

## Now is the Time for all Good Organizations to Raise Money

Cutting your way to prosperity has never worked...and it never will. Yes, there are absolutely times when budget cuts and staffing adjustments are necessary, but have you ever heard the phrase *no money no mission*?

In 2008, we saw countless organizations look at their Development Departments as the first place to cut. I get it; we're not program staff. But...the effects of this decision haunted these organizations for years after as they tried to recover lost funding and to fix broken relationships with long-term donors.

But desperate times call for desperate measures you say? Yes, there will inevitably be some organizations that simply will not be able to afford retaining all the necessary program staff and their Development Team.

This is actually the time to lend your Development team a hand. Loring, Sternberg & Associates has long counseled and encouraged organizations to consider that everyone, staff and board members, have a role to play in fundraising. Your Development Director should be giving everyone ways to support fundraising, including:

1. Give – It may seem odd in a time of crisis and economic downturn to recommend giving, but first, your mission did not end, so it needs to be funded. And second, the need for your services will only increase.
2. Matching Gifts – Remind board members and donors that many companies match gifts. If they haven't already been asking for a match, encourage them to do so now. Corporate giving, as a whole, is likely to fall, but many will likely retain employee matching opportunities.
3. Like, Share, Comment on Social Media – Get your message out that your mission is more vital today than ever and the best way for people to help is to give.
4. Communicate with your donors – People are hungry for good news. Your donors care about you and would love to hear from you. Board members can call donors to say thanks, and staff can curate and share stories

So, if your organization is faced with the difficult decision of trimming the budget by cutting expenses in the Development Department, understand that there will be a long-term impact on the organization; but that there are options for continuing to cultivate donors in a meaningful way that continues to allow your organization to ensure that there will be both money and mission.

Yes, there may be difficult decisions ahead, but don't make the mistake of creating a situation that can have lingering or even permanently negative outcomes!