Resiliency and Sustainability: Exploring Best Practices in Development and Fundraising

Sam Rogers, CFRE
Senior Director, Development
The old best practices are still the best practices.
#TogetherSeperately

• Provide community

• Don’t be afraid to go off script – or don’t even have one to begin with!

• Provide value

• Follow up!
• Shrinking revenue, staff and time necessitate a refocusing of priorities towards major donors
• What can you offer constituents now that you could not before?
Where do we go from here?

• How to plan for events in 2021 and beyond?
• How to plan for planned giving when you *really* need revenue now?
• How to best cultivate donors when face to face meetings are not possible?