



Governance in the Colonial Age

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Bold Leadership. Transformative Fundraising.



Bold Leadership

Transformative Fundraising

Governance... now?

- Our budget is toast, our case for support is off-base and our fundraising just fell off a cliff!
- What board members need to be thinking about and doing in a time of economic and societal crises.
- Whether your board was fully functional before this or not... what is their role now?"



Fundraising... now?

- Captain Tom Moore, 100, raised £34 million for health by walking laps in his garden
- Stronger Together raised over \$6 million for Food Banks Canada
- 90% of donors agree to re-allocation of endowment proceeds for local org



Just a reminder!

Understand the Legal Context of Governance

- 3 basic board responsibilities ???
- Compliance
- Mission focus
- Financially healthy



But...

Three Key Arguments

1. Mission critical activities warrant a strategic approach
2. Approval of the long-term fundraising plan is a strategic direction
3. It's about what our organization needs 'now'



The time for leadership is now..

- No crystal ball
- Communicate with empathy, clarity, honesty, authenticity, vulnerability
- Board members, donors, people
- Lean in
- Now is the time to engage more fully than ever but don't take them out of their lane!



Reach out and communicate

- Check in by phone and email
- Send them a handwritten note thanking them for all they do
- Schedule individual and group conversations
- Foster connectedness
- Pause to draw out personal stories during group Zoom calls



Seek Insight

- Board members are your link to the wider world
- Connections to thought leaders, influencers and donors
- Remember they are scared too
- Ask them to help take the temperature of today
- Remember – we are all navigating this together

I know dogs can't wait for quarantine to end now



- Float trial balloons about your fundraising – particularly anything bold

Engage them with your donors

- Gentle reminders that the organization is not the mission, your clients / patrons are
- Now is the time to thank donors
- Give board members talking points – impact on your organization, how it is responding, the return on a donor's social investment
- Provide social media ready messaging



What will the future hold?

- It is vital to plan for whatever it is
- What do you see six months out?
- What worked for board members during the 2009 recession?
What did they learn from that?
- Scenario / contingency planning
- Focus on actions in the here and now
– ground them



Key Questions to ask your board members

- How does our mission contribute to improving this environment?
- If they were starting over what would they do?
- What new solutions should we consider right now?
Even if it means taking on some risk?
- What impact will this pandemic have on our mission?

What will the future hold?



Remember that your traditional donors have the long view of your mission. They give to you, repeatedly, because of your mission.

Believe in your donors.

Don't forsake them.

Respect their belief in your mission.

- Focus on your mission – the impact if this or that
- Advocacy – the infrastructure spending time & gov't relations

Now is the time to be bold

- Reassess everything about your fundraising program
- Ask your board's advice
- Time to jumpstart a new initiative?
Put something to rest?
- Balancing competition with
collaboration
- Accelerate engagement with partners



DAVE THE DEVELOPMENT DIRECTOR

I'M SO GLAD YOU
CAME IN FOR THIS INTERVIEW
TO BE A MAJOR GIFTS OFFICER,
WHAT IS ONE OF YOUR
WEAKNESSES?

I DON'T LIKE TO
ASK PEOPLE FOR
MONEY.

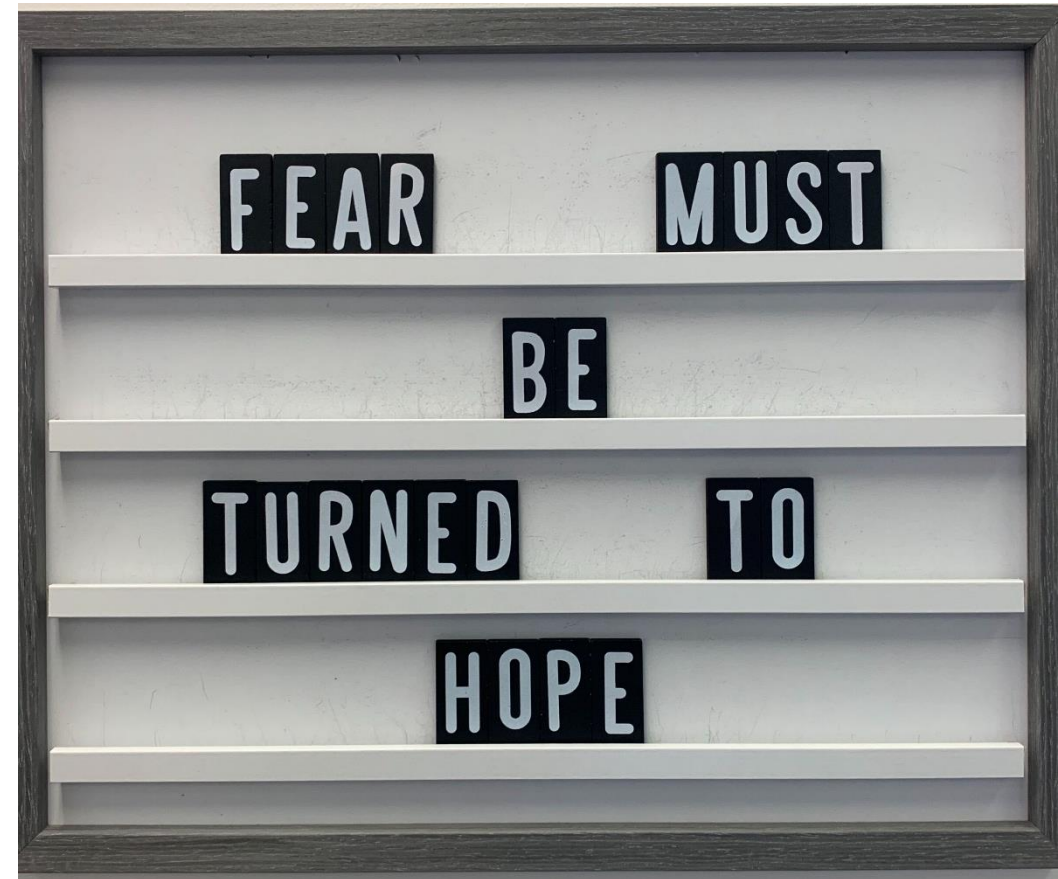
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Common fears

1. Fundraising is uncomfortable and feels like begging
 - Philanthropy is catalytic
2. People are losing their jobs and it is the wrong time to ask
 - Not everyone is impacted the same way
3. We don't want to bother our funders when they are going through so much right now
 - Philanthropy requires relationships that need nurturing

A possible silver lining?

- Help board members face their fears and perceptions around fundraising
- Opportunity to shift the narrative
- Dispel the myths (costs of fundraising, overhead, reserves)
- Talk about social return on investment
- Opportunity to align your charitable purpose with business purpose in the rebuilding process



This is the perfect time to hone your messaging

Successful Fundraising is more than \$\$'s

- Make sure they 'get' the importance of fundraising from the start
- Mission fulfillment
- Budget and program impact
- How \$\$'s are used
- How goals are set
- Other measurements are equally as important
- Introduce them to your donors

Don't forget

Always overlay your Internal Fundraising Culture
with Philanthropy

- Talk about philanthropy not fundraising
- Pro-actively build a philanthropic culture
- Focus board members on what they can achieve
not on their fear
- Watch the jargon





Thank You! Questions?

Learn More:

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