



PUSHING PAST UNCERTAINTY TO  
**FUNDRAISING**  
**ACTION**

Practical Tips from the Experts

THURSDAY JUNE 11, 2020 1PM ET | 12PM CT | 11AM MT | 10AM PT

# HOSTS



Kelly Velasquez-Hague  
VP of Content Marketing  
OneCause



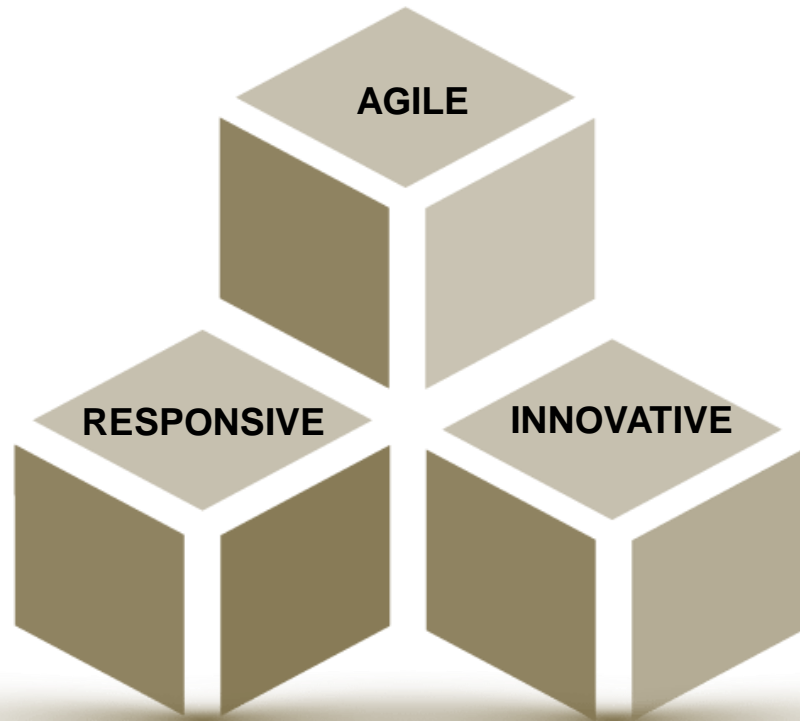
Melpo Murdakes  
Vice President  
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# About Us

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- 41 years of service to the philanthropic community
- Full-service philanthropy consulting firm
- RASearch – Executive Search Services
- Served more than 1,250 501(c)(3)s in all various sectors
- Part of the Collegium Family
- Since 1979, privileged to work with nonprofit institutions in education, social service and health care, as well as parishes, dioceses and religious orders located throughout the United States.
- A diverse group of 15 consultants
- Member of The Giving Institute, the hallmark of ethical fundraising

# In this moment . . .

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CRISIS MODE VS.  
CRISIS MINDSET



STRESS & CREATIVITY

# From Halt & Hesitate to Pivot & Pursue

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**PRIORITY  
PLANNING**



**CALL TO ACTION  
COMMUNICATION**



**DECISION MAKING**

# Discern & Make Decisions

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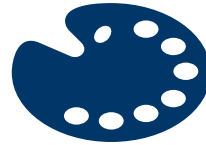
# Enlist Ambassadors

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## Connect with your Core

Temperature  
Appreciation



## The Art of Invitation

Extending Opportunity NOW

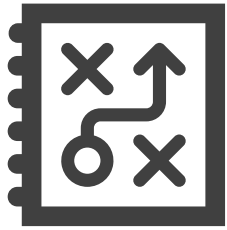


## Expanding social networks

Untapped Potential  
New Prospects  
From NO to YES

# Reframe Your Planning

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**Refine Strategic Priorities**

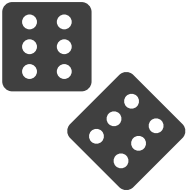


**Adapt Unanticipated Opportunities**



# Create Contingency Plans

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## Special Events & Galas

Virtual vs. Variable



## Festivals & Gatherings

Intention & Outcome



## Ongoing Service & Support

Stay Mission Critical

# The Strong Can Thrive

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## **Institutions with strong relationships suffer least**

Find out exactly the relationship you have with constituents.



## **Don't sit back – Reach out**

Stay in active relationship with them.



## **Change the dynamic**

Immediate and near-time impact will be more profound.



## **Stay on your donors' radar**

Hold onto Top 3 status



# Questions?

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Inspire. Connect. Grow.  
SEP 16-17, 2019 | CHICAGO

# Raise 2020

## WE'RE GOING VIRTUAL

2 Days of Online Learning & Networking

SEPTEMBER 14-15, 2020

REGISTER

FAQS

<https://www.onecause.com/raise/>





**COVID-19  
FUNDRAISING  
RESOURCE CENTER**

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<https://www.onecause.com/general/COVID-19-fundraising-resource-center/>

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# Thank You!

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