



Association of  
Development  
Officers

Advancing Philanthropy • Enhancing Lives

# ROLE OF NONPROFIT CEOs & BOARDS IN THE NEW NORMAL

Association of Development Officers

“Ask the Expert”

Wednesday, October 14, 2020

8:45 AM to 11 AM

Thomas Kissane

Principal & Managing Director

CCS





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Principal & Managing Director  
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## DURING TODAY'S CONVERSATION



How can you **leverage** your CEO and board member's **expertise** and **talents** for your philanthropic needs, especially amidst COVID-19?



What are the ways that staff can **partner** with CEOs and board members to **maximize engagements** and **position for fundraising success**?



What is the path for volunteers to **actively participate** in the **cultivation, solicitation, and stewardship** of prospects?

# LEVERAGING TALENTS & EXPERTISE



## PROFESSION

- Lawyer
- Financial Advisor
- Public Relations
- Entrepreneur
- Hospitality



## DEVELOPMENT ROLE

Approve by-laws, governance issues

Planned giving, Donor Advised Funds (DAFs)

Cody editing, pro-bono design work, COVID-19 messaging

Develop sales messaging, advise on trends

Host small (virtual) events

# PARTNERING TO MAXIMIZE ENGAGEMENTS



## DEVELOPMENT PRIORITIES

- Donor Discovery
- Introduce
- Cultivate
- Solicit
- Steward



## CEO / BOARD ROLE

Offer prospects, vet names  
Make call, send intro email  
Attend / Host event, coffee  
Make strategic, specific ask  
Thank you call / note, engage



## DEVELOPMENT STAFF ROLE

Research, Circulate, Share New Donors  
Provide script / sample  
Coordinate, provide background info  
Rehearse, provide script, proposal  
Keep informed, send updates



# ACTIVITY, ACTIVITY, ACTIVITY

*Can all be accomplished virtually.*



## CALLS

- Touch base
- Thank
- Remind
- Introduce
- Invite



## “VISITS”

- Coffee
- Breakfast
- Lunch
- Dinner
- Tour facility
- Attend event



## ASKS

- Solicitation
- Follow-Up

# THANK YOU



## THOMAS KISSANE

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For additional information about strategies during COVID-19,  
please visit:

<https://ccsfundraising.com/strategies-during-covid-19/>





## RECOMMENDATIONS FOR THE CURRENT MOMENT IN PHILANTHROPY



What we **know** and can **control** vs. what we **don't know** and **can't control**



Timeless **principles for fundraising** remain effective



Reaffirm your **brand**, reinforce your **impact**, and be prepared to **pivot**



Redouble efforts to **engage** and **motivate** your stakeholders



Harness powerful events to **motivate year-end giving**



Implement an **integrated philanthropic approach** for 2021



As you look to the future: Remain **empathetic**, **dynamic**, **responsive**, and **aware**



## INSIGHTS ON THE CURRENT AMERICAN PHILANTHROPIC LANDSCAPE



Americans are **steadfast** and **loyal** in their generosity



Philanthropy is **resilient** during times of crisis



Charitable giving is coming from a **higher concentration** of wealthy households



More Americans are **volunteering**



COVID-19 philanthropy far **exceeds** funding for other recent disasters



Foundations and corporations have been incredibly **responsive**



Racial justice groups have **received millions** in donations



Amidst uncertainty, donor behaviors are **shifting**



Amidst uncertainty, nonprofits are **staying the course**, but remaining flexible