

# Philanthropy Matters

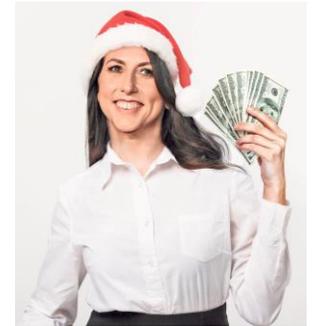
## We Share Your Passion!

December 2020  
EXTRA



### COLLEAGUES,

The recent extraordinary announcement of \$4B in grants to 384 non-profits from MacKenzie Scott, see the post in *Medium*, has created a tremendous number of comments and responses. Ms. Scott's largesse has provided many organizations with their largest one-time gift and these are gifts with no "strings." Organizations may use these funds in whatever way works best for them.



Understandably, these grants were based on what type of impact the gift would have for their organization and community. Some include: Goodwill Industries, Easter Seals, Meals on Wheels, Community Foundations, United Way Agencies, HBCUs, and YWCAs.

Which leads me to offer the following...

Are we doing enough to carry out our mission? Are we thinking bigger picture as opposed to doing more of the same?

Are we focused on capacity building to the extent that we are aggressively building our reservoir of resources to carry out our mission today and explore a more robust future?

Do we think in terms of greater capacity, gives us the ability to have greater impact?

So, the magic word is impact. We are entrusted by the community, our board, our members, our clients to impact the quality of life of for all who we serve.

We would be honored to talk with you as you finalize your plans for 2021 and beyond. See what we are offering.



### What is your mindset as you look toward 2021?

- Do you feel hopeful, optimistic about forging the best path forward for your organization?
- Are you a little (or more than a little) burnt out and not sure what the future holds for your organization and all the great things you want to achieve?



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- Do you have goals that seem unattainable, yet feel pressure to perform?
- Are you struggling to pivot in the face of the changing landscape of donor engagement?
- Are you worried about donor fatigue?

We know you have lots to accomplish, wear many hats and are stretched thin! We want to help you succeed and meet your goals.

We are offering a **special 4-month one-to-one coaching package**. This service was designed for this time, to meet you right where you are with immediate help, guidance, and accountability.

With this coaching package, we/me will help you actively and effectively craft the best strategy to execute all your plans, engage with donors, and retain their connection to your organization.

**The target: That you'll be positioned for a strong beginning in 2021!**

We are a trusted, third-party partner who can view each situation objectively, share best practices in the industry, and have your best interests at heart.

## **Major Gift Fundraising 4-Month Coaching Package**

When you sign up, here's what we'll do for you:

- Create and adjust your donor strategy to help ensure you make and exceed your goals
- Teach you to make better asks
- Help you structure your work of making connections and strengthening relationships with donors
- Adjust your communication plans to ensure you are providing valuable, relevant, and meaningful content to donors
- Provide wise counsel on prioritizing competing responsibilities and building effective, workable plans to get things accomplished
- Give you expert advice for whatever specific challenges you're facing
- Keep you on course and accountable and help you work your plans

Tailored for MGOs, CDOs and CEOs, this package **includes one-on-one, bi-weekly, 45-minute coaching sessions (8 sessions over 4 months) with practical assignments in between**. This is designed to help keep accountability and focus to all your work. Unlimited emails and responses. And you can include staff members in any of your coaching sessions.

**Your cost is \$1,500.**

Interested and want to learn more? Let's talk. Please email me back to schedule a time that works best for you.

We wish you all a great end of the year.

David



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Dawn Hensley, Editor

