



2020 ANA VIRTUAL NONPROFIT CONFERENCE

AUGUST 5-6



#ANAnonprofit

**AROUND THE HORN
ALL-STARS EDITION:
FINDING YOUR
FOCUS...**

With all these elephants in the room!



Tiffany Quast

Managing Director

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Kevin Moran

Co-Founder & Principal

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Dan Karp

Senior Vice President,

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Moderator



Chris Pangretic

Vice President

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“Rules of the Game”



- There are three questions for discussion that we are calling, “the disruptive Trifecta!” 2020 is presenting its fair share of challenges from COVID-19, to the Economy and finally the Presidential Elections.
- The Moderator will read the question aloud and provide context to what trends the industry is seeing for that area of focus.
- Panel Participants will each have a turn to provide an argument that “Supports” and “Denies” the statement based in their organization’s experience.
- The Moderator will award one point to panelists for productive points to the conversation.
- Panelists will be deducted a point anytime they interrupt a fellow panelist while talking.
- The Panelist with the most points at the end of the game is crowned “Buzz of the Town.”



▼ ▲ Tiffany 0



▼ ▲ Kevin 0



▼ ▲ Dan 0



Pandemic; Flexible & Fast?

Significant Digit: A recent Fidelity Charitable study on how giving behaviors are shifting amid the pandemic suggested that only 9% of those polled plan to give less and only 12% will not change their giving behavior based on those missions being tied to or impacted by COVID-19.

Points to Ponder

- If you can tie your mission to COVID-19...do it; digital growth exceeds 200% for some since March.
- Make decisions! Those who started first, benefited the most and still are...
- COVID-19 has impacted where we can invest and has accelerated Digital investments 3-5 Years.
- There is consensus that we'll shift from emergency response to economic downturn so Non-profits are bracing for the worst but are maintaining or increasing investment (where they physically still can).



Economic Downturn; What history has taught us?

Significant Digit: When looking back at clients we've worked with since 2008, we know that those NPOs that continued their investment through this time period continued to grow while those that did not took 3-5 years longer to stabilize.

Points to Ponder

- Stay the course, keep investing.
- Stay Relevant; continue to remind donors and prospects why your mission is urgent.
- Push for higher value donors...and don't forget, sustainers sustain.



Elections too...oh my! Fight or Flight?

Significant Digit: Turns out people who give to political campaigns give more to charities (.9%). Those who do not give to political campaigns give LESS to charities (-2.1%).

Points to Ponder:

- Why? People who are passionate about one issue are passionate about other things too! This is particularly true among young people (25-34 years old)
- Be relevant & get involved in the discussion...people are wanting to help and are looking for leaders
- Capitalize on opportunities as they come...be the first ones in and keep the gas on.



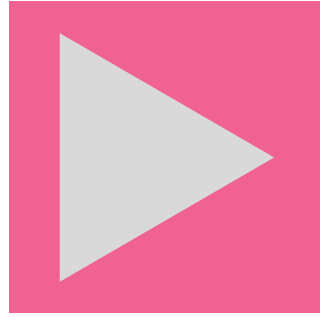


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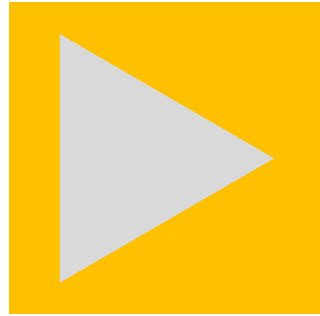


Economic Downtown; What history has taught us?

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Questions?



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THE END