Philanthropy Advisors Report
June 15, 2020

<table>
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<th>FY 19</th>
<th>FY 20 YTD through May 31</th>
<th>FY 21 Budget</th>
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<td>Board</td>
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<td><strong>Total</strong></td>
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Philanthropy Advisors Minutes for Check-In
June 11, 2020
8:30-9:20am
Zoom Meeting: [https://us02web.zoom.us/j/85944833670](https://us02web.zoom.us/j/85944833670)

Attendees: Sarah Mullens (Chair), Rahul Keshap, Dana Harris, Victoria Macmillan, Andrea Ayers, Ian Coppage (AC), Lynn Divers (SPM), Cristine Nardi (ED)

Absent: Michael McKee, Warren Buford, Molly Hurt

Welcome
- Old Business
  - Previous Action Items reviewed
  - Discussion about Philanthropy Day alternative ideas including:
    - Podcasts, lead to theme with big draw speaker...
    - PDAY – series of action oriented events (not to replace Day of Caring) but to shift from intellectual exercise to series of socially distant activities...
    - Philanthropy in Action.
    - Recorded speaker with a series of panels discussion.
- New Business
  - EOFY and PDAY Tracker – most are claimed for follow up
Follow up talking points for EOFY: COVID-19 responsive trainings, Equity work, Advocacy work, Peer to Peer support (Circles and TA – help line consults)

- FY21 projections reviewed
- Move forward on Philanthropy Day Sponsor outreach as soon as you are able
- Move forward on EOFY Appeal outreach as of June 20th.

- Reminder that we are doing as much as possible to get as much done on these efforts as possible before the end of our fiscal year, June 30th.
- As always, thank you for your continued faithful dedicated service during these strange times.

Action items for all participants: Follow up at your discretion with your selected donors referencing talking points by the time frame listed.

Next meeting: July 29th, 8:30 – 10am (by Zoom we expect)

Philanthropy Advisors Minutes for Check-In
May 27, 2020 8:30am-10am
Zoom Meeting: https://us02web.zoom.us/j/85944833670

Attendees: Sarah Mullens (Chair), Rahul Keshap, Dana Harris, Victoria Macmillan, Andrea Ayers, Molly Hurt, Ian Coppage (AC), Lynn Divers (SPM), Cristine Nardi (ED)

Absent: Michael McKee, Warren Buford

Welcome

Old Business

- Previous Action Items:
  - PDAY Sponsor Letter: mailed
  - Major Donors: Dana and Cristine - listening sessions with key donors
  - Corporate Partners: Lynn and Rahul met to begin corporate partner opportunities Bloomerang, Albemarle Magazine and Tech Dynamism all
  - Virtual Town Hall: May 13th. 97 participants with over 130 registered

Updates

- EOFY Appeal
  - Draft out week of May 25 with follow up email June 20th. Action item: Send Google Drive document with the names to PAdvisors for follow up after June 20th with email. Last minute appeal via email to possibly come from Cristine.

- Philanthropy Day Pivot
  - Consider video to release if/when appropriate (Kakie’s suggestion). Cost, videographer and blocking out content
  - Zoom fatigue – big psychological event, draining...
  - Aim for end of June to reconnect with PDay Host Committee and invite them to scour world for alternatives. ACTION ITEM – Engage with Andrea to share with
the PDay Host Committee but fill out idea of multi-media idea (not Zoom) – concept, engage people and contract it out
  o Brainstorming thoughts 1) Video – Kakie, 2) Podcast - Virginia Humanities, Justin Co-chair 3) Philanthropy Day is Nov 15th – something to celebrate, talking to individuals in community – video or podcast or interviews 4) Lead into the fall, pieces of celebration or recognition 5) Celebrating all of the forms of philanthropy day and don’t need to stick to Nov 15th – because most folks don’t know about national day. 6) Time in the hallway – visiting with individual stories... might help fill the void of community. 7) Community celebrating others/each other...not ourselves. Conduit/partner/guide/ally. Note: Be careful under the circumstances not to be too polished. Tone sensitive

New Business

• Foundations
  o Perry Foundation Strategy (June 1 – May need to discuss/change as this is ongoing)
  o Grant Foundation (submitted)
  o BamaWorks (under current grant)
  o Pass along any opportunities

• Corporate Partners and Sponsors
  o Began introducing Lynn to both via PDAY Sponsor letter and direct email and she is having conversations with current and lapsed partners
  o Sponsorship is required by tax laws for some so established clarity around benefits to sponsors

• Working COVID-19 Strategy
  o Opportunities for philanthropy within COVID-19 continue to be in calls and via social media in our culture. Continue to work towards expanding both. Lynn is meeting PDay Host Committee members by call/Zoom.
  o Donor Connections
    ▪ Top philanthropists; Strategy for positioning CNE in front of those who can write big checks?
    ▪ Priority is to keep working on existing relationships to be sure they understand that CNE’s focus is:
      • Emergency response of CNE to the community and the community to the crisis
      • Reopening – provide programs and services that meet the moment – Evolve our strategy and strategic planning in bits/bursts
      • In next few months, CNE will have some strategy and strategic planning bits/bites to better define our needs
      • In the future, CNE will need to prioritize – building out donor pools as there is still opportunity. Where are our stories?
Constituent can share story of what CNE has been doing to help. Different, creative ways to solicit the community for funding?

- CNE has been so very responsive in this circumstance. As EOFY comes, the message needs to be clear about how we have been responding... get things done... radically responsive and uniquely positioned to enact.

- Friends of CNE series continues with excellent open rate (192 ppl, >54%)
  - Balance the numbers and the heart – to be sure we are appealing to all groups
  - Project Rebound as possible topic
  - Thanks video
  - Consider moving to every other week... Staff intensive...slowing the change...may not need weekly and don’t want to wear out our welcome

- Philanthropy Sponsor Tracker – reviewed
  - Action Item: Menu item sponsorship and corporate partner benefits to be sent to PA committee, add tab to Google Drive document for Philanthropy Advisors to also choose folks with whom to outreach for a conversation

- Projecting philanthropy numbers for budget including Corporate Partners and Foundations that may support CNE. Board will approve Quarterly budget. Want your feedback soon. Next Meeting: June 11th by Zoom from 8:30 – 9:30am specifically to focus on Projections and EOFY appeal/Pday Sponsors follow up

Action Items:
- Send Google Drive document with EOFY Appeal recipients and PDay Sponsors (with previous assignment -Dana, Cristine, Lynn) to PAdvisors for follow up after June 20th by email.
- Send email to PA committee with corporate sponsor/partner benefit summary for talking points and follow up with the PDay Sponsors to accompany the above referenced document
- Engage with Andrea to share with the PDay Host Committee but fill out idea of multi-media idea (not Zoom) – concept, engage people and be prepared with a selection of ideas that can be contracted out

Philanthropy Advisors Check In
Minutes, April 23, 2020, 9-10am
Zoom Meeting: https://zoom.us/j/91505756846

In attendance via Zoom: S. Mullen (Chair), M. Hurt, A. Ayers, R. Keshap, W. Buford, V. MacMillan D. Harris, C. Nardi (ED), R. Jacoby (DDOA), L. Divers (SPM), I. Coppage (AC)

Absent: M. McKee
Welcome: Introduced Lynn Divers, new Senior Philanthropy Manager.

Updates on Working COVID-19 Strategy

- Opportunities for philanthropy
  - Donor perspective: “She who is most responsive wins.” Continue to be quick, nimble and responsive. As paradigm for philanthropy shifts, engage our funders, philanthropists and professionals (locally and nationally) on their thinking– who, what, when, how – then collate and share information.
  - Discussion: Wise to hear from thinkers on the forefront. Engage top philanthropists in discussion could help us get in front of top philanthropists as an organization.

- Pivoting reflected
  - In seeking to be responsive with philanthropy, the focus is more stewardship and less asking - right this very second.
    - Friends of CNE topical bulletins – 3 so far – more in the works.
    - Major donor asks scheduled for Q4 are necessarily pivoting to Zoom.
    - Consider Foundation asks
    - Consider Corporate ask – timing and messaging

- Virtual Town Hall to share results from the Nonprofit Survey (with 92 responses)
  - 59% reduced earned revenue
  - 49% lower philanthropic revenue
  - 12% are laying off staff
  - 25% expect to lay off staff
  - 45% have an operating reserve
  - 87% have six months or less operating reserve

- Discussion: Gather to share information both with NP sector and with “friends” of CNE beforehand. Ask front line nonprofit leaders (e.g. Michael McKee) to come for an hour and discuss what he’s seeing. Some nonprofits are getting spikes in philanthropy – but survey shows most are struggling. How can we think broadly and strategically about the sector – because the whole sector will be necessary in recovery?

- Summary: Consider additional invitees. Tight messaging. Honor time. Proceed with May 12/13th target date.

Call for support: Invite targeted individuals in our networks to allow for full participation in the town hall.

- Impact Report
  - Discussion of history, timing, tone, scope, design. Notes: very succinct and intentional with messaging. Tone should be “real” and sensitive. Focus on gratitude and what donor is doing now in serving community. Keep concept “We’re here and with your help we’ve been able to do this for the community. Share how YOU, the donor, has made the impact.”
  - Summary consensus: October is fine for distribution. Revamp the report reflecting discussion points. Go digital.

Philanthropy Day Event
• Current thinking. Please reference letter to Philanthropy Day Sponsors
• 3 questions – Explicit with cost values? Include money already converted? Condense?
  o Specificity about value could be a more thoughtful approach with corporations than with individuals. Be careful in tone – might offer opportunity within the letter to have a conversation – don’t want to be transactional.
  o Yes to shorter
  o Yes to building momentum by calling out other sponsors.
Discussion: “Forego the luncheon and make a donation.” CNE is the conduit. CNE and what we are doing should not be the focus – but instead, focus on what they can get from us. We are availing ourselves to the community to support them. Not about us – about what other people need. Modest and warm. Carefully track every word. Don’t cut at expense of warmth and relational. Some advantage to being as thoughtful/transparent as possible. Focus on community and focus on resources are better allocated digging in and helping the community. “We need to spend our time doing more powerful work than planning an event.” Here’s what we ARE doing – not here’s what we are NOT doing. Focus on action and deliverables. Here’s what we do know.
  o Summary: Strong letter, Sarah, Molly and Lynn will connect to work to tighten, clarify, focus and shorten the letter while maintaining care. Letters will be addressed by hand and surface mailed. Email follow up as needed.

EOFY Appeal
• Discussion: Must have one, more targeted and more personalized than ever before. Exceedingly sensitive. We will need help trying to reach people one on one. Grateful for committee’s granular level guidance with wording. Opportunity to listen to donors – What do you think? What is the answer to this? CNE is sitting right in the intersection of donors and nonprofits. We should listen. Strategize about getting in front of those who can continue to write big checks and ask how they want to spend their dollars. Exploring doing things differently can bring unexpected gains.
  • Summary: Continue the discussion

Action Items
• PDAY: Sarah, Lynn and Molly work together to tighten the PDay Sponsor letter
• Major Donors: Dana and Cristine work on listening sessions with key donors
• Corporate Partners: Lynn and Rahul to meet and discuss corporate partner opportunities
• Virtual Town Hall:
  o All Committee members to share information/invite targeted individuals to town hall
  o Lynn and Ian to pull donors/sponsors for email invite list with Cristine’s input on top 25

Report respectfully submitted by Lynn Divers