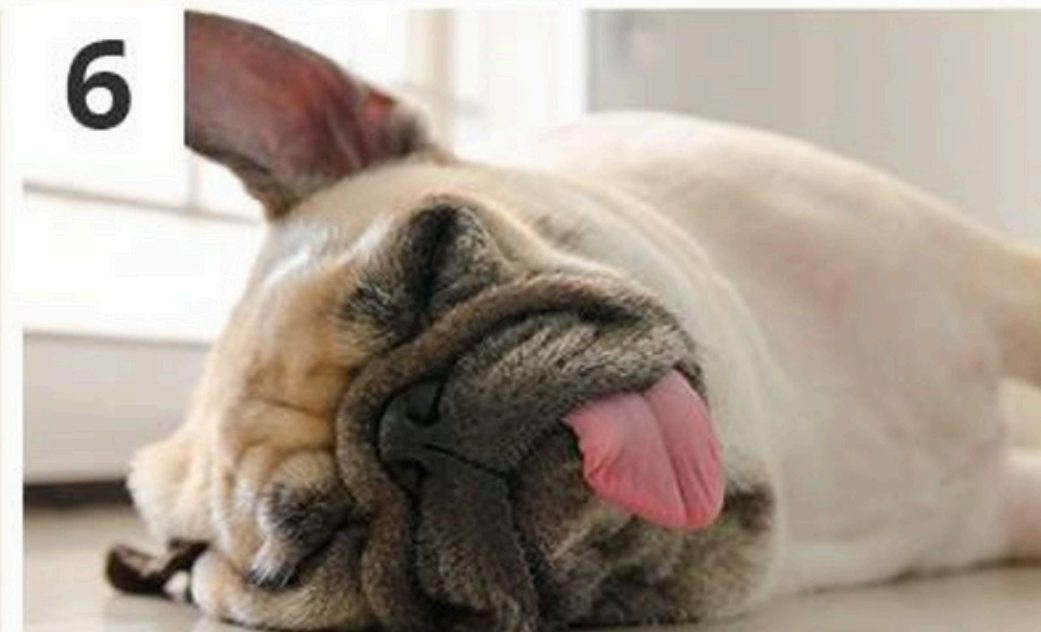
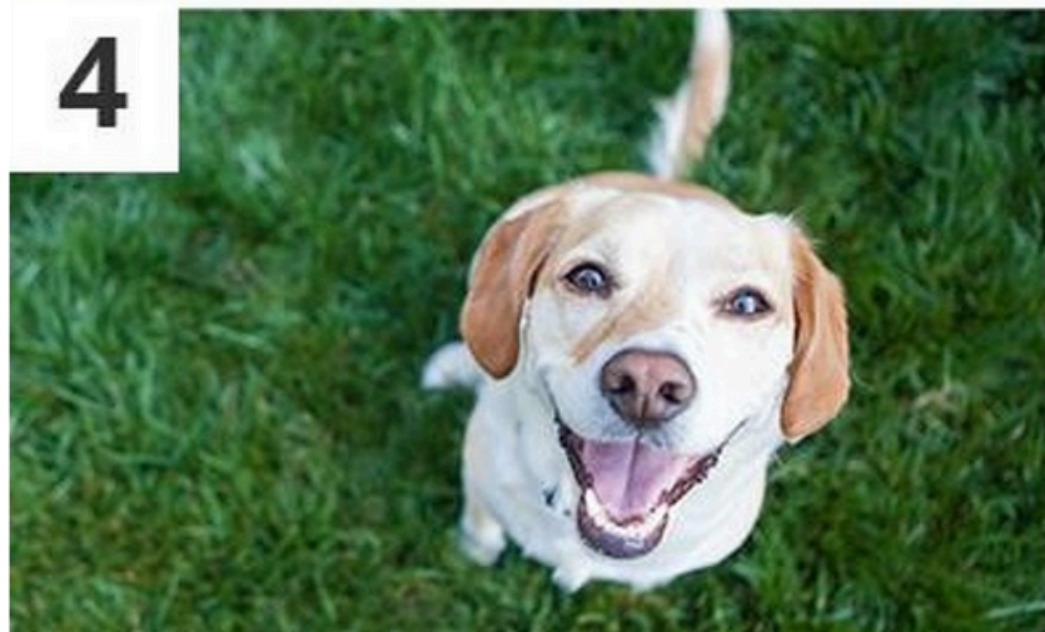
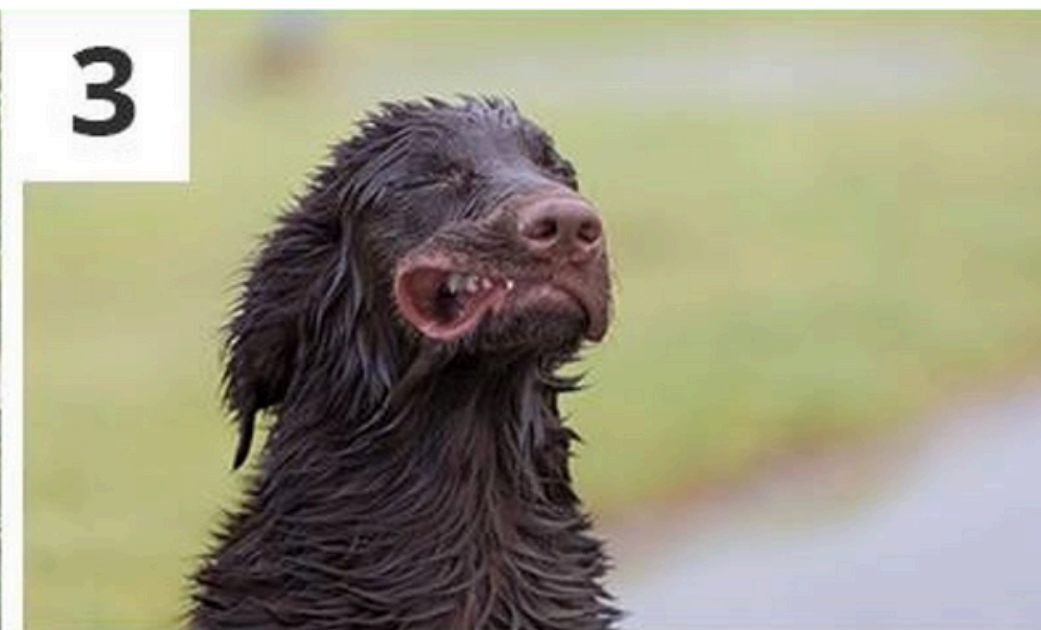
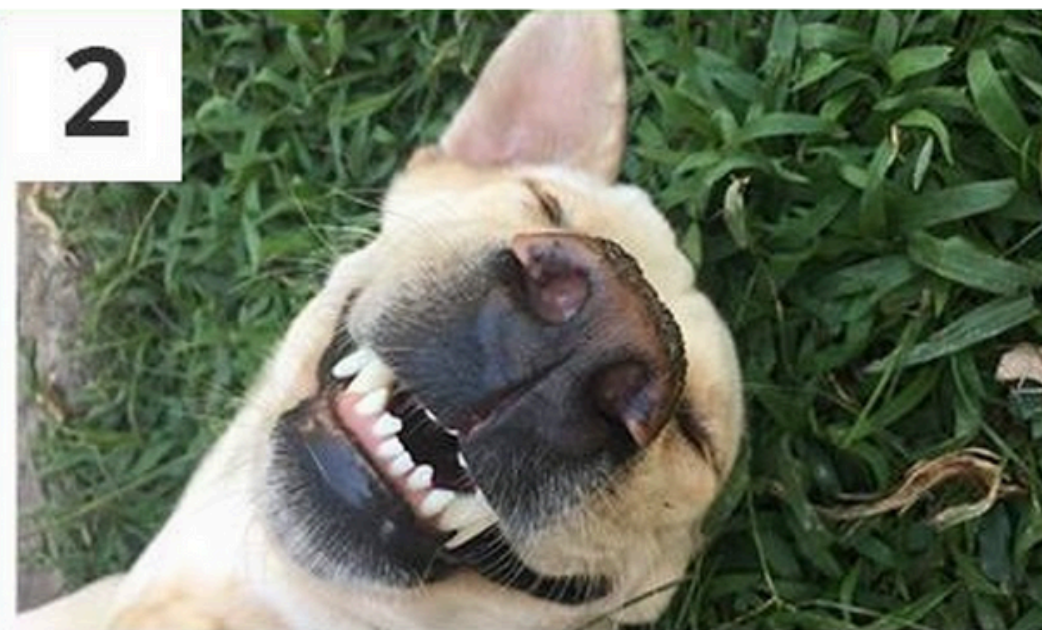
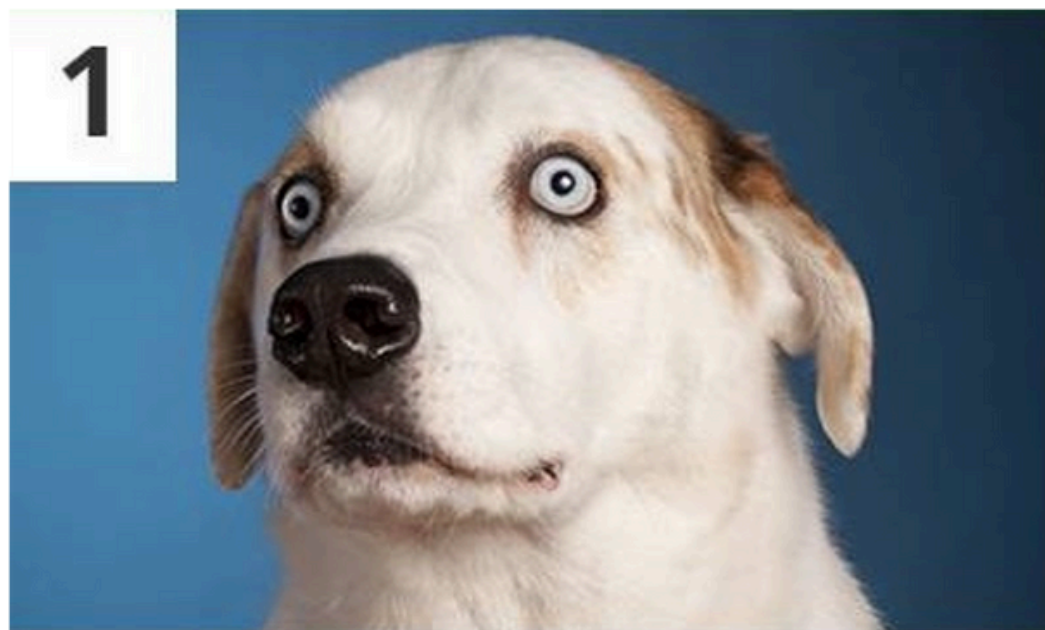


Rapid Response Webinar: Mobilizing Your Community to Bridge the Federal Funding Freeze

Ariel Glassman (she/her), Founder & CEO
Renate Raymond (she/her), Senior Consultant
Kirsten Rogers (she/her), Senior Consultant
Caroline Rensel (she/her), Consultant

On a scale of 1-Dog, how are you today? Chat it!



Ariel Glassman - Strategy, Finance, Leadership, Community

- **Keep your cool** and focus on what you can control and influence.
- **Individual donors** have always mattered - they're your "F**ck You Fund"
- **Forecasting, scenario planning, cash flow awareness**
 - Get your plan in place so you're ready - and can paint the picture
- **Transparency & internal communication are critical**
 - Get on the same page - no siloed decisions. Board is second layer!
 - Crisis management in the dark fails; the light can forge new bonds
- **Opportunities to collaborate and have each others' backs abound!**
 - Collaborative fundraising campaigns (podcast resource!)
 - Collaborative advocacy & media strategies

Kirsten Rogers - Communications & Marketing

- **Get a crisis communications plan in place**
 - Yes/No Check-List
 - When/How/Who/What/Why
 - Draft now, finalize later
- **Plug into the news and follow experts/vetted sources in your field**
 - Keep your donors informed
 - Google News Alerts, LinkedIn, National Council on Nonprofits
 - Donors + Advocacy
- **Pitch local media to boost awareness**
 - Op-eds - a great place to start. Opportunity for collaboration!
 - Media is a long game

Caroline Rensel - Grassroots & Emergency Fundraising

- **Talking builds trust** - don't be afraid to contact your donor community right now!
 - They're invested and need to know the stakes if we want them to act
 - Cut through the noise: use email merge tools, video, and virtual fireside chats!
- **Get your emergency fundraising campaign plan in place now** -- so you can activate it quickly if and when you need it.
- **Considerations for previously planned fundraising activities**
 - It's OK to proceed and good to rally your community - especially if you have been impacted by other EOs. Incorporate this reality into messaging!
 - Upcoming fundraising events? Don't shy away from talking about it - but pick the right messenger and place in the event program.
- **Consider a collaborative fundraising campaign with similar or partner orgs**
 - Identify the right partners; define it with an MOU; create a shared narrative, messaging, and giving page; pool resources and audiences to execute

Renate Raymond - Major & Leadership Giving

- **Major gifts is a part of the solution**

- Invest now if you haven't yet, because it can be key to weathering difficult storms like this one. Don't hide reality from current majors - be proactive & vulnerable.

- **Mobilize board members now!**

- Don't wait for the next meeting—get your board actively involved immediately.
- Create a task force where board peers hold each other accountable.

- **Tap into liquid giving vehicles**

- Look for quick-turnaround opportunities with high-leverage donors. Internal board- directed quasi-endowments, private or family foundations, and Donor-Advised Fund (DAF) holders often have funds to deploy at their discretion.

- **Accelerate cash flow using existing pledges and assets**

- Contact restricted or endowment donors to request redirection for urgent needs
- Ask major donors to accelerate existing pledge payments or pay pledges in full.

Long-Term Thoughts/Recs

- **This the five-alarm fire for undiversified funding strategies.** Start diversifying now.
- **Educating donors on the power of equitable use of DAFs**
 - Protected, tax-advantageous, and allows quick action in emergent moments
 - The Seattle Foundation has good resources - and newly focused on DAF equity
- **Build the audiences you can own!**
 - Social media landscape is in flux and you cannot rely on a rented audience!
- **Invest in recurring giving**
 - Helps with stability, cash flow, long term planning, donor retention, and more
- **This will be the new normal**
 - Unlike the pandemic, we can gather, rally, commiserate, and we will adapt

Additional Resources

- [Community Centric Fundraising](#)
- Ariel's collaborative campaign podcast: [Download audio here](#) (*episode no longer available online*)
- Free [Advocacy 101 Webinar](#) - Rachel D'Souza / Community-Centric Fundraising
- BLOG: [Navigating Nonprofit Communications in a Time of Crisis](#)
- BLOGS: [Steady Support That Adds Up: Best Practices for Monthly Giving](#) and [How Do You Shift to a Recurring-First Fundraising Framework?](#)
- HOW-TO: [Google News Alerts](#)
- Link to [National Council of Nonprofits survey](#) on how executive orders are affecting nonprofits (contribute your data to help them advocate for the sector!)
- [Inspire Washington survey](#) (collecting information from arts & cultural orgs on any funding that may be in jeopardy if their federal funds are frozen/withdrawn)

More Ways We Can Help

- **Power Sessions**

- One-off, low-cost sessions you can [book online](#)

- **Ongoing Coaching & Consulting**

- Ongoing advice and support that can help you navigate the situation in real time

- **Project Implementation**

- Help create a full crisis comms plan or craft emergency messaging
- Design an emergency fundraising or collaborative campaign
- Etc!

Reach out to [ariel@commongreat.us!](mailto:ariel@commongreat.us)

Questions & Discussion