



MAP

MISSION ADVANCEMENT

MAINTAINING MOMENTUM DURING THE COVID-19 CRISIS



Objectives for Today

- *Part I – Maintaining Fundraising Momentum*
- *Part II – Maintaining Team Momentum*



Learning from the Last Few Weeks



IN THE LAST FEW WEEKS....

- Who has responded? ***Those who know & trust you***
- What has mattered? ***MISSION***
- What has *not* mattered? ***Parties, auctions, entertainment***
- What has been a stabilizing factor? ***Relationships***
- Which organizations have fared well? ***Those who have developed deep, trusting relationships with their donors***



PART I

MAINTAINING MOMENTUM WITH YOUR FUNDRAISING



MAINTAINING MOMENTUM DURING COVID-19

1 Quality Communication with Donors & Stakeholders

2

3



**The biggest problem with
communication is the illusion
it has been achieved!**



COMMUNICATING WITH DONORS & STAKEHOLDERS

Most Common Forms of Communication

- › E-blasts

- › Newsletters

- › Social media

- › Videos

- › Webinars



Consider a more
personal approach!



COMMUNICATING WITH DONORS & STAKEHOLDERS

ONE-TO-ONE CONVERSATIONS WITH ALL KEY DONORS BY...

- Executive Director
- Development Director & Staff
- Board Members
- Other Senior Staff



Listen, Share & Discover!



COMMUNICATING WITH DONORS ABOUT YOUR MISSION

PERSONAL, ONE-TO-ONE CONVERSATIONS WITH ALL KEY DONORS

- How are you? How has your life changed?
- Is there anything we can do for you?
- Share how your mission has adapted to the restrictions during the crisis
- Answer questions
- If asked, be prepared to offer ways they can help



Take notes from
every conversation!



COMMUNICATING WITH DONORS ABOUT YOUR MISSION

WHY GO TO ALL THE TROUBLE?

- It's an opportunity to exceed the expectations of your most loyal & important donors
- It demonstrates their importance to you & your organization
- You may discover hardships or challenges
- You may discover families interested & willing to give



MAINTAINING MOMENTUM DURING COVID-19

- 1 Quality Communication with Donors & Stakeholders**
- 2 A Compelling Story with Substantive Needs**
- 3**



**What is exciting about your
organization's COVID-19
story & experience?**



TELLING YOUR COVID-19 STORY

COMPOSE THE STORY WITH ALL OF THE ELEMENTS

- **Characters** – All people involved
- **Settings** – Where your mission is carried out
- **Plot** – How your mission has adapted to crisis
- **Conflict** – What challenges/opportunities have arisen
- **Resolution** – What must be done to resolve challenges/seize opportunities



On what will your
organization be
spending money?



TELLING YOUR COVID-19 STORY

SCALE YOUR MISSION DOWN TO A SINGLE DONOR'S IMPACT

- Create fundable projects with dollar handles
- Write a project summary defining needs
- Define mission impact of these needs
- Connect donor interests to specific needs
- Request specific amounts that closely relate to needs



**Then tell the donor
what happened!**



MAINTAINING MOMENTUM DURING COVID-19

- 1 Quality Communication with Donors & Stakeholders**
- 2 A Compelling Story with Substantive Needs**
- 3 Commitment to Redoubling Summer Efforts**



This summer
will be different!



REDOUBLING EFFORTS IN THE MONTHS AHEAD

PLAN TO AGGRESSIVELY UTILIZE THE SUMMER MONTHS...

- Some summer vacations will not happen
- People everywhere will be socially reengaging
- Keep your mission & its urgent needs in the forefront
- People will continue to give



In September, what will
you wish you had done
back in April?



PART II

MAINTAINING MOMENTUM AMONG YOUR TEAM



THREE CRITICAL ELEMENTS

1 Mission

2 Celebration

3 Engagement



Mission

The Work is Meaningful



MISSION MATTERS

- #1 reason people stay
- Easy to feel removed
- There must be intention to connect mission, *especially during difficult times*



MISSION MATTERS

- It's why they are here
- Make it personal
- How do they fit in?
- What if they were *not* here?
- What matters most to them?



Celebration

Finding Joy in the Work



CELEBRATION

- Balances positive with the negative
- Little things matter!
- Goals/metrics have likely changed
- Everyone likes to feel appreciated
- People are motivated when they feel appreciated



CELEBRATION EXAMPLES

- Thoughtful email...no other reason!
- Handwritten note
- Shout outs in team meetings
- Ask team to send in recognition of others
- Make it fun...tie to your mission/theme



Engagement

Maintaining Connection



DEFINITION OF ENGAGEMENT

Emotional involvement or commitment

WHAT DOES *DISENGAGEMENT* LOOK LIKE?

Releasing or detaching oneself; withdrawing



ENGAGEMENT: WHY DOES IT MATTER?

- New ways of working require new/different communication
- Level of personal engagement varies widely
- Daily tasks may be new/different
- We cannot assume team members feel the same way we do



ENGAGEMENT: KEY QUESTIONS TO ASK DURING CRISIS

- What matters to people?
 - Family – Too much or too little?
 - Health – Themselves or others?
 - Income/job uncertainties?
- What does success look like on a daily & weekly basis?



ENGAGEMENT: KEY QUESTIONS TO ASK DURING CRISIS

- What can we measure?
- What problems can we tackle as a team or individually?
 - How can we improve?
 - Which strategies need a closer review/adjustment?
 - Any backburner projects?



Engagement Objective

**Ensure a sense of
purpose & accomplishment
for each team member**



SUGGESTED
READING



The Truth About Employee Engagement

by Patrick Lencioni






MISSION
ADVANCEMENT®

Go to our website: MissionAdvancement.com

Development Strategies During COVID-19 Crisis

Mission Advancement is offering you and your organization a free 30-minute consultation with one of our development professionals – no strings attached.



DISCUSSION

