

## **Tighten Up for Sustainability**

Are you exhausted from worrying about how you will survive this COVID-19 pandemic? You most likely have seen the Association of Fundraising Professionals' (AFP) Coronavirus Survey Response report that reveals more than half of charitable organizations in the United States are expecting to raise less money in 2020 than they did in 2019, and an equal percentage believe the same will occur in 2021.

If you are concerned about your organization's sustainable future, consider 3 simple actions you and your Board can take today:

**REVISE** your budget to reflect answers to three questions:

- What could be added to the budget that would propel our programs to a higher level?
- What infrastructure do we need to ENSURE operations can support our program growth?
- What could we spend more money on that will help us **RAISE** more money to accomplish both of the above?

**FOCUS** on individual donors. Now, more than ever, individual giving is the key for sustainability. Prior to and even more so during COVID-19 donors are approaching philanthropy with a completely different mindset. They are expecting much more from relationships with their charities. They are making decisions more intentionally. Donors are seeking a return on their philanthropic investments and want to see the impact. Organizations embracing this increased level of donor personalization will experience success.

3. **ROLL** every line item cost in your budget into one of 3 categories - Programs, Administration and Philanthropy. If you package your budget this way, you can explain to your donors the **true** cost of running an impactful program. Overhead is necessary, and your donors do understand this. - just like it costs money to run their household, they understand and will trust that your expenses are realistic and necessary.

Experience shows that some nonprofit organizations will come out of the corona pandemic and its economic aftermath even stronger than before! Every organization is reacting differently according to their own situation. I want to help you be one of the survivors. In my next article, I will talk about how you can package your needs so there is something for every donor at their price point. Hope you will stay with me and let me help you!

## **Next Article!**

### **Packaging Your Budget with Donors in Mind. -**

When you package your budget, you are allowing your donors to select what they want to support at different “price points”. So, if the donor wants a \$1,000 project, she can find it. Or if it is \$10,000 or \$3 million, you can also find it. When you package your budget, you will want to have a “portfolio” of current program opportunities a donor can fund. So whether your donors wants to invest in children, youth, young adults, couples, seniors, animals, the environment, issues of justice, the arts, economic development, education, health care, drug rehab, single parent care, child care, job training, spiritual work, housing, feeding, etc. – they will have choices of possible investments in areas they are interested in.

For more information on how to package your budget, contact me for a free consultation. I am waiting for your call.

Focusing on current programs. It’s to ensure that every cost of running the program, including staff and infrastructure, are integrated into a program that produces substantive impact. You’ll be packaging what the organization currently does for people and the planet in an integrated manner.