



# Financial Resilience Training

Building a Communications Plan



# Homework

- Send your homework assignments to:  
[nonprofitresilience@networkforgood.com](mailto:nonprofitresilience@networkforgood.com)
- Get personal feedback on your assignments
- By submitting your assignments, get entered into a drawing to win one of three **FREE** one-on-one coaching sessions!

# VIRTUAL OFFICE HOURS

Friday, April 17 at 2:30 PM ET







# Show and share your support for small nonprofits everywhere

**#CovidCantStopGOOD**



Nonprofits  
Unleashed

Private group

# Nonprofits Unleashed

POWERED BY

Network for Good.  
Simple. Smart. Fundraising Software.



+ Join Group

More

Join this group to see the discussion, post and comment.

## About This Group

### Description

Powered by Network for Good, this is your ultimate place for Nonprofit Professionals and supporters to share an open, honest discussion in a positive environment. Learn from your nonprofit peers to grow, develop, and expand y... See More

Private

Only members can see who's in the group and what they post

Visible

Anyone can find this group

Social Learning

Members · 16,516

## Activity

40

New posts today

16,516

Members

English (US) · Español ·  
Português (Brasil) · Français (France) ·  
Deutsch



Privacy · Terms · Advertising · Ad Choices ·  
Cookies · More ·  
Facebook © 2020

# ANSWERING YOUR QUESTIONS TODAY



**Kimberly O'Donnell, MS, CFRE**  
Managing Director of Professional  
Services and Lead Fundraising Coach



**Janet Cobb, MA, CFRE, CNP**  
Personal Fundraising Coach

# ROADMAP



## ULTIMATE GOAL: FINANCIAL RESILIENCE

STEP 1: REVISED BUDGET FOR FUNDING GAPS

STEP 2: RIGHTSIZED FUNDRAISING

STEP 3: COMMUNICATION PLAN IN SERVICE  
OF EFFECTIVE FUNDRAISING

STEP 4: DONOR SEGMENTING

STEP 5: PIPELINING(MOVING YOUR DONORS)

STEP 6: MANAGING AND SYNCHRONIZING PHASES

# AGENDA

- POLL QUESTIONS
- REMINDERS FROM THE LAST SESSION
- HOW DO YOU ENGAGE DONORS DURING A CRISIS?
- WHICH CHANNELS SHOULD BE USED FOR WHICH MESSAGES?
- HOW WILL YOU MEASURE SUCCESS?
- HOMEWORK ASSIGNMENT
- QUESTIONS



## REMINDERS

FOCUS ON WHAT YOU **CAN** CONTROL:

- EXPRESS GRATITUDE
- ILLUSTRATE IMPACT
- GET TO KNOW DONORS BETTER
- CREATE MULTI-CHANNEL COMMUNICATIONS
- BREATHE! EVERYONE IS IN UNCHARTERED WATER

**HOW DO YOU KNOW WHEN A CRISIS BEGINS/ENDS?**



# HOW DO YOU ENGAGE CONSTITUENTS DURING A CRISIS?

# DONOR COMMUNICATION CYCLE



# OFFER OPPORTUNITY



Join the fight for change!



Only one organization unites women's voices in strategic action for safety, equity and justice for Shelby County women and girls



## ILLUSTRATE IMPACT

THE **SPRING**

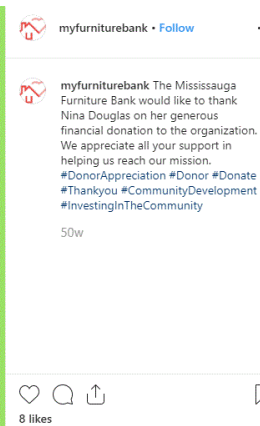
.....

4 1 8 4 7

People will get clean water each month.  
Thanks to The Spring community.

The Spring is a passionate and determined group of monthly givers on a mission to end the water crisis in our lifetime. People like you, from more than 100 countries around the world, giving anything they can to prove how unstoppable we are when we work together.

EXPRESS  
GRATITUDE  
UNEXPECTEDLY



## DURING A CRISIS

- Deficit vs. Crisis
- Frontline vs Not-frontline Organizations
- Natural Disaster = Immediate Need
- Recession = Ongoing Need

# WHY YOU MUST COMMUNICATE RIGHT NOW

## Appeal for direct service for impacted populations:

- People want to help – giving is a way to help during social distancing and shelter-in-place
- Donations are UP!
- Urgency is key - don't talk about months from now
- If your organization is in need people who care want to help

## Non-appeal communications:

- Let them know you are still providing services
- Offer value-add to the community – how can you help them during this time?



***Remember: Asking for contributions is no more than an invitation***

# COMMUNICATION PLAN OUTLINE

Create a simple table that highlights:

- Theme
- Platform (Email, Facebook, Twitter, Instagram, Postal Mail)
- Target Audience
- Content
- Frequency





## COMMUNICATION PLAN OUTLINE

**Who:** Segment/Audience

**Why:** Theme (backdrop)

**What:** Content/Message

**When:** Calendared/Cadence/Frequency

**Where:** Channel/Social media  
platform/tools

**How:** Assigned/Who's responsible

# COMMUNICATION PLAN OUTLINE

**Who:** Consistent mid-level donors (more than 3 gifts over 5 years)

**Why:** It is important to community well-being

**What:** Your monthly donation will sustain the mission during this critical time

**When:** Concentrated communications

**Where:** Email, direct mail. Facebook, Instagram

**How:** ED, Board Chair, Social media coordinator

Theme: Strength	
Email	
Subj. Line	You never know how strong you are until...
Messages	...Strength is the only choice you have
	Refugee story about strength
	Quote from refugee
CTA	Stand Up For Refugees
Notes	CTA button links to donation page

Theme: Courage	
Email	
Subj. Line	What Nelson Mandela taught us about courage
Messages	Courage is not the absence of fear but the triumph over it
	Refugee story about courage
	Quote from refugee
CTA	Encourage a Refugee Today
Notes	CTA button links to volunteer page

Theme: World Refugee Day	
Email	
Subj. Line	Why Celebrate World Refugee Day?
Messages	What is World Refugee Day?
	Current statistics on the refugee crisis
	What you can do to help refugees
CTA	Speak up for Refugees
Notes	CTA links to advocacy alert

Theme: Perseverance	
Email	
Subj. Line	The rewards of perseverance
Messages	Can you recall a time when you had to persevere through difficulties?
	How did you stay motivated?
	Who helped you along the way?
CTA	Help a refugee persevere
Notes	CTA links to Get Involved page

Social Posts/Tweets	
Content	You never know how strong you are until being strong is the only choice you have
	Refugee story about strength
	Quote from refugee
CTA	Stand up for refugees today
Notes	Link to donation page.

Social Posts/Tweets	
Content	Courage is not the absence of fear but the triumph over it
	Refugee story about courage
	Quote from refugee
CTA	Encourage a refugee today.
Notes	Links to volunteer page

Social Posts/Tweets	
Content	What is World Refugee Day?
	Current statistics on the refugee crisis
	What you can do to help refugees
CTA	Speak up for refugees
Notes	Links to advocacy alert

Social Posts/Tweets	
Content	Can you recall a time when you had to persevere through difficulties?
	How did you stay motivated?
	Who helped you along the way?
CTA	Help a refugee persevere.
Notes	Links to Get Involved Page

Direct Mail	
-------------	--

Direct Mail	
-------------	--

Direct Mail	
-------------	--

Direct Mail	
-------------	--

# SAMPLE COMMUNICATION PLAN



Communications Plan			
May-20			
Week 1		Week 3	
Theme		Theme	
Platform/Channel		Platform/Channel	
Target Audience		Target Audience	
Content/Copy		Content/Copy	
Image/Visual		Image	
Week 2		Week 4	
Theme		Theme	
Platform/Channel		Platform/Channel	
Target Audience		Target Audience	
Content/Copy		Content/Copy	
Image		Image	

## ENGAGING DONORS

- Share how you're serving clients now and/or when recovery begins
- Explain how budget is impacted
- Engage them as advocates for your cause
  - Social
  - Virtual Volunteers
- Suggest ways they can help
  - Peer to Peer
  - Pass along donation page
  - Networking

**Need ideas?** Check out our [Look Book](#)



# YOUR COMMUNITY



- Board members
- Major gift donors
- Recurring monthly/subscription donors
- Onetime/annual donors
- Corporate/community partners
- Giving days
- Prospects/non-donors
- Social media followers
- Partnering nonprofits

## Segmentation

**Giving Frequency:** Recurring, One-time, Consistent, Lapsed, Non-donors

**Giving Levels:** Major, Mid-level, Minor

**Available Channels in Database:**

Email, Postal Mail, Cell, Social

**Affinity and Areas of Interest:** Groups

# REMEMBER, ALL GENERATIONS LIVE IN A DIGITAL WORLD

BABY BOOMER

GEN X

GEN Y

GEN Z



# MOVES MANAGEMENT



# MULTI-CHANNEL CAMPAIGNS RAISE MORE

A three-year NFG study revealed some bright spots for organizations that used multi-channel campaigns to solicit their donors and engage them – with content.

1

Nonprofits that used two or more digital channels to engage donors before year-end appeals doubled their yield in 2018 over 2016.

2

The donors who were engaged by the multi-channel touches had an average gift size of \$301, compared to those who were not, at just \$272.

3

Among these same donors, nonprofits saw a nearly a 12% lift in donor retention, compared to those who did not, a 31% drop.

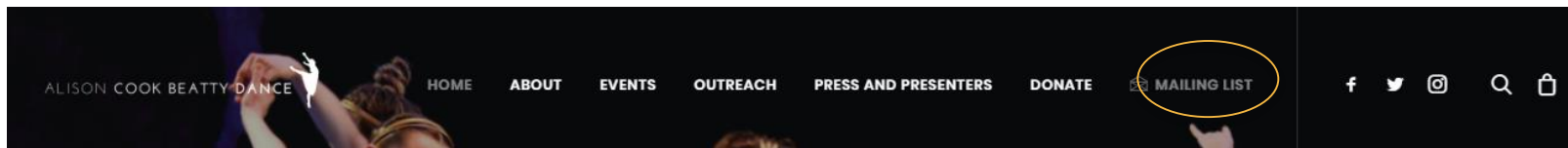
*Now is the time to try/learn something new*




## COMMUNICATION CHANNELS

- Email
- Direct mail
- Social media
- Text
- Phone calls
- Video messaging
- Digital advertising
- Website banner
- Other?

# COLLECT EMAIL & MOBILE NUMBERS *EVERYWHERE* YOU GO



- Continuously add to/update your database
- Collect via form on website
- Make it easy to collect/share info. (first day of school for parents' example)
- Send out a request to update info email, postcard or direct mail insert

 Sign-up Form Alison Cook Beatty Dance Mailing List

\* First Name

\* Last Name

\* Email Address

Mobile Phone

Street Address

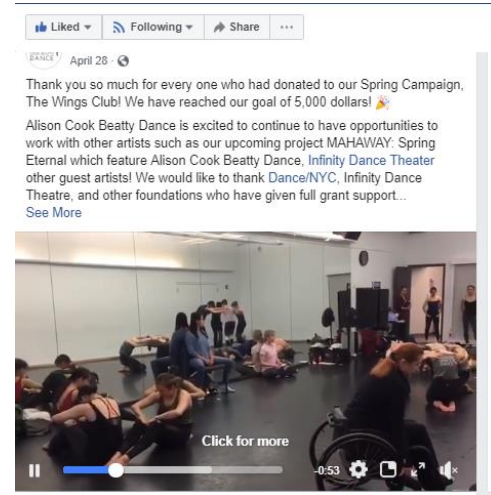
City / Town

State

Zip Code

# INCREASE YOUR SOCIAL PRESENCE

- Post at least 2x/week
- Fold in fundraising requests
- Highlight donors and key volunteers
- Tell a story over a period of time—keep followers engaged
- Try Facebook and Instagram advertising
- Begin to note who responds to your posts—and what they are responding to (program area, etc.)
- Woo social influencers; encourage them to share your content and/or cause



<https://www.facebook.com/acb123/videos/10156536288768831/?t=0>

# VIDEO & TEXT YOUR DONORS AND VOLUNTEERS

- Post-gift appreciation
- On their birthday or donation anniversary
- The day before or last day of a fundraising campaign (don't ONLY send texts about fundraising)
- When you have hit a major organization or program milestone
- To check in
- To share community news



# CENTRAL FLORIDA ANIMAL RESERVE

Central Florida Animal Reserve cares for tigers, lions and other big cats that were rescued as pets or other situations and provides them with a home full of enrichment and safety.

This video thanks their donors and shows the animals in their habitat at the reserve (yawning and all)!



# WHAT IS A/B TESTING?

Segmenting your list to test different approaches:

1. Messaging/personas
2. Subject lines/ envelope design
3. Ask amounts/strings
4. Timing & follow-up

Group	Quantity	Approach
A	2,000	One page letter
B	2,000	Double sided letter
C	2,000	Double sided letter + 4C flyer
<b>Total</b>	<b>6,000</b>	



Little Ebo has been to too many doctors for such a little one. He was scared when he first came to Kindness but Doctor Phillips gave him great care and the best smile!

Dear "[FIRST\_NAME]",

Because of your generous support, we provide care to little ones like Ebo. He had heart surgery before he was 4 months old. The time and money spent by his family for his care is crippling. Ebo is doing well and his doctors (that are a long commute away) agreed to transfer his ongoing routine care to Kindness where he is close to home and the cost of care is subsidized.

Thank you for your support and for making stories like Ebo's possible.

We have a generous match in effect specifically for our pediatric services. Donations made this month will be matched up to \$30,000!

With our thanks for all you have done for us,

Jane Smith  
Executive Director

"[FNAME]"  
"[FNAME] ADDRESS"  
Email not displaying correctly?  
[View it in your browser](#)  
[Unsubscribe](#)



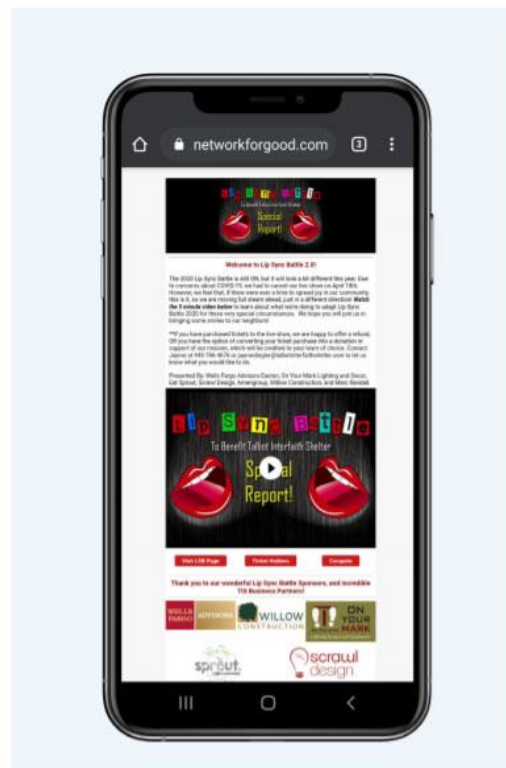


# Talbot Interfaith Shelter

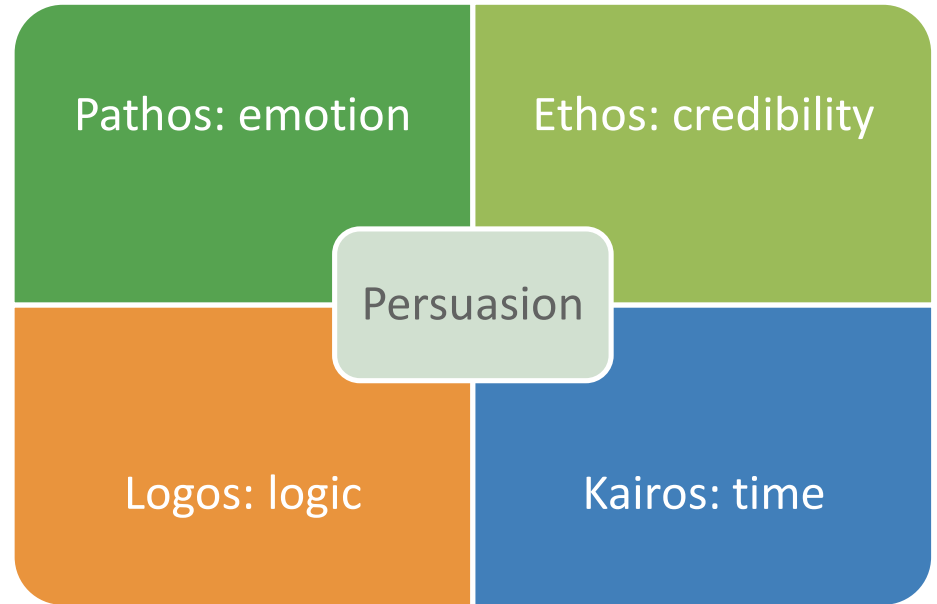
Talbot Interfaith Shelter sent this email notifying supporters that their annual fundraising event was going virtual due to the special circumstances.

## What Makes It Great?

- They keep it positive by focusing on the good.
- Asks attendees to donate the ticket cost instead of requesting a refund to the canceled event.
- Provides much-needed entertainment during a troubled time.



# ART OF PERSUASION



Kairos is timeliness, appropriateness, decorum, symmetry, balance—awareness of the rhetorical situation or “the circumstances that open moments of opportunity” (Kinneavy; Sipiora; Vatz; Bitzer; Hill 217).

## HOW TO COMMUNICATE

- Be aware/empathetic of the crisis
- Be vulnerable and authentic
- Be urgent
- Be donor-centric
- Demonstrate impact of crisis on your beneficiaries
- Count your 'we' vs 'you'
- 5<sup>th</sup> or 6<sup>th</sup> grade reading level
- Don't explain too much
- Avoid jargon

## EMOTIONS TO TRIGGER

- Empathy: not sympathy, universal & personal
- Hope: your action provides a solution
- Joy: opportunity to do good & feel good
- Gratitude: appreciation

**Communication is dialogue & conversation —**

**not a monologue**

## MEASURING SUCCESS

### Engagement

- Open rates
- Click rates
- General awareness

### Contributions

- Money raised
- Number of new donors
- Number of recurring donors
- Average gift size

# DIGITAL MARKETING

$$\text{Email Response Rate} = \frac{\text{\# of Email Recipients Responding}}{\text{\# of Emails Sent}} \times 100$$

## USE

Measures the effectiveness of your communication in eliciting the desired response.

## BENCHMARK

M+R 2018 Benchmarks reports that 0.06% is the average response rate for nonprofit email communications.

$$\text{Unsubscribe Rate} = \frac{\text{\# of Email Recipients Asking to be Unsubscribed}}{\text{Total Emails Sent}} \times 100$$

## USE

This will let you know if you are over mailing to your list, as the number and percentage normally grows as more frequent mailings are sent.

## BENCHMARK

A 0.20% unsubscribe rate is considered average.

$$\text{Return on Digital Advertising Spend} = \frac{\text{Net Revenue}}{\text{Cost of Advertising}}$$

## USE

These metrics allow you to track the effectiveness of your digital advertising/acquisition strategies. On average, organizations spend \$0.05 per dollar of their expense budget on digital advertising.

## BENCHMARK

One study in the UK showed a significant return on that investment for each of three advertising strategies (totals converted from GBP).

Search \$3.81

Social \$0.97

Display \$0.68

$$\text{Online Giving Percentage} = \frac{\text{\$ Raised Online}}{\text{Total \$ Raised}} \times 100$$

## USE

This will give you an idea of the size and effectiveness of your online presence and campaigns. Online giving grew by 23% last year, and has trended upward for years, so make sure your program is also growing year-over-year.

## BENCHMARK

Blackbaud Institute's Charitable Giving Report for 2018 reports an average of 7.6% of revenue is raised online across all nonprofits in the pool.

$$\text{Email Open Rate} = \frac{\text{\# of Emails Opened}}{\text{\# of Emails Sent}} \times 100$$

## USE

This metric will let you know if your content, particularly the subject line, is reaching a receptive audience.

## BENCHMARK

M+R 2018 Benchmarks reports that 15% is the average open rate for nonprofit email communications.

$$\text{Email Click Through Rate (CTR)} = \frac{\text{\# of Emails in Which a Trackable Link Was Clicked}}{\text{\# of Emails Sent}} \times 100$$

## USE

This will tell you if the offer or ask in your email is compelling people to delve deeper.

## BENCHMARK

0.42% is the average rate for nonprofits across size and sector according to the M+R 2018 Benchmarks report. Merkle reports a click-through rate of over 5%, but their survey focused solely on large nonprofits (>\$10M).

$$\text{Donation Page Completion Rates} = \frac{\text{Forms Completed}}{\text{\# of Click Through's}} \times 100$$

## USE

Measures the quality and effectiveness of your stewardship and cultivation activities.

## BENCHMARK

M+R 2018 Benchmarks reports that 17% is the average.



NOW IS THE TIME  
TO ENGAGE WITH YOUR COMMUNITY

March 9 – April 13

\$102,400

259 donors

101 new donors

5 recurring



### Stewpot Update

During this time of uncertainty, one thing is for sure; now more than ever, Stewpot's doors must be open to our friends who are in need. We provide the supportive services needed by many during this current crisis. The staff is working around the clock to provide necessities to families impacted by COVID-19 and everyday life right now. For the past two weeks, we have distributed 2,900 grab-n-go meals, and meals on wheels to seniors, also, we have assisted 225 families through our Food Pantry. These numbers are steadily increasing day by day. Not to mention the countless men, women, and children we've provided shelter.

Now, more than ever, we need your assistance. Will you help us help others through this crisis? To contribute, click the link below.

If you have any questions or need more information, please don't hesitate to reach out to us at 601.353.2759 or [jbuckley@stewpot.org](mailto:jbuckley@stewpot.org). Sending virtual hugs and prayer to you all.

Together we will get through this!

**MARCH 9 – APRIL 13**  
**\$121,500**  
**195 DONORS**  
**ONLINE ONLY: \$30,000**



**With the cancellation of our Marquee Spring Fundraising Gala due to COVID-19, we are asking YOU to PLEASE GIVE in any amount to help send T.C. Williams students with financial need to college.**



**The kids are counting on us...NOW more than ever. Please GIVE if you Can.**

Our Spring Gala that was cancelled due to COVID-19 typically raises \$450,000 to support college scholarships. This year, we received a RECORD number of applications for scholarships -- 488 students applied for scholarships from the T.C. Williams Class of 2020. Our fundraising supports college scholarships for Alexandria students with financial need, and in many cases extreme financial need. The very families who live near or below the poverty level will be the hardest hit by the economic impacts of COVID-19. **The Class of 2020 has worked SO hard; please help make college possible for bright, talented kids in Alexandria with financial need.**

**PLEASE GIVE NOW TO SUPPORT SCHOLARSHIPS  
DURING THE COVID-19 CRISIS**

# PROVEN TACTICS



Use pictures!



Use (brand) color!



Use storytelling



Be dramatic: **Bold**.  
Underline. *Italics*



Use a header to  
highlight your theme



White space is your  
friend



Always, always,  
always have a call  
to action (CTA)



Rotate the author



Use contact names,  
not “Dear Friend”



Use first-person  
pronouns when talking  
about your organization



Talk to one person –  
YOU



Always have a P.S.

## HELPFUL HINTS (FOR THE FUTURE)

- Collect and upload photos/images year round
- Have program managers write the photo captions at the time of the photo upload
- Circulate a stats request from each program manager regularly
- Have staff solicit and/or write testimonials from volunteers, participants, family members
- **Let staff/board proofread but not edit – NO appeal by committee**

## HOMework ASSIGNMENT #2

	Week 1		Week 2		Week 3		Week 4	
<b>Topic</b>	Sudden Changes		What We Are Doing (Serving Now or Preparing to Serve w/ Adaptations)		Quick Update on How We're Continuing to Serving		Ask	
	<b>Email</b>		<b>Email</b>		<b>Email</b>		<b>Email</b>	
<b>Subj. Line</b>	We are thinking of you		A quick update for you					
<b>Message</b>	<p>Our family hopes you and your loved ones remain safe and healthy.</p> <p>Until we get through the crisis created by COVID-19, our focus is on &lt;Helping people now OR preservation&gt;. Be assured, through all of this uncertainty, the work of &lt;Org Name&gt; will go on because our community is made up of people like you. In good times and bad, we know you are always with us and our mission.</p> <p>If I, or our team, can be of help in any way, please let us know - we are in this together.</p>		<p>Story of someone you're serving now OR story of what you have planned when you can resume services.</p> <p>Needs far exceed resources available to people that have lost all sources of income.</p> <p>They're counting on you to help. It's going to take a monumental effort by all of us to help our community get back on their feet.</p>					
<b>CTA</b>	Let us know how you're doing!		Monthly Gift Ask					
<b>Notes</b>	CTA links to email address of Development Director/ED		CTA button links to monthly giving page		CTA links to advocacy alert		CTA links to Get Involved page	
	<b>Social Posts/Tweets</b>		<b>Social Posts/Tweets</b>		<b>Social Posts/Tweets</b>		<b>Social Posts/Tweets</b>	
<b>Content</b>	<p>We are in this together!</p> <p>We're thinking about our special friends and their families, hoping you're staying safe and healthy.</p> <p>How are you adjusting to the new "normal"? Do you wish you had someone to talk to?</p>		<p>Courage is not the absence of fear but the triumph over it</p> <p>Story about someone you've helped in the past</p> <p>When we begin recovery, there will be more people turning to us for help.</p>					
<b>CTA</b>	Let us know how you're doing!		Monthly Gift Ask					
<b>Notes</b>	Link to schedule call/send message		Link to monthly giving page					



Week 1		Week 2		Week 3		Week 4	
Direct Mail		Direct Mail		Direct Mail		Direct Mail	
Content		Content		Content		Content	
CTA		CTA		CTA		CTA	
Notes	Once per month send something to major gift donors - top 20% (repurpose the content from email blast).	Notes		Notes		Notes	
Phone/Webinar Meetings		Phone/Webinar Meetings		Phone/Webinar Meetings		Phone/Webinar Meetings	
Content	Hi, <First Name>, this is <Your Name> from <Your Org>, reaching out to let you know we're thinking of you. How are you adjusting to the new "normal"? Share a personal story about how you're getting through. Thank donor for support and let them know you and your staff are working hard so you're ready to help as many people as possible once.	Content	Share recovery plans with prospect and give them an idea of anticipated costs to deliver. Seek advice on how best to fund work in a time of negative stock market returns and uncertainty. Invite donor to be part of the team that spearheads the fundraising process (making a gift you can use as a match).	Content		Content	
CTA	Invitation to join special group of advisors that you consult about plans.	CTA	Do you know anyone else we should talk to?	CTA		CTA	
Notes	Major Gift Prospects	Notes	Major Gift Prospects	Notes		Notes	
Text		Text		Text		Text	
Content	Hi, <First Name>, this is <Your Name> from <Your Org>, reaching out to let you know we're thinking of you. We hope that you are staying safe and healthy during COVID-19. Please let me know if I can be of any help to you right now.	Content	Hi! We just learned that GivingTuesdayNow is scheduled for May 5, 2020. It will be a global day of giving to help us through these.	Content		Content	
CTA	No CTA - just checking in	CTA	I hope that you will put it on your calendar!	CTA		CTA	

Week 1		Week 2		Week 3		Week 4	
Video		Video		Video		Video	
Content	Create a quick video thanking your donor for their community actions/support	Content	Share recovery plans with prospect and give them an idea of anticipated costs to deliver.	Content		Content	
	How are you adjusting to the new "normal"? Share a personal story about how you're getting through. Thank donor for support and let them know you and your staff are working hard so you're ready to help as many people as possible once		Seek advice on how best to fund work in a time of negative stock market returns and uncertainty. Invite donor to be part of the team that spearheads the fundraising process (making a gift you can use as a match for				
CTA	No CTA - just checking in	CTA	Do you know anyone else we should talk to?	CTA		CTA	
Notes	General Supporters	Notes	Major Donors	Notes		Notes	
Webinars/Livestreams		Webinars/Livestreams		Webinars/Livestreams		Webinars/Livestreams	
Content	Share how your organization is coping through COVID-19, offer recovery plans/next steps and give them an idea of anticipated costs to deliver.	Content	Host GivingTuesdayNow webinar or livestream to share stories of how your organization (or community) is supporting others during COVID-19. Highlight generous donors (only if they are comfortable with public recognition) and ask others to give. Note a matched gift if available.	Content		Content	
	Q/A after presentation						
CTA	None--meant to inform and engage your constituents	CTA	Ask attendees to share/fundraise via their network	CTA		CTA	
Notes	All contacts	Notes		Notes		Notes	
Advertising/Media (Paid or Earned)		Advertising/Media (Paid or Earned)		Advertising/Media (Paid or Earned)		Advertising/Media (Paid or Earned)	
Content	Paid Facebook Advertising served to prospects that share characteristics similar to your donors and/or social media followers. Encourage prospect to download resource guide or a piece of informational content	Content	Paid Facebook Advertising served to prospects that share characteristics similar to your donors and/or social media followers. It's #GivingTuesdayNow! X Statistic. Support (your service area) by contributing to (organization name).	Content		Content	
CTA	Take action by downloading document; you can now add that individual as a new prospect into your database	CTA	Make a gift on #GivingTuesdayNow	CTA		CTA	
Notes	Social Media Lookalikes	Notes	Donors and Social Media Lookalikes	Notes		Notes	



Help! Coronavirus Might Force Me to Cancel My Fundraising Event.

Help! A Coronavirus Special Edition



### NAVIGATING THROUGH A CRISIS Q+A SERIES

Lead fundraising coach, Kimberly O'Donnell, leads a Q&A session to answer questions about weathering the COVID-19

Nonprofits  
Unleashed

Private group

# Nonprofits Unleashed

POWERED BY

Network for Good.  
Simple. Smart. Fundraising Software.



+ Join Group

More

Join this group to see the discussion, post and comment.

## About This Group

### Description

Powered by Network for Good, this is your ultimate place for Nonprofit Professionals and supporters to share an open, honest discussion in a positive environment. Learn from your nonprofit peers to grow, develop, and expand y... See More

Private

Only members can see who's in the group and what they post

Visible

Anyone can find this group

Social Learning

Members · 16,516

## Activity

40

New posts today

16,516

Members

English (US) · Español ·  
Português (Brasil) · Français (France) ·  
Deutsch



Privacy · Terms · Advertising · Ad Choices ·  
Cookies · More ·  
Facebook © 2020

# QUESTIONS



**THANK YOU FOR JOINING!**

