

Adirondack Nonprofit Network (ANN)
COVID-19 Response Meeting #5 Agenda
Survival Strategies for Nonprofits in the Age of COVID-19

April 17, 2020
2:00 – 3:00 pm

Register in advance for this meeting:

<https://zoom.us/meeting/register/uJUscuqoqT4pQID-qJJBV61oTJ6TjxHbow>

After registering, you will receive a confirmation email containing information about joining the meeting.

Welcome (5 minutes)

- Janine - updates or announcements

Guest Speaker – Kathleen Colson (50 minutes)

How your organization approaches the Covid-19 crisis, and how you plan for its future, is more critical than anything you do right now. This is going to be a marathon, not a sprint. We're at the beginning of this crisis and people are anxious and overwhelmed. But they are also feeling generous. Scarcity will follow, so you need to seize this moment to secure the future of your organization.

- In this seminar we'll review a few strategies for survival:
 - Communications
 - Messaging
 - Finance
 - Fundraising
 - Staff management
- For organizations on the front line, this is your opportunity to show your donors that you can rise to the challenge.
- For those not on the front line, you will need aggressive plans to survive. It's predicted that over 50% of nonprofits will not survive this crisis. Let's make sure your organization is not one of them.

Next Steps (5 minutes)

- Next Meeting:
Friday, April 24th, 2-3 pm "Stronger Together: Collaborations, Shared Services, and Joint Fundraising" with Andy Robinson