

Adirondack Nonprofit Network (ANN)
COVID-19 Response Meeting III Agenda
Topic – Fundraising in Uncertain Times
April 3, 2020
2:00 – 3:00 pm

Attendees: Baylee Annis, Donna Beal, Linda Carela, Mike Carr, Brittany Christiansen, Nolan Cool, Sue Montgomery Corey, Sawyer Cresap, Kerry Crowningshield, Matt Donahue, Michele Drozd, Emily Eisman, Steven Engelhart, Diane Fish, Julia Goren, Kimberly Gray, Lizette Haenel, Carolyn Koestner, Emily Marz, Tyler Merriam, Jill Serrano Michalsky, Paula Michelsen, Kara Page, Debbie Pastore, Andy Robinson, Jessica Rubin, Janine Scherline, Nina Schoch, Zoe Smith, Martha Spear, Ben Strader, Nathalie Thill, Holly Wolff, Nancy Van Wie, Erin Walkow, Caitlin Wargo, Kathy Woughter, Lindsay Yost.

Lindsay Yost welcomed the nearly 40 participants, and introduced Matt Donahue, VP of Philanthropy at Adirondack Foundation who gave a general overview of learnings from current donor outreach that include:

- Calls have been about checking in, an opportunity to listen – also thank you calls
- Prioritized high impact donors and networkers
- Conversations lead to what we're doing in light of the crisis, what are we doing to help, how are we adjusting to our operations, communicating with our constituents, etc.
- Fundraising is not front and center
- Most importantly, these are human to human moments

Guest Speaker – Andy Robinson, Fundraising in Uncertain Times (materials attached)

- Provided example of the decline in Fundraising after 911 – people not asking as much
- Biggest Fundraising concern/challenge now during COVID-19:
 - Economy, uncertainty
 - Long-term
 - Board members feeling like it's not appropriate to fundraise
- People want to be connected, feel comforted, want to be with their people

Q & A Takeaways:

- For those who invest bequests in endowment, consider keeping them in cash now and then reinvest later when the economy is better.
- Bequest conversation, potentially appropriate with certain donors you have been talking to and have a good relationship with.
- Learnings: don't be afraid to keep doing what we're doing.
- Board members need to lean in and step up, support staff
- Hard to predict the impact and think ahead, soldier on – fear not leading to paralysis

Next Meeting: Friday, April 10th at 2pm, Arts and Culture Sector