



Raising Non-Profit Capital in Uncertain Times

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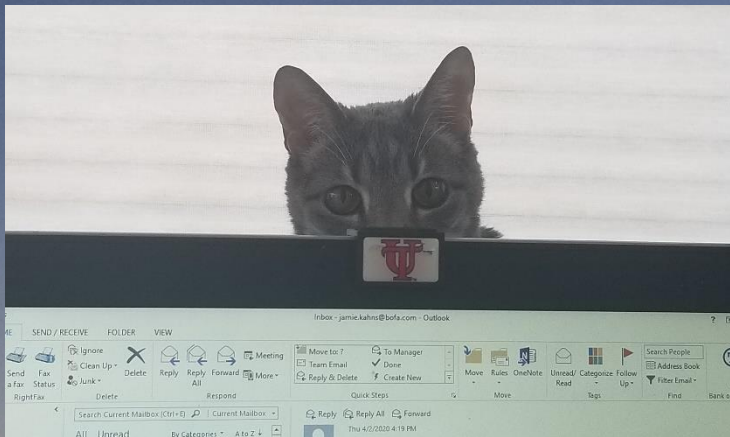
SARASOTA/MANATEE, FLORIDA

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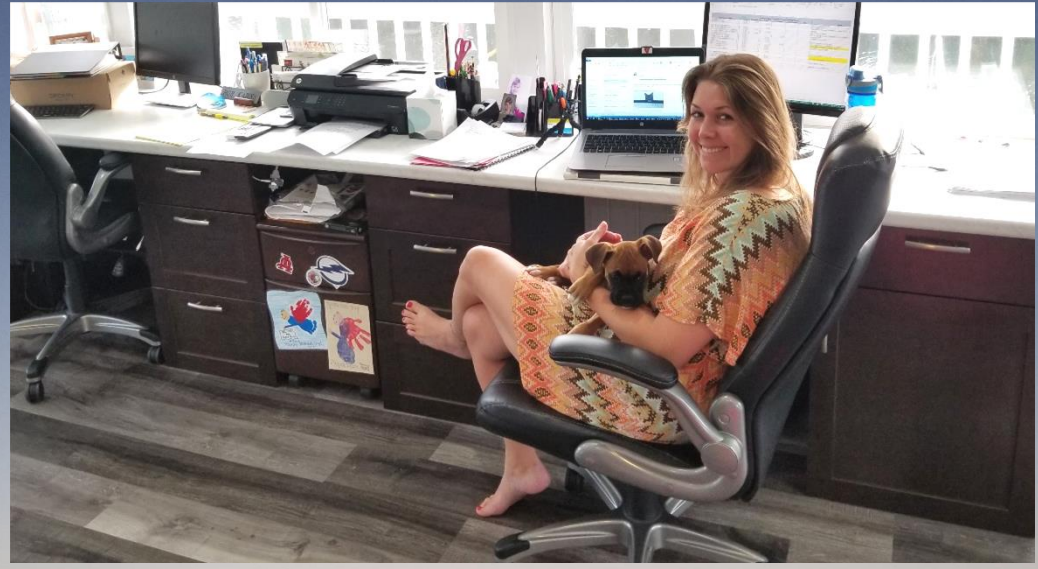
Agenda

- ▶ About me quarantine style
- ▶ Background
- ▶ Funder's Perspective
- ▶ Philanthropy – Surviving in difficult times
- ▶ Rainy day fund/endowment
- ▶ How to raise funds during a pandemic
- ▶ The 3 R's of Philanthropy
- ▶ Summary
- ▶ Q&A

ABOUT ME



NEVER ALONE!
Continuing to give!



Thank hubby every day for being handy!

Begging works!



Counting our blessings everyday!





Background



- Clients
- Employees
- Community

Funder's Perspective

- ▶ Strategy
- ▶ Need
- ▶ Collaboration
- ▶ Innovation
- ▶ Sustainability
- ▶ Impact & Results

Philanthropy – Surviving in difficult times

- ▶ Rainy day fund/endowment in place
- ▶ Professional development staff (fundraiser/grant writer)
- ▶ Hope is great, but it won't pay the bills
- ▶ Combine and conquer and thrive
- ▶ “What got you here, won't get you there.”



Rainy day fund/endowment

- ▶ If you didn't have before, is it too late to start now?
- ▶ Sustainability
- ▶ Talk to your investors/bank
- ▶ [GuideStar's 5 steps to creating an endowment](#)
- ▶ Uncomfortable today to guarantee a future tomorrow



How to raise funds during a pandemic

- ▶ There is no secret sauce
- ▶ Rely on what you know
- ▶ Innovation is key
- ▶ Professional development is worth the investment
- ▶ Stay the course



The 3 R's of Philanthropy

- ▶ Relationships
- ▶ Resources
- ▶ Research



Relationships

- ▶ Start with who you know
- ▶ Individuals/companies
- ▶ Introductions are key
- ▶ Don't waste time blindly applying for funds



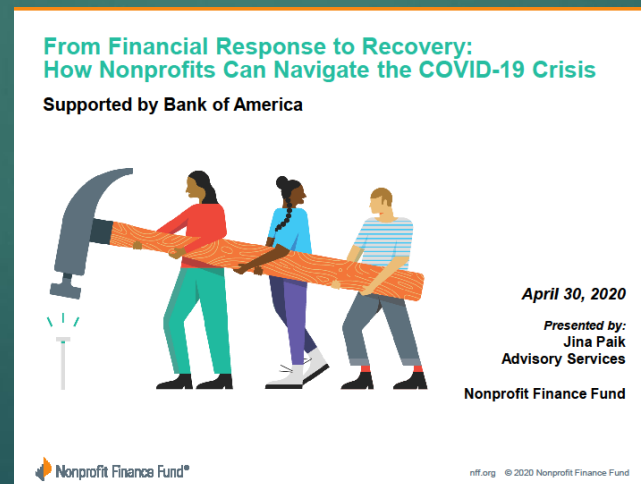
Resources

- ▶ Subscribe and go back to the basics:

<https://nonprofitquarterly.org/nonprofit-grants-prospect-grant-research/>

- ▶ Foundation Directory Online: <https://fconline.foundationcenter.org/>

- ▶ Nonprofit Finance Fund:



Research

- ▶ Now you have the resources, the fun begins
- ▶ Know the organization
- ▶ Know who the organization funds
- ▶ Find your story
- ▶ Internship/College partnership



Summary



**From Financial Response to Recovery:
How Nonprofits Can Navigate the COVID-19 Crisis**
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**A POSITIVE
ATTITUDE
WILL LEAD
TO POSITIVE
OUTCOMES**

Thank you



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