



Thursday Thoughts

Win Your Donors' Affection

Why does your organization matter? Why should it matter to me?

Every time a donor considers your purpose-driven brand and offerings, they ask these two questions. "Why" is the tape running in the back of their minds. Do you know their answers? You can't afford not to. Welcome to the customer zeitgeist. Donors are dialed-in 24/7, 365. That was true before the pandemic and even more so today since online is our lifeline. Once you understand your donor holistically, you view choice from their perspective. You embrace a customer mindset. What does customer mindset mean for your fundraising strategy? Everything. Mindset determines what matters.



Karla Raines, Corona Insights

Join ***Karla Raines from Corona Insights*** on Friday, May 15th for a lunchtime webinar and learn how to win your donors' affection with a strategy that matters.

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CFRE credit is available for this session.

REGISTER

Job Postings

Big Brothers Big Sisters of Colorado - **Executive Director - Pikes Peak Region**

[See all job postings >>](#)

In Philanthropy, Race is Still a Factor in Who Gets What



Philanthropy often sets out to mitigate inequality, but a report set to be released this week shows that race continues to be a defining factor when looking at which organizations receive funding, and how much. The report by two leading philanthropic organizations, Echoing Green and the Bridgespan Group, notes that nonprofit organizations led by black and Latino executive directors lag behind peer organizations with white leaders when it comes to receiving foundation funding.

As the nation tries to cope with the pandemic and begins to look towards recovery, foundations and funders are at a crossroads - will they return to the status quo or use this moment to evaluate funding decisions and who gets funding?

Read the full article in the [New York Times](#).

CARES Act 3.5



President Trump has signed CARES Act 3.5 that provides close to half a trillion dollars in additional coronavirus relief and testing. The "Paycheck Protection Program and Health Care Enhancement Act," also referred to as Stimulus 3.5 or CARES Act 3.5 is the fourth stimulus bill in response to the coronavirus pandemic. The legislation includes \$321 billion for the depleted Paycheck Protection Program that charities can apply to for grants. Congress and the White House have referred to the bill as "interim" legislation and are working on another larger stimulus bill to address

continued funding needs and other issues that may arise from the pandemic. For the full article, [click here](#).

Thursday, May 14th
8:00 am - 10:00 am

Coffee Chat on ZOOM:

Open Conversation about Fundraising Best Practices

Join us for an organic conversation about fundraising best practices. Development professionals can share what is on their mind and get input from the group on current roadblocks or struggles.

Please send suggested Open Forum topics to brenda@rmmfi.org before Thursday, May 14th.

[ZOOM Link for May Coffee Chat](#)

Anyone with fundraising duties in their job description is welcome to attend. Coffee Chats are free to everyone and there is no need to register.

[Learn More >>](#)



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Kudos! Celebrating the accomplishments of our members



Kudos to the 2019 **AFP Board Members** for helping AFP Colorado Chapter receive the 2020 IDEA Champion designation (formerly Friends of Diversity) for the Colorado Chapter! Our chapter is one of 96 who achieved this award this year. This status recognizes the Colorado Chapter for achieving many of the key objectives in our goal of advancing diversity. Thank you for all that you do and your commitment to increasing inclusion, diversity, equity, and access in the fundraising profession, especially through our IDEA cohort. This status is a result of hard work by our committees and Vice Presidents. Kudos and gratitude to the 2019 Board!

If you have some great news to share, like a promotion, a new job, or an award received, email us at AFPkudos@gmail.com. Please note this is specifically to celebrate our Members, so no need to send the results of your latest campaign or event.

Upcoming AFP Events

May 15th

AFP Chapter Education Webinar: "Win Your Donors' Affection with a Strategy that Matters"

[Register](#)

May 19th, 9:00 am - 10:30 am

AFP Southern Colorado Coffee Chat:
"Hiring Fundraising Positions"

[Register](#)

June 11th

AFP Coffee Chat - Save the Date

[Check Back Here For More Information](#)



AFP is a membership organization committed to advancing philanthropy. We offer resources and create opportunities to help fundraising professionals be the best they can be. We bring fundraisers together to network, grow professionally, and advance our field. **Visit Our Website**

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