

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





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

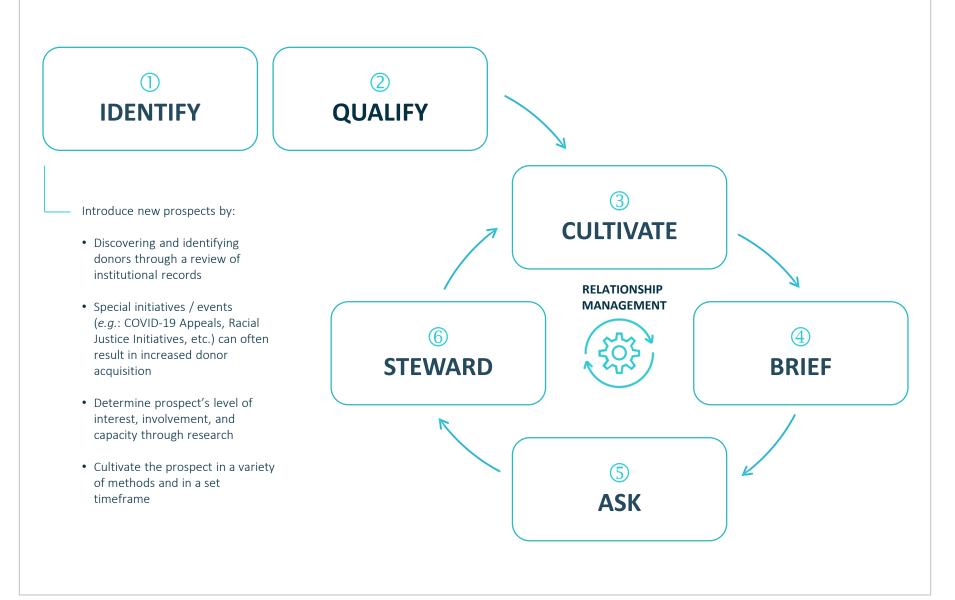
Provide script / sample

Coordinate, provide background info

Rehearse, provide script, proposal

Keep informed, send updates

ENCOURAGING PARTICIPATION IN THE PROSPECT PIPELINE



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

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THANK YOU



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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
- M Harness powerful events to motivate year-end giving
- Mr Implement an integrated philanthropic approach for 2021
- ((C)) 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

