Welcome!

COVID-19 Impact:
Navigating the Present & Planning for the Future for your Center and Participants
Why are we here?

☼ You are not alone
☼ Listen to your gut
☼ Solid business principles
Your job for the next 90 minutes:

1. Grace
2. Space
3. Be present
Breathe – and remember...

Creative
Peaceful
Courageous
Leadership

“Never, never, never give up.”

Sir Winston Churchill
A very serious poll...

1. Pot roast/comfort food?
2. Chocolate?
3. Ice cream?
4. Something healthy?
Favorite energy drinks...

1. Espresso
2. Something in a can
3. A coffee I.V.
4. Other
We’re in this together!
Topics for the Day:

The plan for you and staff

Operational planning

Program planning

Communications planning

Development planning
Why plan?
CREATIVITY
Planning timeframe:

12/24/36
MONTHS

2/4/8
WEEKS
You and Your Staff
Staff Plan:

1. Staff needs
2. Resources
3. Team members’ gifts and skills
What’s in your plan?

1. Who
2. Safety priorities
3. Roles based on center needs
4. Resources needed
5. Interim policies

ASK FOR HELP * ASK FOR HELP * ASK FOR HELP
Communications Plan:

1. Protect
2. Ensure
3. Survive
What’s in your communications plan?

1. Who talks?
2. What is their message?
3. Honest and open
4. Informed community
5. Update
6. Social media
Break!
Interim Operating Plan

What to Include:

1. Staff
2. Clients
3. Horses
4. Volunteers
5. Facilities
6. Business / finance operations
7. Communications
8. Development
9. COVID 19 safety measures
Client Programming:
Breathe!
Please take this in...

What’s the number one reason people give?

BECAUSE THEY ARE ASKED!

NO ASK – NO GIFT
People want to help!
Please take this in... people want to give their time treasure & talent
Please take this in...

1. It’s ok to ask for help
2. People want to help
3. Let people decide
Please take this in...

Courage wins

Boldness wins

A plan wins
Your Special Development Plan

Thank you CCS!

COVID 19 Emergency Campaign Book
Who are you?

Everyone in

Development in – CEO out

Development & CEO in – board out

Outside force discourages fundraising
DEVELOPMENT IS A TEAM SPORT

ALL in or EVERYONE is out...
And our clients lose.
What’s the Message?

EMPATHY

Help is needed.

It’s urgent.

Here’s what we are doing.

Here’s how you can help.
Need to be Thoughtful & Strategic

1. Establish a fund
   Explain purpose,
   Use allocation &
   Impact

2. List of donors
   - Board
   - Close friends and major donors
   - All other donors
   - Everyone else on your list
How to Reach Out:

1. Board – personal calls
2. Close friends – personal calls, highly personal emails
3. All other donors – slightly personal emails
4. Everyone else – general email
Right person.
Right ask.
Right purpose.

KEEP TRACK OF THE ASKS AND THE RESULTS

STEWARD THESE GIFTS
Preparing to Ask:

Outline the crisis *(frame in relation to your clients)*

Purpose of emergency fund

Suggested gift levels

Payment method

Challenge gifts
Timing & Follow-Up is everything

- Keep your close friends close
- Ask permission - *important*
- Be persistent
- Thank you notes are vital
The Role Play

“Hello Mrs. Smith”
Whew... Oh boy... Now what...
What resonated for you? How’s your courage level?
Remember –

“the journey of a thousand miles begins with the first step”
I believe in you.

We can do this.

We have courage because of our clients.
Thank you!

You’ve got this,
Be safe.