Managing In and Beyond COVID-19
Strategic Priority Setting

Presented by
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Nonprofit Finance Fund: Linking Money to Mission for 40 Years

NFF envisions a world where capital and expertise come together to create a more just and vibrant society

We promote the success of mission-driven organizations by offering

- Tailored investments
- Strategic advice
- Accessible insights

Guided by our Core Values
Managing In and Beyond COVID-19 Webinar Series

Strategic Priority-Setting → Cash Flow Projections → Budgeting and Scenario Planning → Decision Making and Communication
How has the COVID-19 pandemic affected your organization?

What we heard:

- Reduced Govt., Private, and Earned Funding
- Significant changes in demand
- Challenges with Staff and Volunteer Availability
- Unable to provide essential services
- Destabilizing Conditions
- Cancelled revenue-generating programming

For more information visit: [https://nff.org/covid-19-survey-results](https://nff.org/covid-19-survey-results)
Know Who You Are

Setting Strategic Priorities with Mission and Values

- What does **mission success** look like for your organization?
- What **value** do you provide to your community, and how does that align with how you usually bring in money?
- How will you balance **competing** voices and priorities:
  - Needs of the community
  - Welfare of the staff
  - Stewardship of the organization
- How will **equity** be reflected?
What Strengths and Resources You Bring

<table>
<thead>
<tr>
<th>Strengths / Resources</th>
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</thead>
<tbody>
<tr>
<td><strong>Relationships &amp; Reputation</strong></td>
<td>What relationships and networks can you leverage for your community? How does your reputation serve your mission?</td>
</tr>
<tr>
<td><strong>People &amp; Skills</strong></td>
<td>What strengths in your people, skills and experiences can you bring into the current situation and can leverage for your community?</td>
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<tr>
<td><strong>Data &amp; Know-How</strong></td>
<td>What strengths and resources can you bring with your data and knowledge of mission impact?</td>
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<tr>
<td><strong>Financial</strong></td>
<td>What are the financial resources that you bring into the current situation and can leverage for your community?</td>
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### Given Who You Are and What You Bring

Guiding Question for Programs and Activities in COVID-19

<table>
<thead>
<tr>
<th>List key programs and activities</th>
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<tbody>
<tr>
<td><strong>Operating and will continue</strong></td>
</tr>
<tr>
<td>Limited/ paused but will likely resume</td>
</tr>
<tr>
<td>Need more information</td>
</tr>
<tr>
<td>Not viable or core, sunset</td>
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<tr>
<td>New activities or priorities due to COVID</td>
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<tr>
<td>We are actively managing these.</td>
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<tr>
<td>What will shift once social distancing ends? What will need to be done?</td>
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Managing In and Beyond COVID-19 Webinar Series

- Strategic Priority-Setting
- Cash Flow Projections
- Budgeting and Scenario Planning
- Decision Making and Communication
Thank You!

https://nff.org/covid-19-tools-and-resources-nonprofits

Self-guided resources
- Website-based
- Blog and downloadable tools

Group programs
- Webinars
- Small-group coaching sessions
- Cohort / custom group programs* (arts, health, etc.)

Individualized help
- ‘Ask NFF’ email service and FAQs https://nff.org/ask-nff
- Individual coaching sessions*

*to inquire about these services please contact consulting@nff.org