POWERING THROUGH COVID-19

WHAT BOARD MEMBERS CAN AND SHOULD DO DURING A CRISIS

Presented By:

Danosky & Associates
Consulting for Nonprofit and Business

The Community Foundation for Greater New Haven

Valley Community Foundation
Introductions

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About Today’s Seminar

• Housekeeping:
  • Everyone’s devices are muted to diminish background noise
  • You will find a bar where you can ask a question or respond to a poll
  • There are several polls we will be asking you, look for them as we go.
  • We will also be asking you a few questions during the session. Answer them using the Q&A box on the bar
  • We will be recording this and will make it available through the Foundation.
Poll
Look at what you are wearing today. Have you worn something you’re wearing now more than once this week?

Q&A
What is that article?
Who is participating in this webinar?

• Question 1:
  • How many of you are on the front lines of providing some type of human service support during this crisis – food, transportation, health, childcare, animal shelters – anything that might challenge your existing resources?
  • How many of you are organizations that are not providing direct service – but are helping people cope, such as libraries, cultural organizations, museums, historical organizations, etc.

• Question 2:
  • How many are Executive Directors?
  • How many are Development Directors and responsible for raising money?
  • Any Board members?
  • Other?
COVID 19 – More than a health crisis

• A pandemic that has impacted every aspect of our lives
• A crisis where nonprofits are on the front lines
• A catastrophe challenging nonprofits in ways unimagined!

This is the time for every board to step up!
Executive Directors are on the front line

• How do you transform programs?
  • Deliver food
  • Provide shelter
  • Learning opportunities
  • Provide intellectual respite

• How do you find resources?
  • Loans
  • Appeals

• How do you plan for a future that is unknown?
Boards are in a unique position

ASK QUESTIONS:

• How will this affect my nonprofit now and in the future?
• What are my organization’s greatest vulnerabilities?
• Are there opportunities we are not exploring?
• Are we reaching people who need our help the most?
• How can we prevent worse case scenarios from occurring?
• What questions from the press would we least like to face?

Evaluate and Plan:

1) Assess and Manage Risk
2) Develop a Business Continuity Plan
3) Perform Financial Scenario Planning
4) Review and/or Adapt Policies
5) Implement Communications Plan
6) Facilitate Fundraising
7) Advocate; advocate; advocate
8) Support your Executive Director
Assess and Manage Risk

- Take the pulse of the organization
  - Is what we’re doing now working?
  - Did we miss something?
  - What financial risks can be mitigated?
  - What are the risks to staff, clients, volunteers?
  - Will the risks change the further out we go?

- Create a “What if” scenario
Develop a Business Continuity Plan

Write it down ....

• Programs and Services that Must Continue

• List of Must-do’s

• Communications Plan

• Re-Emergence Plan
Perform Financial Scenario Planning

- Engage your Finance Committee
- Bring in other expertise
- How is COVID-19 affecting your bottom line?
- What is short-term and long-term impact?
- What SBA resources are out there?
- How can board members research?
- Can the board help with applications?
Initiate Policy Review

POLL

• How many have reviewed policies in the past year?

• How many are scrambling to put policies into place?

• What policies do you need?
  • Remote work policies
  • If employee or client is diagnosed with COVID-19

• What board expertise do you have?
  • Human resource expertise
  • Legal expertise
Have A Communications Plan

- Who is your chief spokesperson?
- Have you been trained?
- What is the internal vs. external message?
- Is everyone giving the same message?
- Is that the same message as the Executive Director?
- Are you communicating with everyone you should be?
Facilitate Fundraising

For those who must raise funds now:
• Have a “cheat sheet” for everyone to refer to
• How are you doing?
• What do you need help with – specifically?

For Everyone
• Call your major donors
• Ask how they are doing
• Let them know how your organization is doing
• Are they receiving your information?
• Is there something they would like to know or have you do?

Use this time to build relationships!
Advocate, Advocate, Advocate

• Are there services you provide that your town needs?
• What services are you providing during this crisis?
• How is your organization doing – are you running into roadblocks? What are they?
• Build the relationship now to secure support in the future
Support Your Executive Director
How To Do This?

- Consider a COVID-19 Task Force
- Board and non-Board members with expertise
- Engage your standing committees
  - Finance
  - Development
  - Mission Impact
- Think through critical decisions together
- Keep exploring

Share risks, responsibilities and results!

POLL: How Many Boards have activated a COVID-19 Task Force?
The Virtual War Room

- Meet as often as needed
- Executive Directors are great tacticians
- Divide and conquer
- Board members are great strategists

Together we will prevail
Re-Visit Your Mission - Often

- Before every virtual meeting – read your mission
  - Every decision should further your mission
  - Every resource decision should consider mission
- Program continuance or reduction should serve your mission
We’re In This Together
Danosky & Associates helps non-profit organizations build the capacity to move their strategic vision forward with a solid foundation and an army of support behind them.