

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

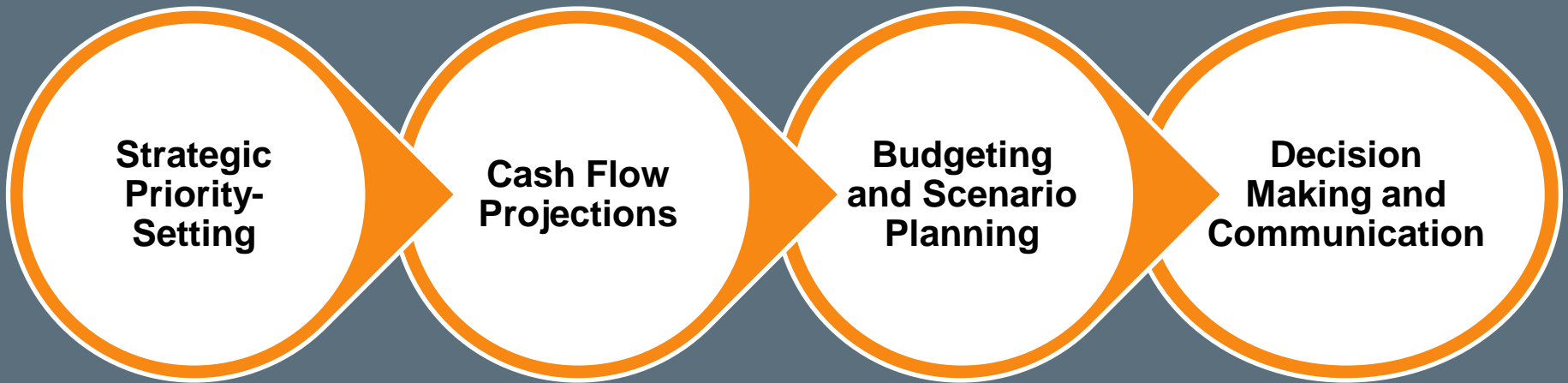
We promote the success of mission-driven organizations by offering

- **Tailored investments**
- **Strategic advice**
- **Accessible insights**

Guided by our Core Values

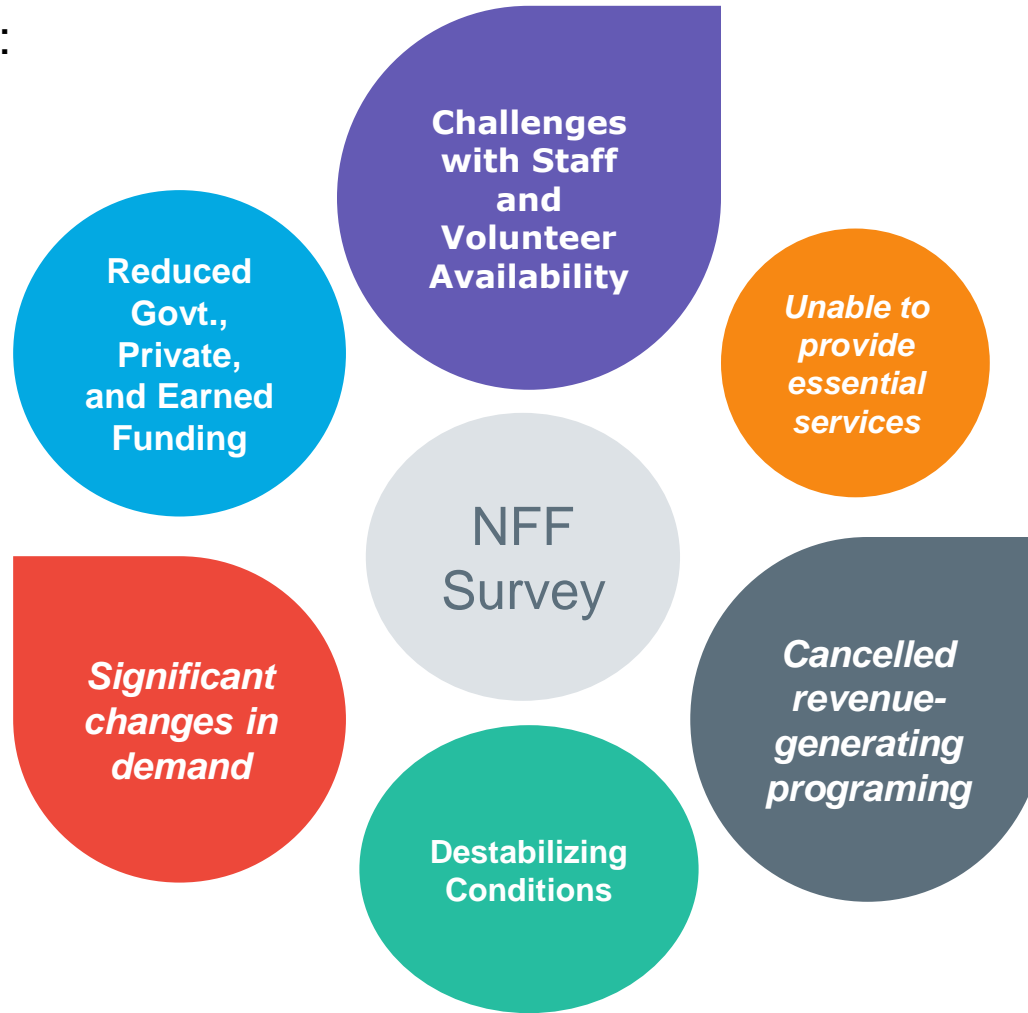


Managing In and Beyond COVID-19 Webinar Series



How has the COVID-19 pandemic affected your organization?

What we heard:



For more information visit: <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

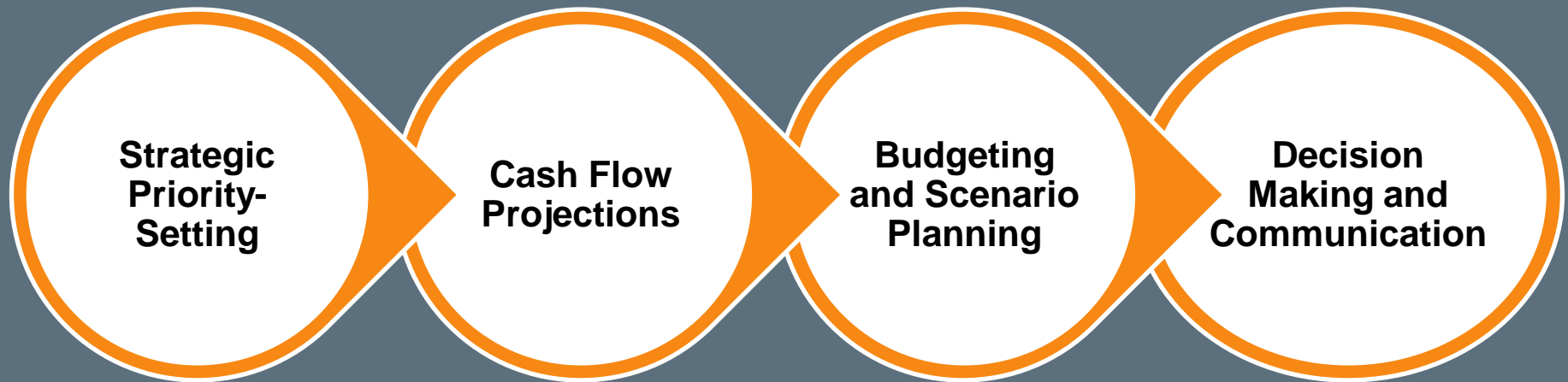
	Strengths / Resources
Relationships & Reputation 	What relationships and networks can you leverage for your community? How does your reputation serve your mission?
People & Skills 	What strengths in your people, skills and experiences can you bring into the current situation and can leverage for your community?
Data & Know-How 	What strengths and resources can you bring with your data and knowledge of mission impact?
Financial 	What are the financial resources that you bring into the current situation and can leverage for your community?

Given Who You Are and What You Bring

Guiding Question for Programs and Activities in COVID-19

<i>List key programs and activities</i>				
Operating and will continue	Limited/ paused but will likely resume	Need more information	Not viable or core, sunset	New activities or priorities due to COVID
<i>We are actively managing these.</i>	<i>We may not be actively managing these; we need to make decisions.</i>	<i>We may or may not be actively managing these; we need to make decisions.</i>	<i>We may not be actively managing these; we need to make decisions.</i>	<i>We are actively managing these.</i>
<i>What will shift once social distancing ends? What will need to be done?</i>	<i>What might re-emergence look like? What will it take? When do we resume and how will it be adapted to the new environment? How will we stay connected to community need during the interim?</i>	<i>How do we manage around the unknown? Who can help us figure it out? How will we evaluate based on mission alignment, funding considerations, and community demand?</i>	<i>What has brought us to this decision? How can we let go while honoring and preserving what's important?</i>	<i>Will this be a longer-term priority? How to continue supporting this?</i>

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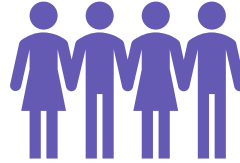
Thank You!

<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