

*How should I adapt my
"ask" during these
challenging times?*

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Our Focus

- Best Practices for fund raising in the midst of COVID-19
- Opportunity to practice your “ask”

Introductions

- Name
- Your organization and its mission statement
- One “superpower” that’s serving you well in these times

5 Best Practices

- Stay Calm!
- Don't stop fund raising
- Plan B is now; embrace tools for reaching out
- Give people something to do

Philanthropy, MRSS.com

Sources: Chronical of

YMCA Camp Echo

- While our camp community is spending more time at home, ***we are sharing some ideas so you can feel the Camp Echo Spirit wherever you are around the world!***
- Our goal is make every day a bit more fulfilling and fun, through community and growth while we are staying safe at home. We hope you will join us by sharing your **#CampEchoEverywhere** moments on social media or directly to us to spread the Spirit!



#CAMPECHOEVERYWHERE SCHEDULE

April 13 - April 17



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Theme Days!	Crazy Sock Monday: Rock your favorite pair of crazy socks!	Tropical Tuesday: Go to the beach inside your house!	Wacky Wednesday: Get WACKY!	Echo Gear Thursday: Wear Echo swag (but save your t-shirt for Friday)	Y-Camp T-Shirt Day: Wear your Echo shirt and send a picture!
Morning Reflection	Tune in each day on our Instagram and Facebook page for a morning reflection, or a thought for the day from someone in the Echo community, or do your own at home!				
Morning Music	Check out our YouTube playlist "Camp Echo Morning Music," each day for a playlist of 3 songs to jam to while getting ready, cleaning up breakfast, or just hanging out!				
Saska/ Self Care	Listen to calming music	Try a breathing exercise	Organize a space in your home	Reach out to a friend	Take a nap!
Echo Fun 3:30-4 PM	Decipher the lyrics with Anna	Upcycling with Drew: Mask edition	Echo History with KTT	Virtual Campfire with Anna & Drew	Echo Funs is via Zoom unless otherwise listed
TAPS Question	What is something that motivates you to work hard?	What makes you laugh the most?	What is the best gift you have ever given or received?	What is your favorite holiday and why?	What is one thing that instantly makes your day?

Best Practices

- Stay Calm!
- Don't stop fund raising
- Plan B is now; embrace tools for reaching out
- Give people something to do
- Don't make assumptions

How do I craft the right language?

3 Cues for Influence

- **Rational** - measurable, rational criteria.
 - *What impact have you had?*
- **Emotional** - how they feel about your organization, mission, you
 - *What's the impact your work has on what's needed right now?*
- **Cultural** - the connection between your work and current issues.
 - *How relevant is your org to what's going on right now?*

30 second radio ad for Missoula Gives

Hey Missoula, we live in a special place! Our nightly howl is a great example of Missoula coming together to support those working on the front lines. Missoula Gives, a 26-hour initiative to raise funds for the 100 participating non-profits, is another way for us to come together. Now, more than ever, we need to generously support the non-profits who are working on behalf of our community. So, mark your calendar for April 30 and May 1, to participate in Missoula Gives. For more information, go to missoulagives.org (Howl!)

Who's next?

Before you begin, tell us:

- To whom is the message targeted:? (Volunteers, donors, potential donors)
- How is the message being delivered? (Social media, Radio, Newspaper, 1:1)

Evanston YMCA

- Thank you for your support and commitment to the Y. You have supported us to ***be a place of belonging for all*** and I appreciate all you have done to bring this work to life.
- On March 13, the Y announced its plan to pause normal operations closing the health and wellness facility and early childhood education center. Yet we have adapted so our work continues.
- ***To find our path back to opening our doors again, we need you beside us.*** Please take advantage of the universal charitable tax deduction and consider making a gift to the YMCA COVID19 Response Fund. This support keeps our staff and programs focused on our work in the community today and for opening our doors in the near future.

NEW Cares Act deduction

- The **CARES Act** adds a new **above-the-line deduction**, available in 2020 and future years, for up to \$300 of **cash contributions** made to a qualified **charitable organization**. This **deduction** is in addition to and does not take away from the standard **deduction**.

This Just in.....Action Alert from MNA

- MNA is requesting your support to ensure nonprofits are included appropriately in the fourth COVID-19 stimulus bill currently being negotiated. **Please sign on to MNA's letter which will be sent to each member of our congressional delegation on Friday, April 17.** Please help us bring some big sky noise to the negotiations.
- **INCLUDE NONPROFITS IN CARES ACT 2.0**

In closing.....

What's one "nugget"
you're taking away
from our
conversation?

