Contingency Planning for Fundraising

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LEADERSHIP RESPONSE

• Get out front!
• Be present and be seen!
• Engage online!
• Reach out to donors!
• Be a resource!
• Tell ‘em what you want!
No Opportunity Wasted (NOW!)

ACCELERATE FUNDRAISING

• Turn ‘outward’ not ‘inward’
• Scale up, not back

CREATIVE COLLABORATIONS

• Partner for impact
• Program / Geography similarities
• Sharing is caring
Diversify Diversify Diversify

PLAN B, C, D, E...

• Expand Donor Base
• Earned Income
• Ease of Giving
THANK YOU!!

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THANK YOU!

Ensuring that nonprofit & social enterprises who want to change the world for Good, have the funding and resources to do so!