THIS PROGRAM MADE POSSIBLE WITH FUNDING SUPPORT FROM:

Albany Guardian Society

Bender Family Foundation

The Freddie Institute

The Lincoln Fund

The Community Foundation for the Greater Capital Region

Linda G. Toohey Donor Advised Fund

MVP Health Care

Pavonia Fund

United Way of the Greater Capital Region

HOUSEKEEPING

The recording and the slides will be uploaded to the Resource Hub after the presentation: https://www.cfgcr.org/covid-19-resource-hub/

Please add your Questions to the Questions box throughout the training.

the COMMUNITY FOUNDATION FOR THE GREATER CAPITAL REGION

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell

ABOUT THE SPEAKER

Former Peace Corps Volunteer, Senegal 2000-2002

Mom of 2

Author of *Storytelling in the Digital Age: A Guide for Nonprofits* and *How to Build and Mobilize a Social Media Community for Your Nonprofit in 90 Days*

Former one-woman Development Director/Marketing Director/Kitchen Sink Coordinator

Passionate digital community builder

TWITTER: @JULIACSOCIAL @COMMFOUND518

What We Will Cover Today

The dramatically changing fundraising landscape and the implications for nonprofits

The 7 steps to thrive and not just survive in this new reality

How to manage through these changes and get buy-in from the Board, supervisors, and staff

How to pivot your marketing and fundraising strategy to focus more on virtual events and digital fundraising

the COMMUNITY FOUNDATION FOR THE GREATER CAPITAL REGION

Julia Campbell

HOW ARE WE FEELING TODAY? GO TO MENTI.COM AND USE THE CODE 17 40 21

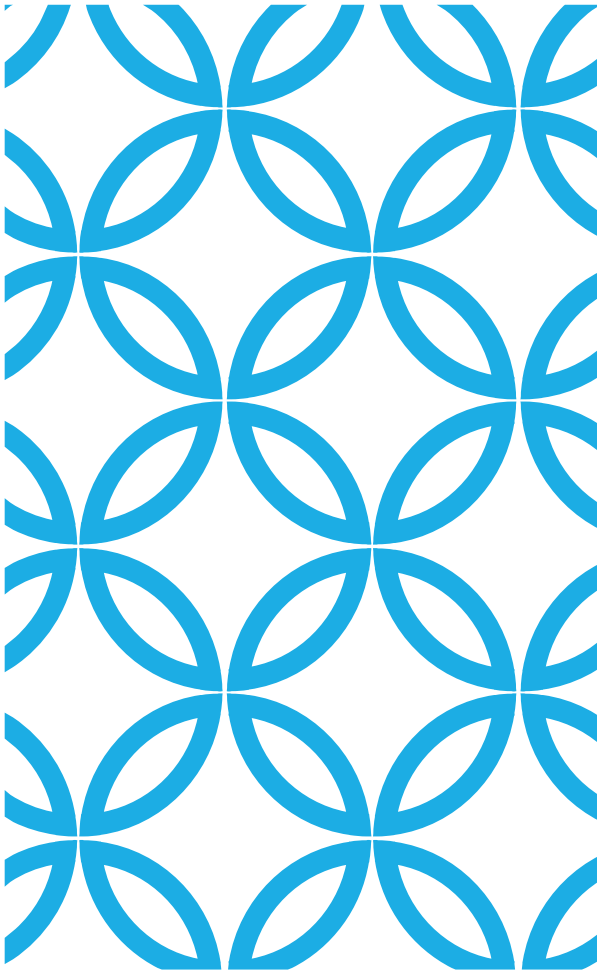
Neil Webb
@neilmwebb

"You are not working from home; you are at your home during a crisis trying to work."

I've heard this twice today. I think it's an important distinction worth emphasising.

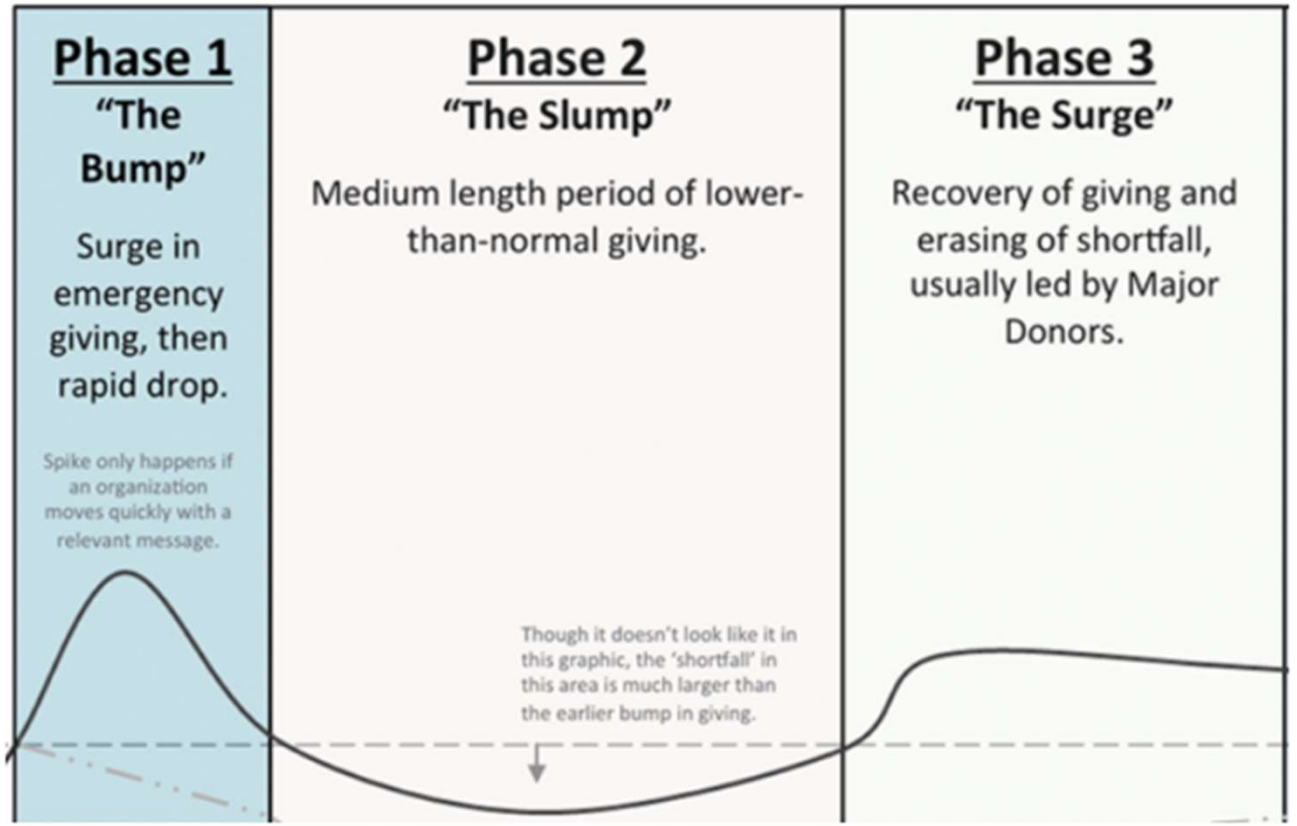
10:39 AM · 31 Mar 20 · Twitter Web App

Marlboro



WHAT FUNDRAISERS NEED TO KNOW ABOUT THE CHANGING LANDSCAPE

TWITTER: @JULIACSOCIAL @COMMFOUND518



HTTPS://BETTERFUNDRAISING.COM/PANDEMIC-FUNDRAISING-AND-HOW-TO-SUCCEED/

THE THREE SEISMIC SHIFTS IN FUNDRAISING

1. YESTERDAY'S GROWTH DRIVERS ARE BECOMING INCREASINGLY OBSOLETE, OUTDATED, AND INEFFECTIVE.

FOR THE GREATER CAPITAL REGION

Julia Campbell

PLAYING FIELD IS GETTING MORE CROWDED.

In 2000, Giving USA reported that there were around 688,600 charities in the United States.

By the end of 2020, they estimate there will be more than 1.7 million.

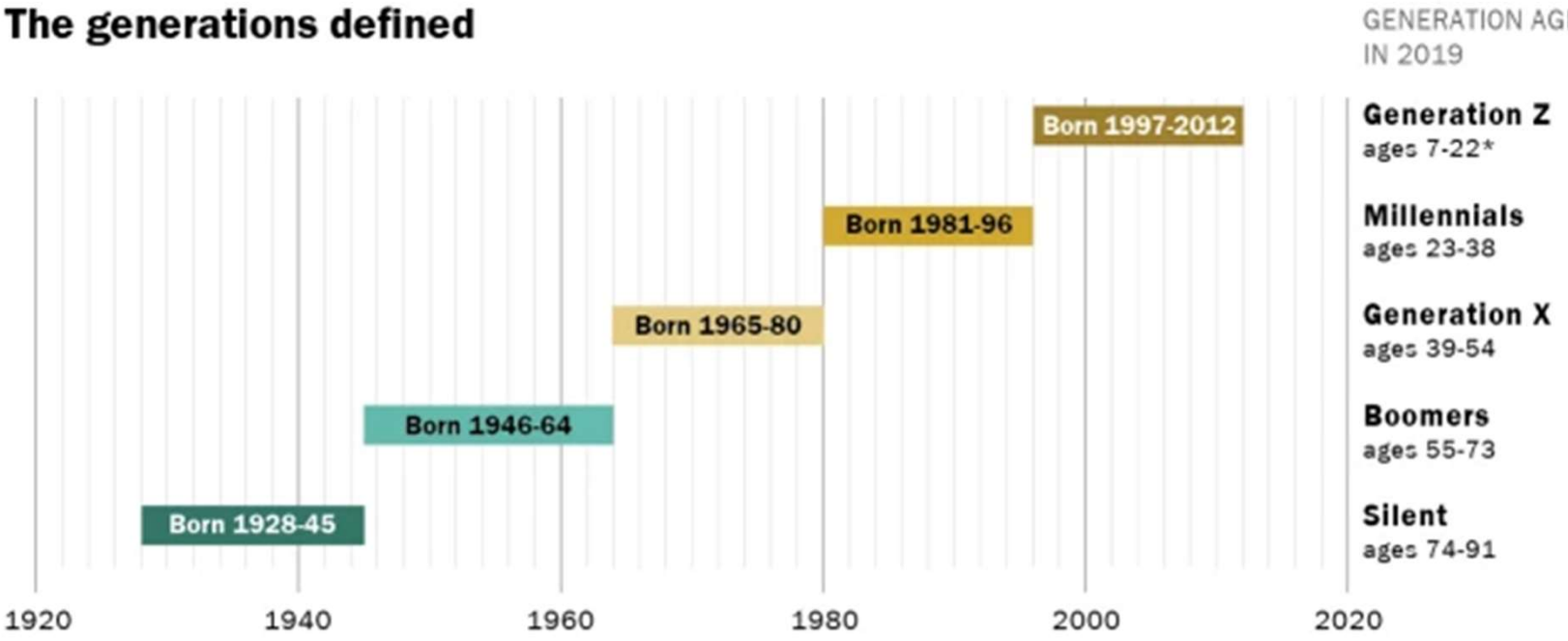
1 in 5 Americans have given to an individual's medical-related fundraiser.

Julia Campbell

2. DEMOGRAPHIC SHIFTS ARE RESETTING DONOR AND PARTICIPANT EXPECTATIONS.

Giving USA's 2019 report revealed a decline in general and mid-level donors (defined as donors who make gifts less than $250 and between $250 and $999 respectively).

The generations defined



*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER

50 years COMMUNITY FOUNDATION FOR THE GREATER CAPITAL REGION

PeerToPeer Professional Forum

DONOR BEHAVIORS AND EXPECTATIONS ARE SHIFTING.

Younger generations tend to:

Want participation at a deeper level.

Expect personalization and a frictionless fundraising and donation experience (Netflix, Amazon).

Want to be recognized for their contributions within their networks (not just a trophy or a t-shirt).

Julia Campbell

3. THE PROMISE OF TECHNOLOGY IS HERE.
PeerToPeer
Professional Forum

PEOPLE ARE ONLINE MORE THAN EVER

1.5 billion people under stay-at-home orders.

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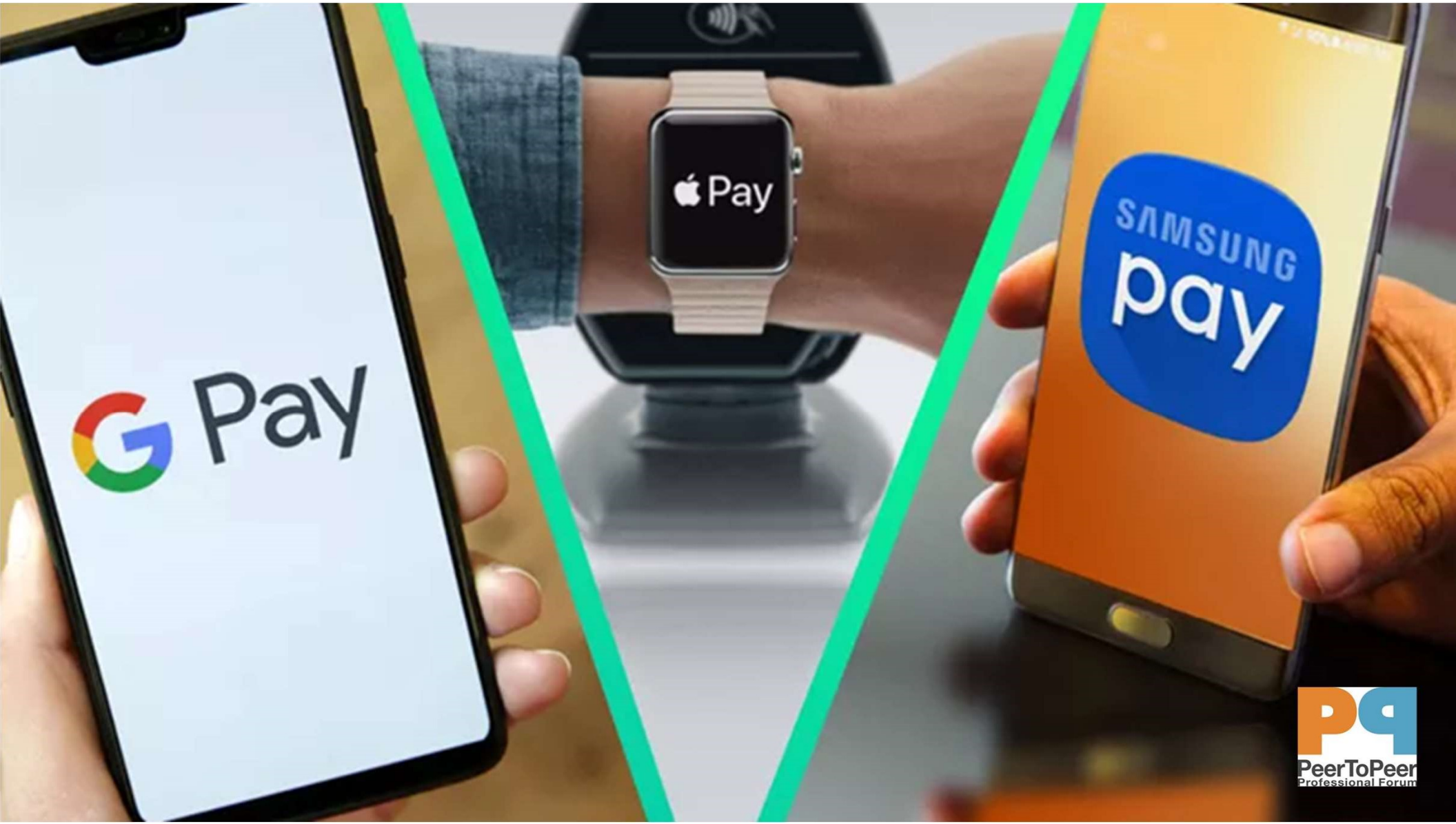
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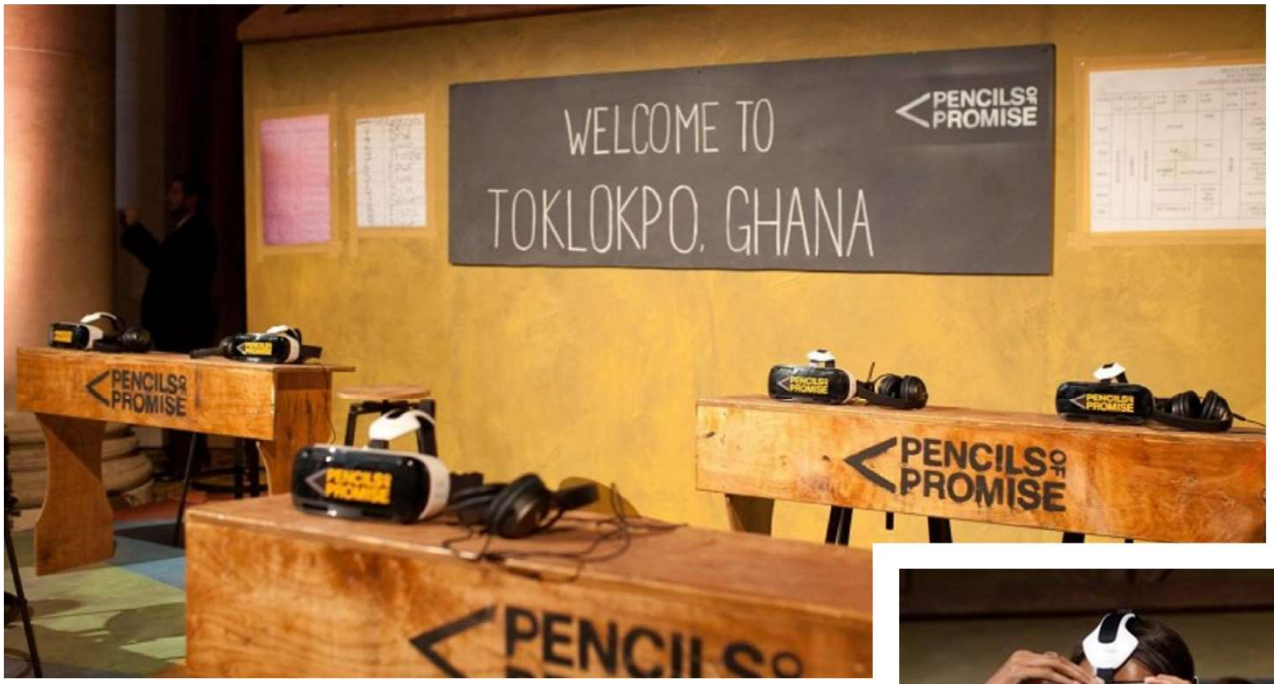

WELCOME TO
TOKLOKPO, GHANA
PENCILS OF PROMISE

PENCILS OF PROMISE
PeerToPeer
Professional Forum

Pan-Mass Challenge Facebook Fundraising Jumps 5,348%, Yields 31,000+ New Donors

Chris Strub Contributor ⓘ
CMO Network
I highlight successful social media strategies from savvy nonprofits.

Billy Starr (center, red tie), the founder and Executive Director of the Pan-Mass Challenge, ... [+] JOHN DEPUTY / PROVIDED

Reunite an immigrant parent with their child

Fundraiser for RAICES by Charlotte Willner and Dave Willner ·

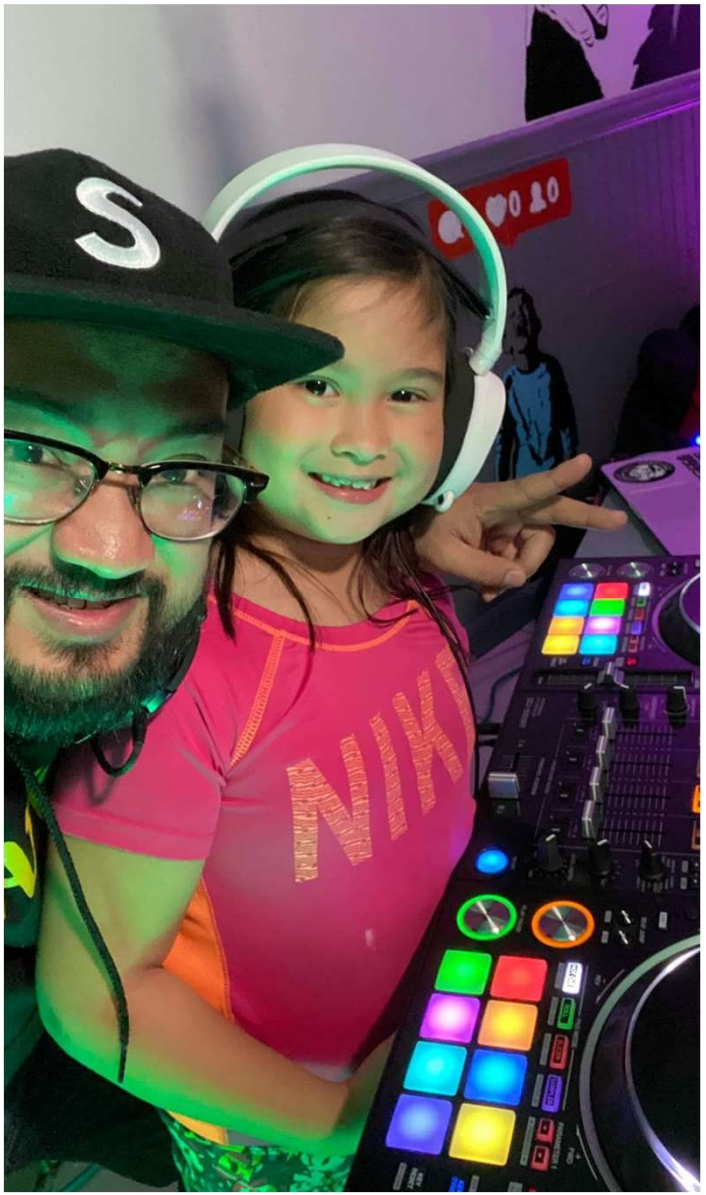
Donate to Nonprofit

Invite | Share | ··· More

$20,773,431 raised of $25,000,000 ⓘ

Fundraiser ended

PeerToPeer
Professional Forum



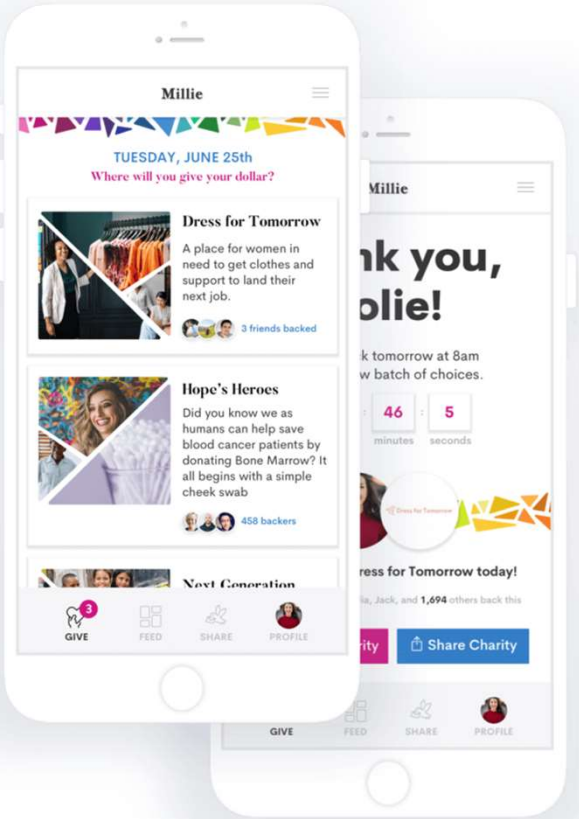
TOGETHER
WE'VE RAISED
$13,000,000
#FORTHEKIDS

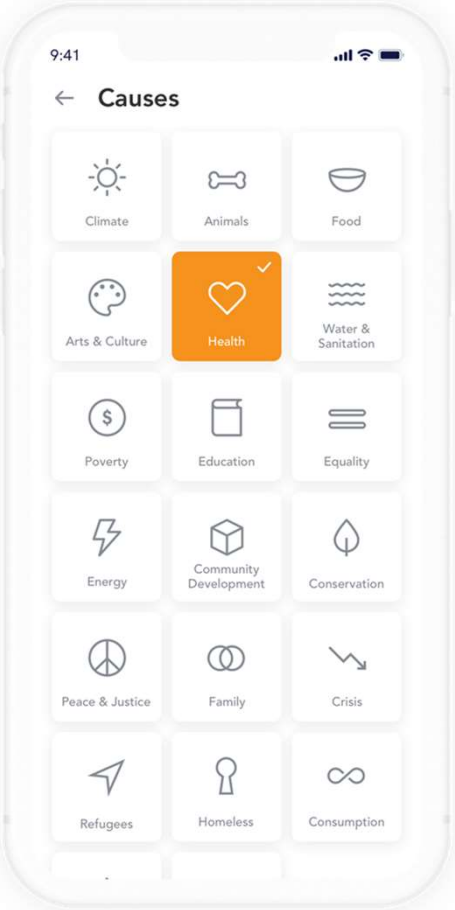
extra life™
Play Games. Heal Kids.

Extra Life
13 hrs ·

Mandy always wanted to do a Bob Ross cosplay/paint stream so she chose to host it as part of her third Extra Life fundraiser. Thanks to her fun idea and donors, she was able to raise $1,260. Nice job and moves, Mandy!

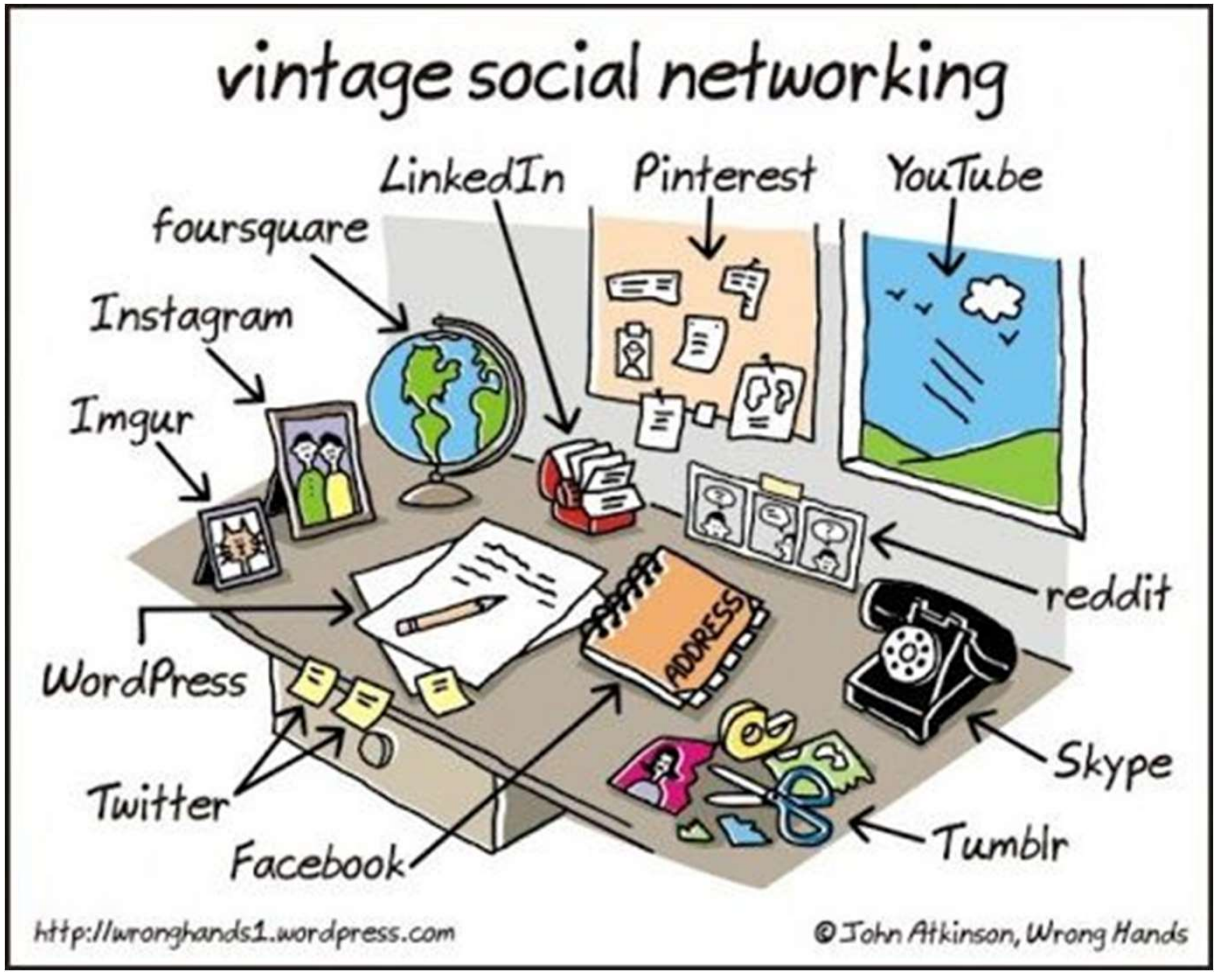
PeerToPeer
Professional Forum





the COMMUNITY FOUNDATION FOR THE GREATER CAPITAL REGION

PeerToPeer Professional Forum



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PeerToPeer Professional Forum

ARE YOU INVESTING YOUR TIME, ENERGY, AND RESOURCES TRYING TO CUT AND PASTE THE OLD WAYS ONTO THE NEW WORLD?
OR ARE YOU INVESTING FOR TOMORROW?

OUR UNIQUE RESPONSIBILITY

Trust in institutions, brands, nonprofits is at an all time low.

The content we share should build a community of people who believe what we believe.

We have a moral obligation to engage our communities on digital platforms.

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell

POLL – TYPE INTO THE CHAT

Name at least one way that your work has shifted online in the past few weeks.

TWITTER: @JULIACSOCIAL @COMMFOUND518

7 STEPS TO THRIVE AND NOT JUST SURVIVE

TWITTER: @JULIACSOCIAL @COMMFOUND518

1) FOLLOW THE THREE 3CS.

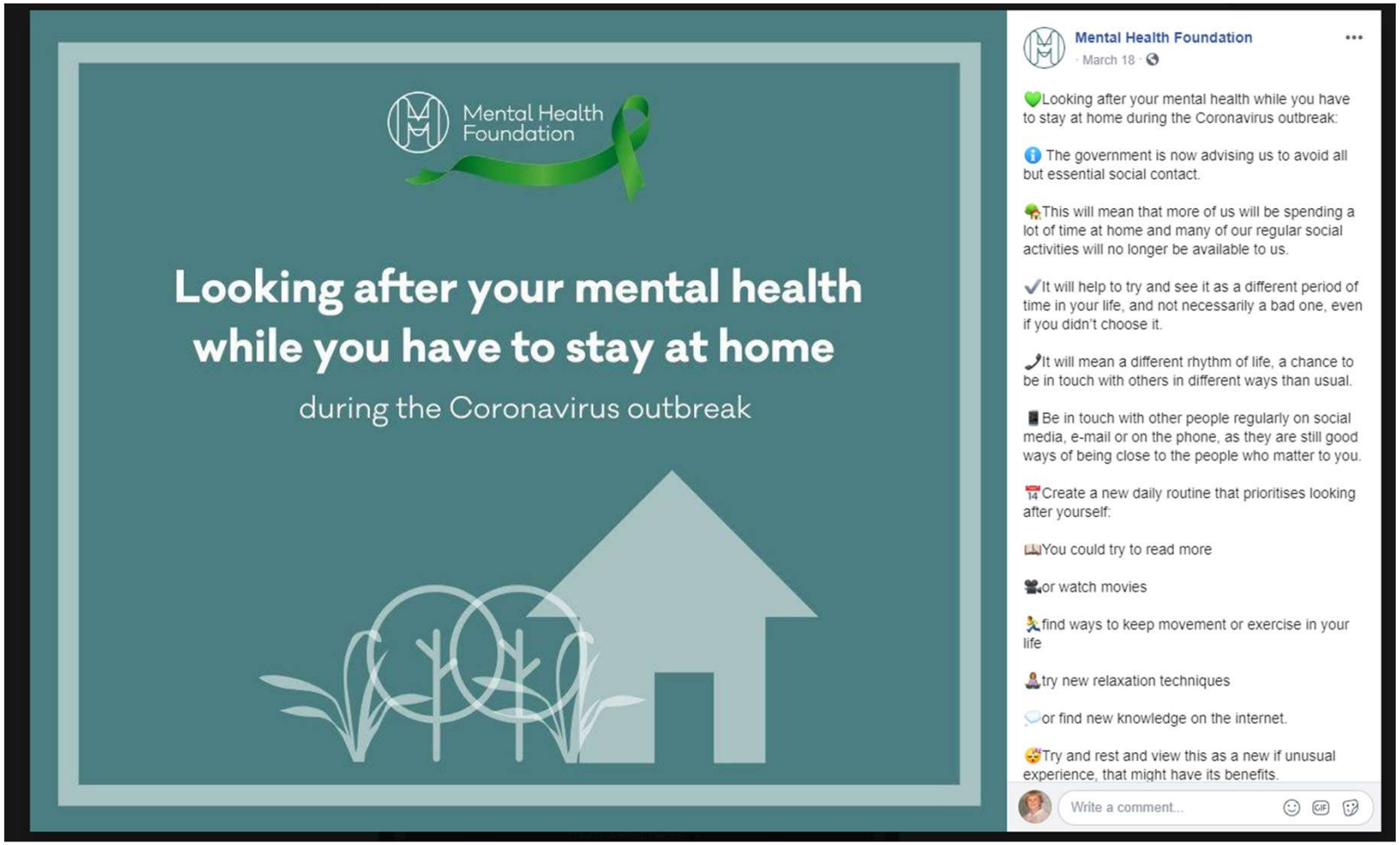
Communicate **compassionately**. Express genuine care for your audience.

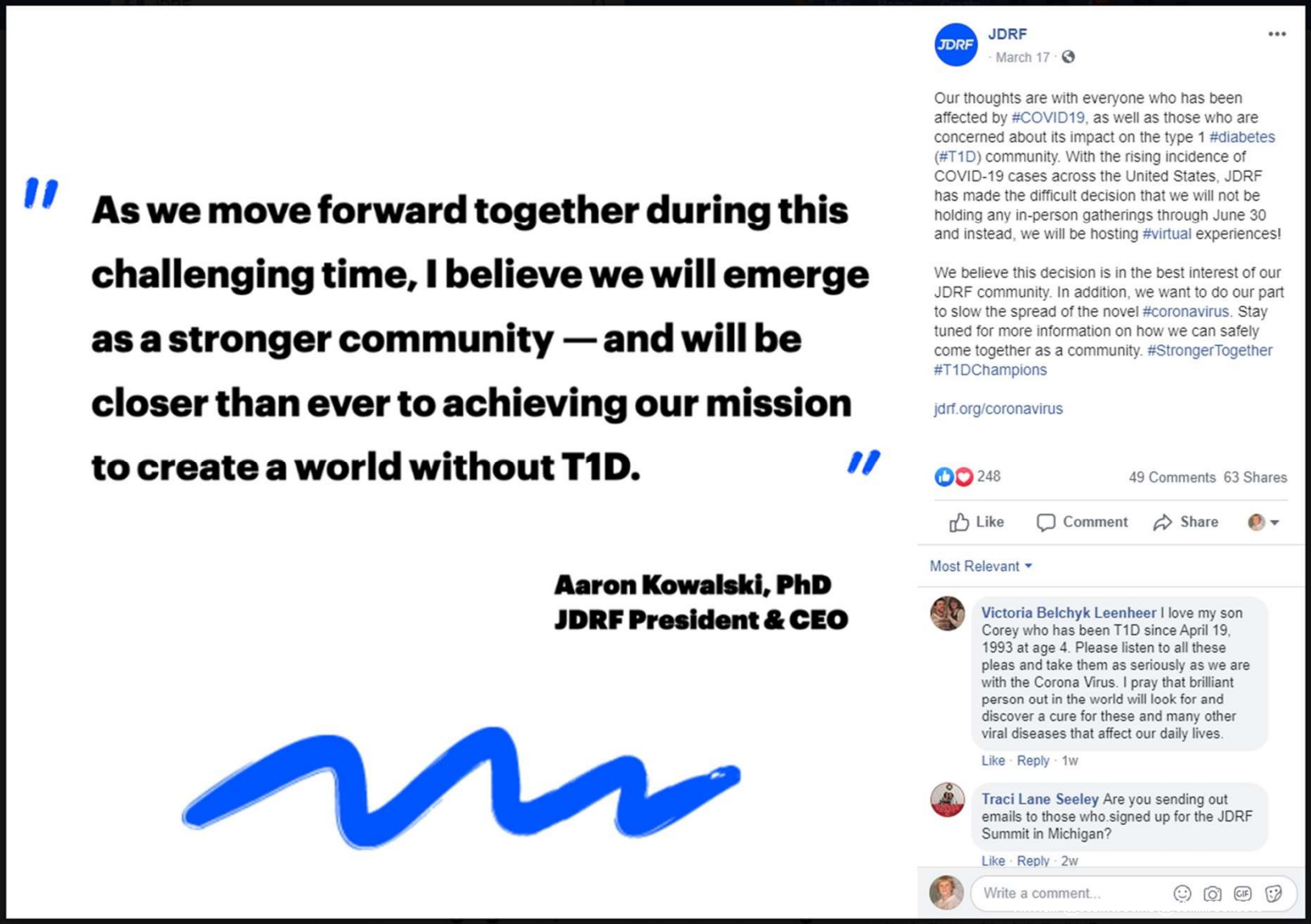
Communicate **clearly**. Don't bury the lede.

Communicate **concisely**. No unnecessary information.

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell


Mental Health Foundation
Looking after your mental health while you have to stay at home
during the Coronavirus outbreak
Mental Health Foundation
· March 18 ·
Looking after your mental health while you have to stay at home during the Coronavirus outbreak:
The government is now advising us to avoid all but essential social contact.
This will mean that more of us will be spending a lot of time at home and many of our regular social activities will no longer be available to us.
It will help to try and see it as a different period of time in your life, and not necessarily a bad one, even if you didn't choose it.
It will mean a different rhythm of life, a chance to be in touch with others in different ways than usual.
Be in touch with other people regularly on social media, e-mail or on the phone, as they are still good ways of being close to the people who matter to you.
Create a new daily routine that prioritises looking after yourself:
You could try to read more
or watch movies
find ways to keep movement or exercise in your life
try new relaxation techniques
or find new knowledge on the internet.
Try and rest and view this as a new if unusual experience, that might have its benefits.
Write a comment...


As we move forward together during this challenging time, I believe we will emerge as a stronger community — and will be closer than ever to achieving our mission to create a world without T1D.
Aaron Kowalski, PhD
JDRF President & CEO
JDRF
March 17
Our thoughts are with everyone who has been affected by #COVID19, as well as those who are concerned about its impact on the type 1 #diabetes (#T1D) community. With the rising incidence of COVID-19 cases across the United States, JDRF has made the difficult decision that we will not be holding any in-person gatherings through June 30 and instead, we will be hosting #virtual experiences!
We believe this decision is in the best interest of our JDRF community. In addition, we want to do our part to slow the spread of the novel #coronavirus. Stay tuned for more information on how we can safely come together as a community. #StrongerTogether #T1DChampions
jdrf.org/coronavirus
248
49 Comments 63 Shares
Like
Comment
Share
Most Relevant
Victoria Belchyk Leenheer I love my son Corey who has been T1D since April 19, 1993 at age 4. Please listen to all these pleas and take them as seriously as we are with the Corona Virus. I pray that brilliant person out in the world will look for and discover a cure for these and many other viral diseases that affect our daily lives.
Like · Reply · 1w
Traci Lane Seeley Are you sending out emails to those who signed up for the JDRF Summit in Michigan?
Like · Reply · 2w
Write a comment...

2) ASK QUESTIONS, BUT DON'T ASSUME.

"Should we still fundraise during the crisis?"

"Should I launch an emergency appeal?"

"What if I am not providing COVID-essential services?"

"Aren't people hurting financially?"

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell

WHAT WE KNOW – CHALLENGES

Trust is an issue.

There is a lot of noise right now.

Donors are on their own journey, but they are just like us right now.

We must talk about our work in relation to the coronavirus.

We have to acknowledge what we are all going through, and show how we are doing things in our unique way.

WHAT WE KNOW – OPPORTUNITIES

All donors surveyed said that **they see charities as part of the solution and understand there is an increased need to give.**

People want to feel a sense of control.

Donors who are financially secure and can't leave their homes want to help – they would like to volunteer and to give.

Of course many people are frightened about the impact on their finances.

But others are spending much less on themselves and can afford to give much more.

TWITTER: @JULIACSOCIAL @COMMFOUND518

Steven Shattuck
@StevenShattuck

There is no such thing as a "non-COVID essential" charity.

Every mission matters right now. Any diminished service offering has an impact.

You. All. Matter.

Libraries. Animal Shelters. Park Foundations. Theatres. Everyone.

You are worthy of support.

11:31 AM · 08 Apr 20 · Twitter Web App

WHAT SHOULD WE DO NOW

Ask for help – if you need it.

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell

Dear Daily Table customers and supporters,

We don't usually write to you like this, but this is an urgent message.

During the COVID-19 crisis, our employees are leading teams, stocking shelves, ringing registers, preparing food, and picking up deliveries so that our neighbors can continue to buy healthy, affordable food.

They are on the front lines. They are facing real risks.

Our employees are tired and stressed. To give them more time to clean and stock the shelves, we have shortened our store hours by three hours per day (to 10am-6pm Monday-Saturday) and by one hour on Sunday (11am to 6pm). Shorter hours mean less revenue for Daily Table.

We recognize and reward the tremendous hard work our employees are doing to keep Daily Table open and making healthy food affordable for those who need it most during this crisis. More than a year ago, Daily Table set a minimum wage of $15 for all hourly employees. Retroactive to March 16, Daily Table began paying them a $2/hour emergency aid bonus. These funds were not in our budget.

Would you consider a special gift of the cost of one hour's wage of $17 for one or more of our employees?

Your action is needed now. Please support one or more team members who are serving those who are most vulnerable during this crisis with your gift of $17 or more.

Please visit our website for the latest information and updates about the actions Daily Table is taking.

Thank you,
The Daily Table Team

SUPPORT THE TEAM

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell

Volunteers of America
Sponsored · Paid for by VOLUNTEERS OF AMERICA, INC. ·

Families living at the edge of their means and struggling seniors cannot afford to stockpile supplies. They rely heavily on VOA meal delivery and other programs and more so during these uncertain times. Your immediate support will bolster our ability to continue providing meals and supplies for families and seniors in dire need.

VOA.ORG/GIVETODAY
NOT AFFILIATED WITH FACEBOOK

Urgent: Support VOA Community Resources

Our mission has always been to help and comfort people…

Donate Now

The Community House
March 25 at 11:20 AM ·

Yesterday – For nearly 36,500 yesterdays, our commitment has been service to the community.

Today – We serve 1000s of households in our community, but WE NEED YOUR SUPPORT to continue this mission.

Tomorrow – With your support, our doors will reopen and YOUR community organization will be stronger than ever!

Please visit https://communityhouse.org/annual-fund/ to donate. Or give at https://paypal.me/TCHforALL . We appreciate your support!

50 years COMMUNITY FOUNDATION FOR THE GREATER CAPITAL REGION

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell

PASSION MATTERS SO MUCH MORE THAN BEST PRACTICES.

TWITTER: @JULIACSOCIAL @COMMFOUND518

3) DON'T STOP COMMUNICATING.

Make yourself visible!

Your donors want to hear from you.

Be the go-to resource.

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell

Women AdvaNCe
6 hrs ·
When survivors are forced to stay in the home or in close proximity to their abuser more frequently, an abuser can use any tool to exert control over their victim, including a national health concern such as COVID-19. For 24 Help Visit: https://www.thehotline.org/ or call Call 1-800-799-7233 or 1-800-799-7233 for TTY.
NYTIMES.COM
For Abused Women, a Pandemic Lockdown Holds Dangers of Its Own

WFH: Day By Day

DON'T STRESS ABOUT PERFECT CONTENT. JUST DOCUMENT.

Amirah, Inc
April 7 at 10:04 AM ·

7 Days of Gratitude, Day 2:
"I'm grateful for the little ways and the big ways I am able to be creative and that I can be my full self at Amirah."
Gratefully, Survivor at Amirah

#gratitude #eastereggs #creativity

Amirah, Inc
April 9 at 9:51 AM ·

7 Days of Gratitude, Day 4:
"In this season of uncertainty and change I'm most grateful for the little things, for family, food, technology, and connection with loved ones."
Gratefully, Mike, Amirah's Regional Impact Director CT

#gratitude

4) BE AS CONSISTENT AS POSSIBLE.

Choose one or two channels.

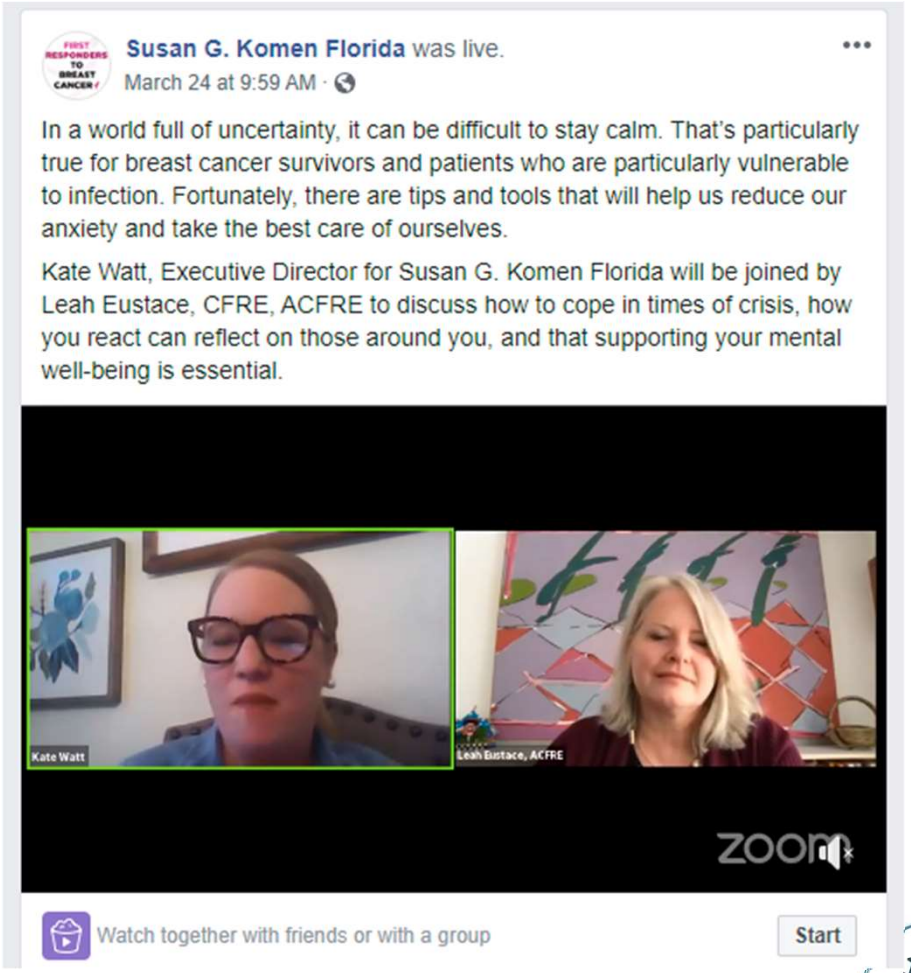
You do not have to be everywhere right now!

A mixture of where your audience spends time and what you like to use and your comfort level.

Don't bite off more than you can chew.

Healthy @ Home

WITH SUSAN G. KOMEN FLORIDA



50 years the COMMUNITY FOUNDATION FOR THE GREATER CAPITAL REGION

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell

APR
2

Facebook Live: Cooking and Eating for a Healthy Immune System

Public · Hosted by Susan G. Komen Florida

★ Interested | ✓ Going | Share | Hootlet | ···

Thursday, April 2, 2020 at 11 AM – 12 PM
Next Week

Your Computer

Susan G. Komen Florida was live.
April 7 at 9:59 AM ·

For breast cancer patients, the COVID-19 pandemic presents new risks to treatment. This leaves patients with a difficult choice — deciding what is more perilous, delaying chemo treatments or venturing out to receive them and risking contact with the disease. Join Dr. Iyengar from Florida Cancer Specialists & Research Institute for a discussion on chemotherapy for breast cancer patients during COVID-19.

Watch together with friends or with a group — Start

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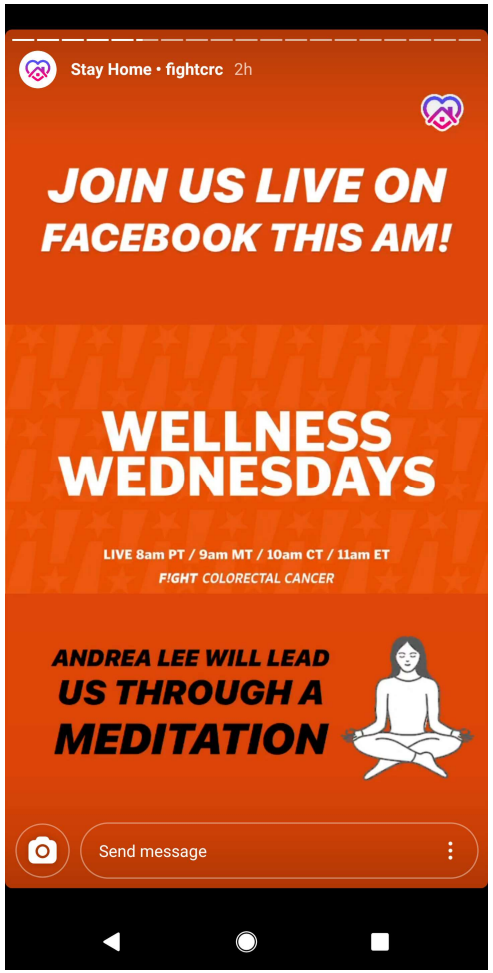
TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell



the COMMUNITY FOUNDATION FOR THE GREATER CAPITAL REGION

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell

WHEN WE DENY THE STORY, IT DEFINES US.

WHEN WE OWN THE STORY, WE CAN WRITE A BRAVE NEW ENDING.

BRENÉ BROWN

TWITTER: @JULIACSOCIAL @COMMFOUND518

5) AUTHENTICITY IS (AND ALWAYS WAS) VITAL.

TALK TO YOUR DONORS ABOUT WHAT YOU ARE AFRAID TO TALK ABOUT.

GET IN FRONT OF THE CAMERA AND BE HUMAN.

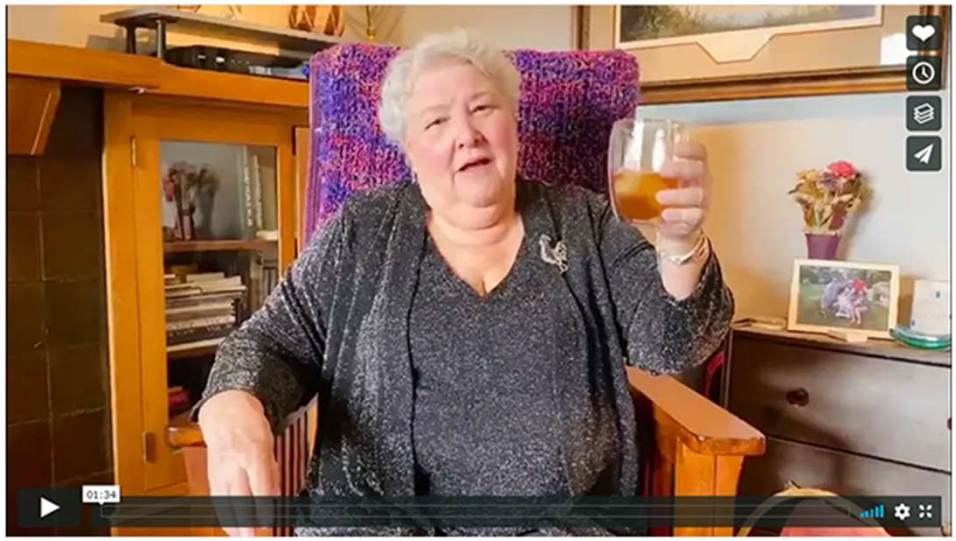
WRITE YOUR EMAILS LIKE YOU WOULD WRITE TO A FRIEND OR FAMILY MEMBER.

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell

As you know, **2020 is our 50th year providing high quality, compassionate and affordable reproductive health care for Utahns.** To celebrate this momentous milestone, we had planned to host HERSTORY, our 50th anniversary gala, tonight. Unfortunately, a global pandemic had other plans, and we had to postpone our celebration.

While the party will certainly go on once the coronavirus pandemic is over, we did not want to let this day pass without raising a glass to 50 years of Planned Parenthood of Utah. **Will you grab a drink and join me?**



Thank you for your generous and unwavering support of Planned Parenthood Association of Utah. We can't do this work without you.

the Gibbes museum
March 30 at 7:13 AM ·
We are grateful your support for Charleston's businesses and especially the creative sector, including our artists, food & beverage industry, and the many cultural organizations that are at the heart of what makes our city so special. In this video, Gibbes Executive Director Angela Mack shares how the Gibbes is managing the impact, and what we are doing to stay connected and adjust our direction. Please stay home, stay safe, and stay in touch with us here.
#ArtIsTheReason
VIMEO.COM
A Message from Executive Director Angela Mack
Executive Director and Chief Curator of the Gibbes shares a message to...

6) DON'T TREAT THIS AS BUSINESS AS USUAL.

Workplaces need to change.

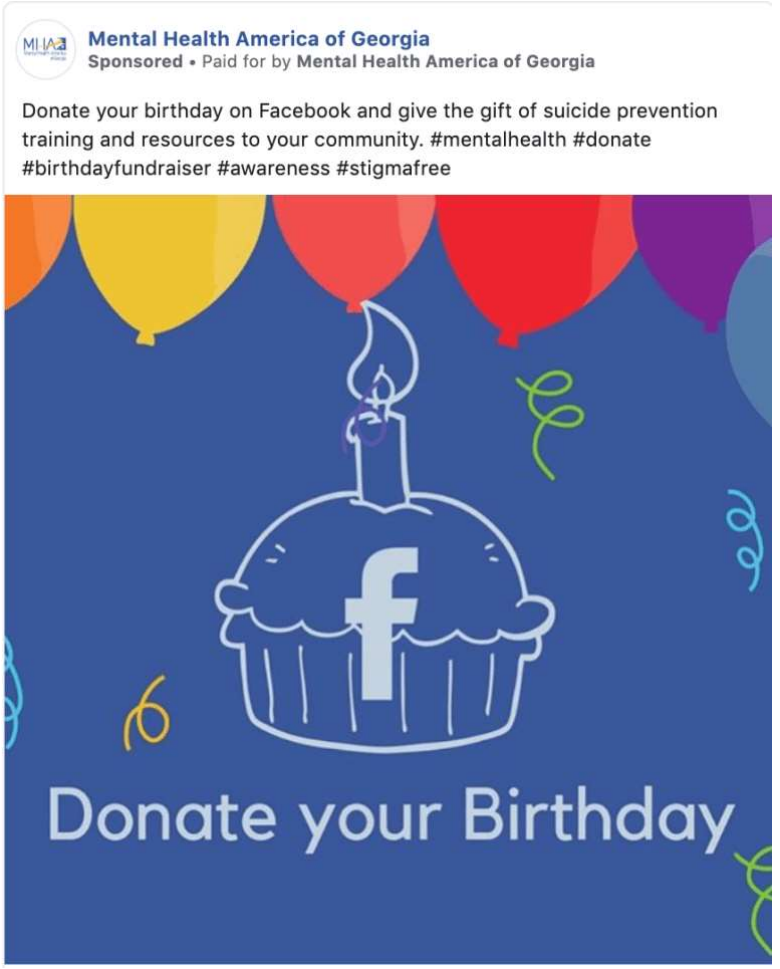
Expectations need to change.

Fundraising needs to change.

We have to be willing to adapt.

DIGITAL FUNDRAISING

- Facebook fundraising
- Email appeals
- Emergency crowdfunding campaigns
- #GivingTuesdayNow – May 5th



TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell

The Greater Boston Food Bank
Sponsored ·

Feed a family for the holidays. Your $20 gift provides a complete holiday meal for a family of five.

No One Should go Hungry
Help provide food for hungry families across...
my.gbfb.org
Not affiliated with Facebook

Donate Now

43 12 Shares

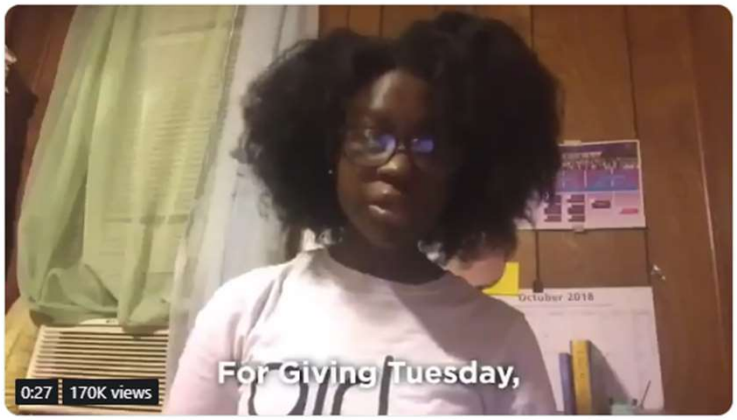
Like Comment Share

Michelle Obama
@MichelleObama

Following

For #GivingTuesday, the Global @GirlsAlliance asked young women what they're thankful for this holiday season—and how they plan to pay it forward to girls around the world.

I hope you'll follow their lead. Support projects for girls at gofundme.com/globalgirlsall...

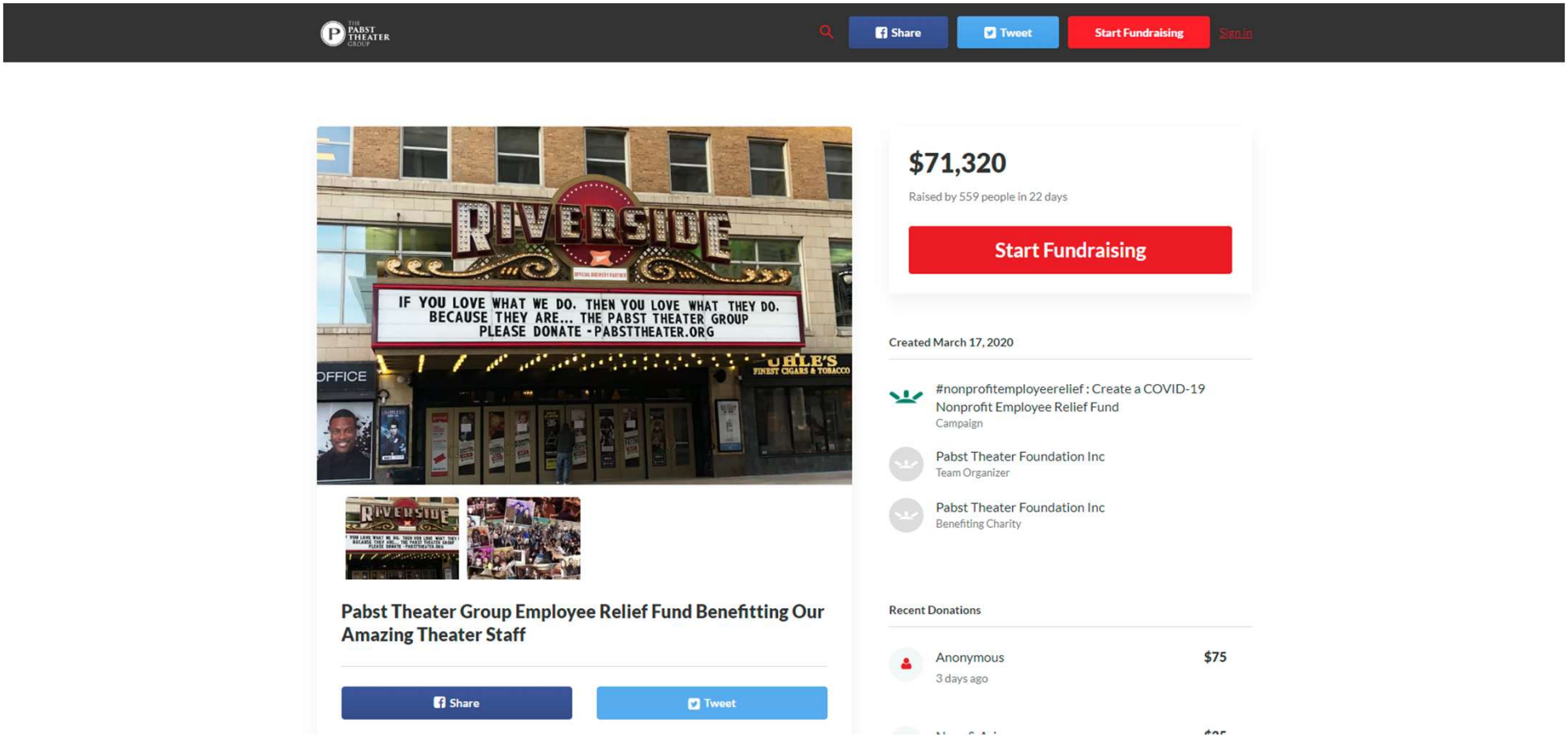


9:50 AM - 27 Nov 2018

COMMUNITY FOUNDATION FOR THE GREATER CAPITAL REGION

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell


THE PABST THEATER GROUP
Share
Tweet
Start Fundraising
Sign in
RIVERSIDE
IF YOU LOVE WHAT WE DO. THEN YOU LOVE WHAT THEY DO.
BECAUSE THEY ARE... THE PABST THEATER GROUP
PLEASE DONATE - PABSTTHEATER.ORG
OFFICE
FINEST CIGARS & TOBACCO
Pabst Theater Group Employee Relief Fund Benefitting Our Amazing Theater Staff
Share
Tweet
$71,320
Raised by 559 people in 22 days
Start Fundraising
Created March 17, 2020
#nonprofitemployeerelief : Create a COVID-19 Nonprofit Employee Relief Fund
Campaign
Pabst Theater Foundation Inc
Team Organizer
Pabst Theater Foundation Inc
Benefiting Charity
Recent Donations
Anonymous
3 days ago
$75

VIRTUAL EVENTS

This is a huge shift for us but also for our donors.

We have to bring them along with us and not expect that they know how to “do digital” (even if they are younger).

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell

TWITTER: @JULIACSOCIAL @COMMFOUND518

We're making Gateway history this Saturday... and we need your support!

Dear Friends,

Every spring we hold the Great Gateway Gathering, our signature family fundraising event of the year and a beloved tradition for parents and staff alike. This year's event was scheduled for Saturday, March 14 with a 70s disco theme; it was going to be a groovy get-down!

Unfortunately, our event is impacted by the City's directive to cancel all "nonessential" community events**, jeopardizing over $70,000 in funds for the mission-critical supports and programs that allow us to serve every unique learner in our charge.** This would be a tremendous blow to our teachers and students.

But at Gateway we dream big and we know disco never dies!

We are adapting the annual party to a live-streamed "telethon" event families and friends can view and participate in from home. **We need YOUR support to ensure our students' education is affected as little as possible by emerging public health concerns.**

Please tune in to our YouTube LIVE casting on Saturday, March 14, 3-8pm for Gateway's first-ever, totally groovy, throwback "telethon" event!

The live broadcast will feature:

- 70s-inspired karaoke, vintage recipe demonstrations, and more old-school fun
- Auction packages, including Warriors tickets, and incredible raffles
- …plus tons of surprises!

We hope you'll be a part of our ambitious goal to raise **"$70k in the 70s"**!
Here's how you can help...

Bid NOW in our Online Auction

The first round of bids closes TONIGHT at 9 PM. Raffle and wine tickets remain on sale all week.

Bid Now

Set a reminder to join the Telethon

Use the button below to access our streaming channel, then click "Set Reminder" in the bottom of the video frame. You'll receive an alert when it's time for the event to start!

Set Reminder

Donate at any time!

Busy weekend ahead? No problem. Your gift of any amount will help ensure that our students continue to receive the support they need to thrive.

Donate

We are confident that with your support we can ensure that our students and teachers have the resources they need to achieve great things at Gateway, and that we can have a great time doing so from the comfort of home!

Regards,
Sharon Olken, Executive Director

Sharon Olken

the COMMUNITY FOUNDATION FOR THE GREATER CAPITAL REGION

TWITTER: @JULIACSOCIAL @COMMFOUND518

Julia Campbell

Gateway's Groovy Virtual Disco Telethon

11 waiting • Scheduled for Mar 14, 2020

1 0 SHARE SAVE ...

Gateway Public Schools
134 subscribers

SUBSCRIBE

A few germs can't stop the groove! Celebrate with us via livestream in lieu of our usual Great Gateway Gathering party as we work toward our big goal of raising "$70k in the 70s!" Join our auction, buy raffle tickets and more at: https://groovy2020.ggo.bid/bidding/pa...

SHOW MORE

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TWITTER: @JULIACSOCIAL @COMMFOUND518

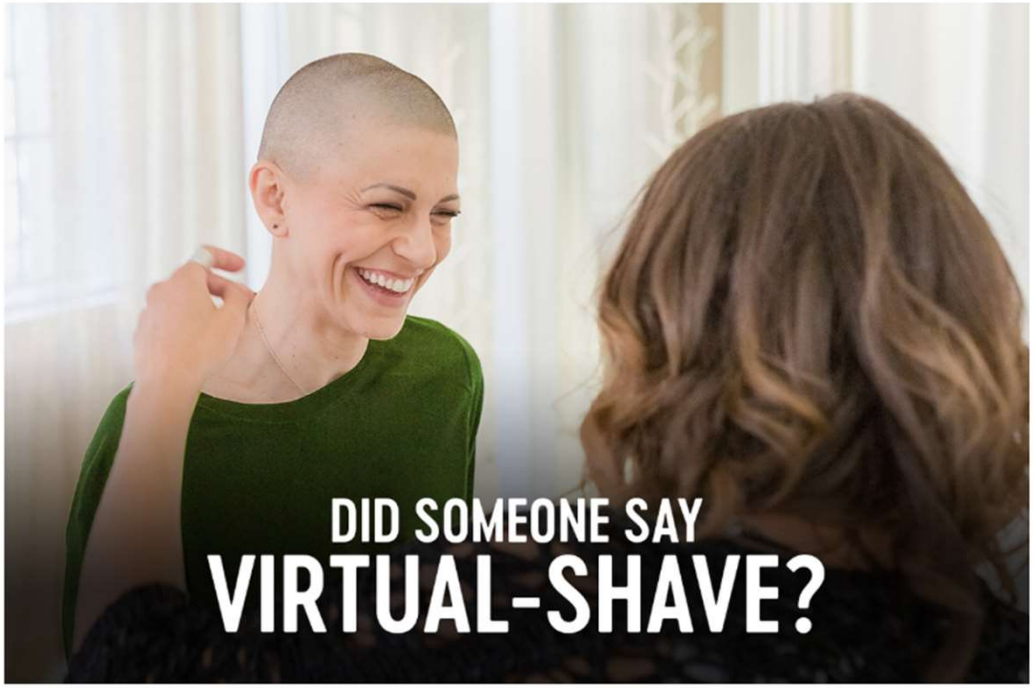
Julia Campbell

HEAD-SHAVING

7 Ways to Make Your Virtual Shave Fun

by St. Baldrick's Foundation

March 20, 2020



Virtual SPIRIT WEEK

MONDAY, MARCH 23, 2020-SPORTS DAY

TUESDAY, MARCH 24, 2020-SUPER HERO DAY

WEDNESDAY, MARCH 25, 2020-80'S DAY...DRESS LIKE MRS. WORLEY DID IN MS...

THURSDAY, MARCH 26, 2020-PJ DAY

FRIDAY, MARCH 27, 2020-WACKY DAY

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Julia Campbell

7) PLAN FOR THE FUTURE.

What lies ahead for the nonprofit sector in a post-pandemic world?

5 WAYS THE SECTOR WILL CHANGE

1. The way we work and organize our staff will change.
2. Philanthropy will shift.
3. More direct collaboration between nonprofits: https://www.northtexasgivingday.org/
4. Events will come back, but look very different.
5. Creativity and digital innovation.

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Julia Campbell

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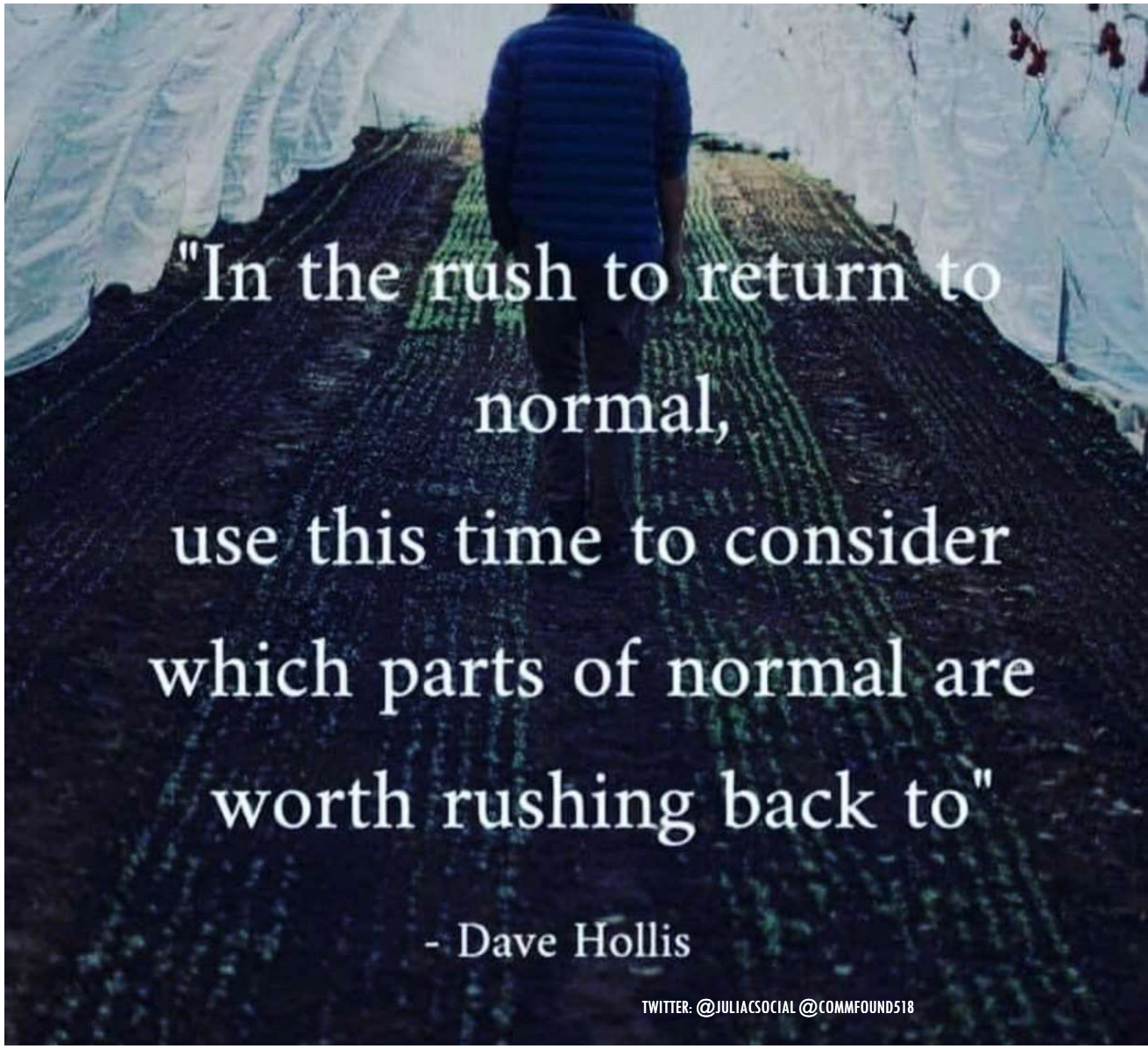
Julia Campbell

WE MUST BE VISIONARIES.



YOUR NEW MANTRA

Less is more.
Focus over frantic.

QUESTIONS?

The Community Foundation for the Greater Capital Region Resource Hub: https://www.cfgcr.org/covid-19-resource-hub/

Nonprofit communications during coronavirus – examples: www.bit.ly/NPCovid

My website: www.JCSocialMarketing.com

Julia@JCSocialMarketing.com

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NEXT TRAINING

How to Have a Successful Online Board Meeting

Monday, April 20, 2020, 2 pm to 3 pm

Speaker: Jeanne Allen: Read Jeanne's Bio

Now that you have moved your board meetings online, what's next? Join Jeanne Allen to learn how you can host effective and engaging board meetings in the "new normal" of online. This short webinar will cover tips for facilitating, organizing and structuring an effective, and engaging board meeting. We will touch briefly on the tech side, but most of our time will be on the people side and keeping your Board engaged through this crisis.

We'll cover what to do before the meeting to set the stage, during the meeting to engage your members, and after the meeting to wrap it all together

This presentation will be conducted via a Zoom Webinar: Please click to register for this training.