

FINDING OPPORTUNITY IN CHAOS

Philanthropy in Uncertain Times

We are in the midst of unprecedented times, but one thing is certain - the critical need for not-for-profit services is needed now more than ever. I know you are working hard for your organization, continuing to serve the mission and preserve the vision, **but are you looking for opportunities during this time of chaos?** You may feel as if you are in a triage mode, making decisions quickly and acting out of instinct. However, as you adjust goals and reforecast strategies, strong leaders will also look for opportunities to succeed despite the crisis.

Fidelity Charitable conducted a survey of philanthropic individuals to see how they are thinking about philanthropy in response to the COVID-19 pandemic and how the current situation might affect their individual giving. The study revealed:

25% of donors plan to INCREASE their donation
54% of donors plan to MAINTAIN their donation
46% of Millennials say they will give more in response to the pandemic

If your organization is not maintaining or increasing donations during this crisis, it is critical that you, your staff and your board members, focus on creating strategies to engage your donors in conversation. Consider capturing the essence of being together in a virtual format such as Zoom or Google Hangout or just pick up the phone and give them a call. Remember, you have a captive audience now!

Your supporters want to know you care about them, not just their money. But, just saying hello is not enough. Before having a conversation, think about what you want to learn about them and listen for what they may want to tell you. Be sure to tailor your conversation and your questions to what is important to them. The value in keeping the conversation moving is immeasurable. Asking specific questions and really listening to each response will strengthen your relationships. Taking this time of chaos to show you care about them AND your mission will strengthen relationships and financially impact your success.

Click [here to download](#) for sample questions to help you position your dialog with your supporters or your volunteers. Remember, conversation is two way and interactive. Remember to apply the 30/70 rule:

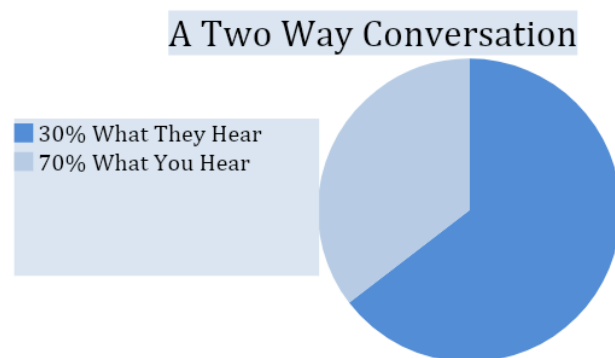
Listen 70% - Speak 30%

I would love to hear how you and your organization are weathering this crisis.

Schedule a no fee phone call with me now.

Stay well and safe.

Marianne





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"Serving those who serve others"

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