



Navigating COVID 19 for Nonprofits

- a. How do we feel?
 - i. Individual level
 - ii. Team level
 - iii. Organization level

Remember—not everyone has the same context, emotions, beliefs, or language about this pandemic. People are all over the map about what they believe. Create context and grounding by understanding how people feel about the COVID pandemic, social distancing, the short-term and long-term effects, etc.

- b. To gain grounding and clarity... What do we understand? What do we know in this shifting landscape?
 - i. Individually?
 - ii. As an organization?
 - iii. Within our community (likeminded organizations, clients we serve, funders, etc.)?
 - iv. As Sacramentans, as Californians?
 - v. On a Systems Level? (Systems are going to be rocked: health, education, financial, government. There will be unintended consequences and rewards in the end—anticipate how this will affect your organization and community)
- c. Identify what do we do well... especially in moments of uncertainty? What is our special sauce? What are we ROCK solid at? MAKE A LIST.
- d. How do we adapt and innovate our offerings—and how do we shift our thinking—in this pivotal moment? How do we leverage our special sauce?
 - i. What can we impact?
 - ii. Who is our focus?
 - 1. You may need to do a quick needs assessment of the impact COVID19 has in your communities on both micro and macro levels.
 - iii. What adaptations do we make in our key programs, service delivery models, etc... how do we innovate to meet the needs of our community but without engaging in mission creep?

- iv. Who do we partner with to leverage the work and bring more skills, talent, and treasure to the table?
 - v. How will we finance it?
 1. List your funders and major donors—investigate what their priorities under COVID.
 2. Create a communication plan -here's what we are poised to do for 2 months, 4 months, 6 months...
 - a. Here's what we're best at -
 - b. Here's what we're going to do and briefly why (how did we come to this solution) -
 - c. Here's how to support us- (ALWAYS MAKE A FINANCIAL ASK)
 3. Have intentional conversations with funders about what finances look like for the next six months for your organization. Be prepared to make a pitch on how they can best support you and the community(ies) that you serve.
 - vi. When do we pivot? Communicate the plan to all stakeholders, especially to staff and your board with clear dates, expectations, and timelines as best you can in this shifting landscape.
- e. How do we communicate this to our populace?
- i. Provide Clarity
 - ii. Create Connection
 - iii. Instill Vision/Hope

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