



Financial Resilience Training



NETWORK FOR GOOD



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AGENDA

POLL QUESTIONS

GOOD NEWS

2020 BUDGET ASSESSMENT

RIGHT SIZE FUNDRAISING

HOMEWORK ASSIGNMENT

QUESTIONS

GOOD NEWS



GOOD NEWS

Last month, individual giving across
Network for Good platforms was up
more than 10% Year over Year



GOOD NEWS

After more than a decade of straight decline, email open rates have increased



GOOD NEWS



FOCUS EXCLUSIVELY ON WHAT YOU CAN CONTROL

everything else is a distraction

WHAT CAN YOU CONTROL?

HOW OFTEN YOU EXPRESS GRATITUDE



Bakersfield Homeless Center

21 hrs · 🌐

Our wonderful friends from Wonderful Orchards came and gave us a much need face lift. They brought new shelving for the warehouse and the kitchen area, painted some of the dormitory rooms and the back of the kitchen, and even did some grounds work. Thank you!



HOW OFTEN YOU EXPRESS GRATITUDE



HOW OFTEN YOU ILLUSTRATE IMPACT

THE **SPRING**

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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.

HOW OFTEN YOU ILLUSTRATE IMPACT



YOU CAN GET TO KNOW YOUR DONORS BETTER

About You (select more than one option as applicable)

- ☐ Childhood cancer survivor
- ☐ Parent of a child with cancer/survivor
- ☐ Bereaved parent
- ☐ Family member (other than parent) of a child with cancer
- ☐ Medical professional
- ☐ General supporter

What issues and interests matter most to you? (select more than one option as applicable)

- ☐ Survivorship
- ☐ New treatments
- ☐ Insurance/financial issues
- ☐ Advocacy engagement
- ☐ Patient/family support programs
- ☐ Fundraising
- ☐ Events
- ☐ College Scholarships
- ☐ Social Media

Subscribe to our blog?

- ☐ yes

Is there anything else you would like us to know about you?

Submit >

YOU CAN PRODUCE
COMPELLING
MULTI CHANNEL
COMMUNICATIONS

 Your Video



 Like  Comment

**YOU CAN BE
PROACTIVE AND
RESPECT YOUR
BOARD'S TIME**



NOW IS THE TIME
TO GET REAL WITH YOUR 2020 BUDGET

REMOVE THE FOLLOWING

- Expenditures and projected revenue for **ALL** 2020 events cancelled OR postponed
- Expenditures and projected revenue that require a group of 10 or more to meet in person

PRIORITIZE THE ESSENTIALS

PAWS FOR THE CAUSE 2020 BUDGET

OPERATING EXPENSES	GROUP FOR SORT	ESTIMATED	ACTUAL
Advertising	B	3,000.00	2,500.00
Cash discounts	C	1,500.00	2,175.00
Delivery costs	C	2,000.00	1,500.00
Dues and subscriptions	A	500.00	525.00
Insurance		1,300.00	1,275.00
Interest		2,000.00	2,200.00
Legal and auditing		1,000.00	800.00
Maintenance and repairs		4,500.00	4,600.00
Office supplies		800.00	750.00
Postage		400.00	350.00
Rent or mortgage		4,100.00	4,500.00
Sales expenses		350.00	400.00
Shipping and storage		900.00	840.00
Supplies		5,000.00	4,500.00
Taxes		3,000.00	3,200.00



MISSION CRITICAL

Without these activities and related expenditures the organization is unable to deliver on its mission.

These deliverables are exactly WHY most of our donors give.

If this work was suspended for 9 – 12 months, it would have an immediate impact on our ability to conduct essential business functions.



MISSION HELPFUL

Activities and related expenditures that HELP your organization raise awareness for your mission.

Historically, a very helpful way to attract new donors.

Perhaps a portion of this work is funded by local community foundation for the next 2 years. As of now, your organization has agreed to serve as lead/host for duration of the grant.



MISSION RELEVANT

If funding for this work can be secured in next few months, each previously budgeted item labeled “C” will need full Board approval to be added back to current year budget

PAWS FOR THE CAUSE

A - MISSION CRITICAL

rescue dogs, screen adoption candidates,
place dogs in forever homes

B - MISSION HELPFUL

free or low cost spay and neuter

C - MISSION RELEVANT

emotional support dog certification

DO THE MATH

PAWS FOR THE CAUSE 2020 BUDGET

OPERATING EXPENSES	GROUP FOR SORT	ESTIMATED	ACTUAL YTD	DIFFERENCE
Dues and subscriptions	A	500.00	220.00	280.00
Insurance	A	1,300.00	120.00	1,180.00
Interest	A	2,000.00	2,000.00	0.00
Legal and auditing	A	1,000.00	1,000.00	0.00
Rent or mortgage	A	4,100.00	900.00	3,200.00
Taxes	A	3,000.00	1,100.00	1,900.00
Supplies (FOOD)	A	5,000.00	2,000.00	3,000.00
Utilities	A	1,400.00	200.00	1,200.00
Advertising	B	3,000.00	0.00	3,000.00
Maintenance and repairs	B	4,500.00	500.00	4,000.00
Office supplies	B	800.00	200.00	600.00
Shipping and storage	B	900.00	200.00	700.00

PICK A NUMBER

MISSION CRITICAL

GROUP A ONLY

\$100,000

MISSION CRITICAL + MISSION HELPFUL

GROUP A + GROUP B

\$140,000

MISSION CRITICAL + MISSION HELPFUL + MISSION RELEVANT

GROUP A + GROUP B + GROUP C

\$200,000

RIGHT SIZE YOUR FUNDRAISING

HOW MUCH REVENUE CAN YOU EXPECT TO RECEIVE FROM THE FOLLOWING GROUPS?

BOARD MEMBERS

MAJOR GIFT DONORS

RECURRING DONORS

ONE TIME/ANNUAL DONORS

CORPORATE/COMMUNITY PARTNERS

GIVING DAYS

FUNDRAISING PROJECTIONS BY SOURCE

SEGMENT	2019 GIVING	2019 DONORS	2019 AVG GIFT	2020 GOAL	enter latest \$ here	% TOWARD GOAL
BOARD MEMBERS	\$72,000	11	\$6,545	\$75,000	\$26,000	35%
MAJOR DONORS	\$26,000	8	\$3,250	\$14,000	\$10,000	71%
SUBSCRIPTION DONORS	\$22,000	44	\$500	\$25,000	\$18,000	72%
ONE TIME/ANNUAL DONORS	\$16,000	241	\$66	\$10,000	\$2,000	20%
COMMUNITY or CORPORATE PARTNERS	\$11,000	6	\$1,833	\$8,000	\$0	0%
GIVING DAYS	\$12,000	22	n/a	\$8,000	\$3,000	38%
TOTAL	\$159,000	332	\$479	\$140,000	\$59,000	42%

FOCUS EXCLUSIVELY ON WHAT YOU CAN CONTROL

everything else is a distraction

HOMEWORK ASSIGNMENT #1

MONTH	SEGMENT	ACTION ITEM/NEXT STEP	BOARD & VOLUNTEER RESOURCES	NOTES	STATUS	EXPENSES	NET INCOME
APRIL	BOARD MEMBERS						
	MAJOR DONORS						
	SUBSCRIPTION DONORS						
	ONE TIME/ANNUAL DONORS						
	COMMUNITY or CORPORATE PARTNERS						
	GIVING DAYS						
MAY	BOARD MEMBERS						
	MAJOR DONORS						
	SUBSCRIPTION DONORS						
	ONE TIME/ANNUAL DONORS						
	COMMUNITY or CORPORATE PARTNERS						
	GIVING DAYS						
JUNE	BOARD MEMBERS						
	MAJOR DONORS						
	SUBSCRIPTION DONORS						
	ONE TIME/ANNUAL DONORS						
	COMMUNITY or CORPORATE PARTNERS						
	GIVING DAYS						
JULY	BOARD MEMBERS						
	MAJOR DONORS						
	SUBSCRIPTION DONORS						
	ONE TIME/ANNUAL DONORS						
	COMMUNITY or CORPORATE PARTNERS						
	GIVING DAYS						
AUGUST	BOARD MEMBERS						
	MAJOR DONORS						
	SUBSCRIPTION DONORS						
	ONE TIME/ANNUAL DONORS						

SEGMENT	2019 GIVING	2019 DONORS	2019 AVG GIFT	2020 GOAL	ENTER LATEST \$ HERE	% TOWARD GOAL
BOARD MEMBERS	\$28,000	11	\$2,545	\$75,000	\$26,000	35%
MAJOR DONORS						
SUBSCRIPTION DONORS						
ONE TIME/ANNUAL DONORS						
COMMUNITY or CORPORATE PARTNERS						
GIVING DAYS						
TOTAL	\$28,000	11	\$2,545	\$75,000	\$26,000	35%

SEGMENT	2019 GIVING	2019 DONORS	2019 AVG GIFT	2020 GOAL	enter latest \$ here	% TOWARD GOAL
BOARD MEMBERS	\$72,000	11	\$6,545	\$75,000	\$26,000	35%
MAJOR DONORS	\$26,000	8	\$3,250	\$14,000	\$10,000	71%
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ONE TIME/ANNUAL DONORS	\$16,000	241	\$66	\$10,000	\$2,000	20%
COMMUNITY or CORPORATE PARTNERS	\$11,000	6	\$1,833	\$8,000	\$0	0%
GIVING DAYS	\$12,000	22	n/a	\$8,000	\$3,000	38%
TOTAL	\$159,000	332	\$479	\$140,000	\$59,000	42%

RECAP + NEXT STEPS

Please **DO NOT**

- RELY ON EVENT REVENUE IN 2020
- WASTE TIME ON THINGS YOU CANNOT CONTROL
- REVERT TO PREVIOUS PLAN
- TRY THIS ALONE, PARTNER WITH A LOCAL NONPROFIT
TO COMPARE NOTES THIS YEAR
- TAKE A SINGLE PENNY FOR GRANTED
- WAIT FOR ANYTHING

RECAP + NEXT STEPS

Please **DO**

- MAKE DECISIONS AND EXECUTE
- WORK WITH YOUR BOARD AS A TEAM
- PROVIDE UPDATES TO YOUR BOARD
2x A MONTH OR MORE
- PREPARE TO LIVE YOUR BEST LIFE...

**PREPARE TO
LIVE YOUR
BEST LIFE
WITHOUT...**

- PRINTED ANNUAL REPORTS
- 3 DAY BOARD RETREATS
- GOLF TOURNAMENTS THAT COST 3X IN STAFF TIME AS THEY RAISE
- RUNNING AROUND TO GET REFRESHMENTS BEFORE COMMITTEE MEETINGS

We're here for your nonprofit.

You've trusted us in the past to help you navigate fundraising trends and challenges, and we will continue offering guidance you can rely on during this uncertain time.



The Latest in COVID-19 Resources



[Nonprofit Blog]

How to Recession-Proof Your Nonprofit

[Read More](#)



[Fundraising Tips]

Coronavirus Impacting Your Nonprofit? Here's What to Do

[Read More](#)



[Nonprofit Blog]

10 Strategies for Recession Fundraising

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[Lookbook]

How 6 Nonprofits Engaged Supporters During COVID-19

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POWERED BY



Nonprofits Unleashed

Private group · 15.6K members



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**Show and share your support
for small nonprofits everywhere**

#CovidCantStopGOOD



QUESTIONS