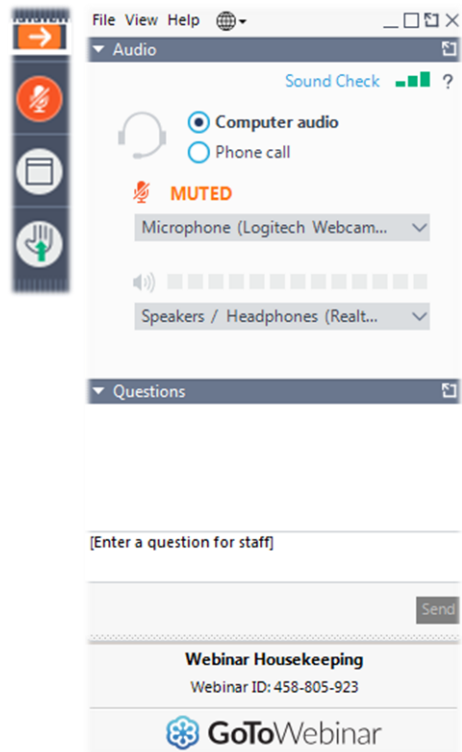
# Pivoting Your Case for Support and Fundraising Plan: Relevant Action Steps in the Time of COVID-19

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APRIL 6, 2020



# Logistics



To join audio:

- Choose “Computer audio” to use VoIP and listen through your computer
- OR
- Choose “Phone call” and dial using the information provided. International numbers available.

Throughout the webinar please type your questions here for discussion later

# Today's Panelists



**Denella Clark**  
President, Boston  
Arts Academy  
Foundation



**Melissa Cording**  
Director of  
Development,  
Bridge Over  
Troubled Waters



**Andrea Finnerty** Chief  
Development Officer,  
Cambridge School of  
Weston  
*Past President of WID*



**David Woodruff**  
AVP & COO, MIT  
Resource Development  
*President of AFP  
Massachusetts*

# Today's Facilitator



**Kate Villa**  
Corporate Vice President,  
CCS Fundraising

# LESSONS LEARNED IN TIMES OF CRISIS



# Historically Reliable Steps

Concerns about the impact of Coronavirus (COVID-19) underscore the nonprofit sector's vital leadership role in the welfare of our communities. In light of the current and rapidly evolving circumstances, CCS offers the following timeless fundraising principles to remember and reinforce:



**1. Increase Communication**



**2. Show Empathy and Concern for Your Stakeholders**



**3. Develop a Task Force and Action Plan**



**4. Avoid Wholesale Cancellation of Fundraising Plans**



**5. Leverage Technology**



**6. Reaffirm Your Mission and Impact**



**7. Consider Special Briefings**



**8. Communicate Financial Impact**



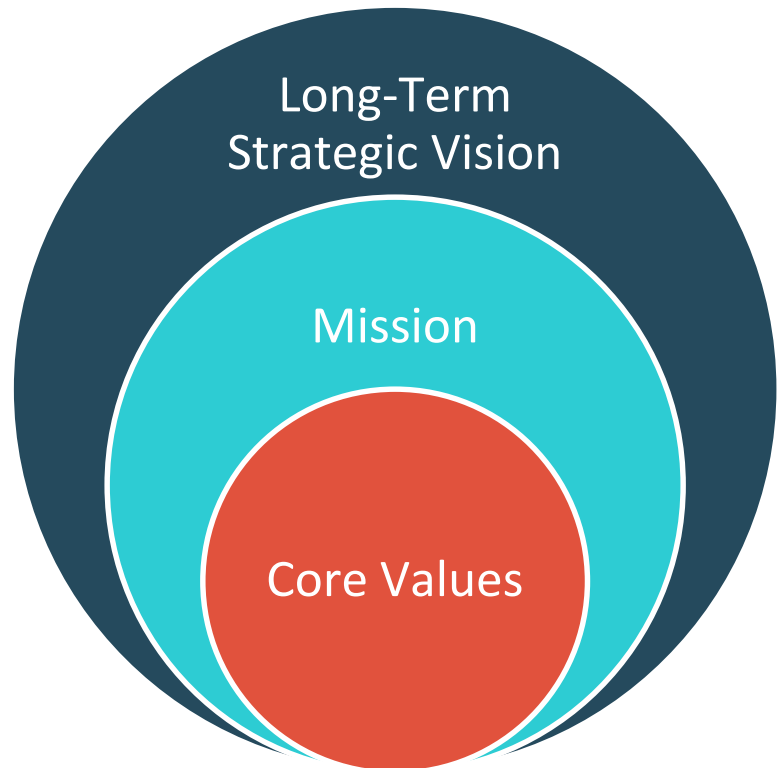
**9. Motivate Your Stakeholders**



**10. Consider Special Fundraising Initiatives**

# Reaffirm Your Mission and Impact

Reaffirm your mission and continuously remind stakeholders of the impact of your work.



Tailor your messaging to demonstrate how your values, mission, and vision align with and are relevant to the current circumstances

# Engage and Motivate Your Stakeholders

Redouble efforts to help motivate your stakeholders by reminding them of the resilience of philanthropy in difficult times and the importance of their leadership and support. Donors who feel connected will continue to support their beloved institutions, especially in times of crisis. Those who feel engaged and are asked to lead will deepen their relationship and long-term support.







# Pivot Your Case

Highlight:

- The **value that you bring** to your community now
- The **reasons why you need support**, especially during this crisis
- The importance of **mutual commitment**



"Would you tell me, please, which way I ought to go from here?"  
"That depends a good deal on where you want to get to."

"I don't much care where –"  
"Then it doesn't matter which way you go."

~Lewis Carroll,  
Alice in Wonderland

Pivot Your Plan...  
and Move  
Forward

A top-down photograph of a group of people's hands and forearms stacked together in a circle on a dark wooden deck. The hands are of various skin tones, and some have white sunscreen or lotion on them. The text "Q&A" is overlaid in the center in a large, white, sans-serif font.

Q&A