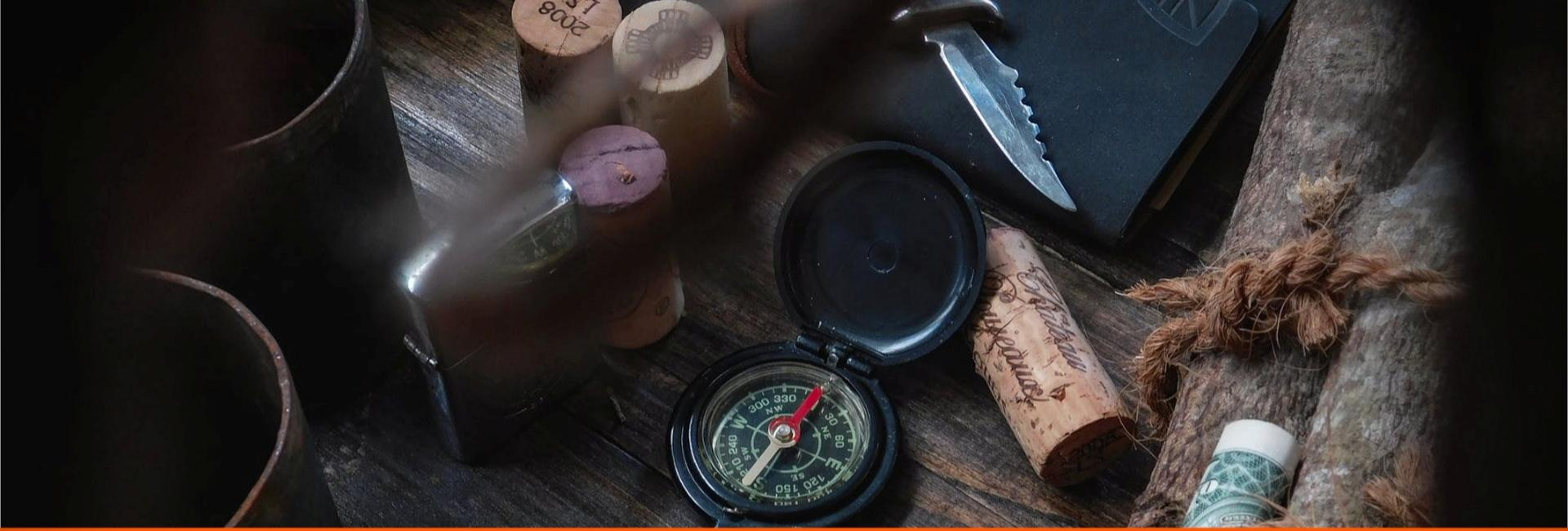


A FUNDRAISER'S SURVIVAL GUIDE

The Unofficial Manual to Nonprofit Chaos


YOU ARE NOT ALONE.

In a few words, when you walked in today, how would you describe your mental state?

In one or two words, what's the biggest challenge you're facing now?

ARE YOU DEALING WITH BUDGET CUTS?

WHY FUNDRAISE NOW?

- **If your mission is important, then people still need you**
- **If people still need you, you still have operating needs**
- **To succeed, you need to solve the problems you can and manage the conditions**

FUNDAMENTALLY, IT'S STILL ABOUT

KEEP WHAT YOU GOT AND GO GET MORE.

CURRENT REALITIES

Sector Divisiveness

Donor and Staff Distrust

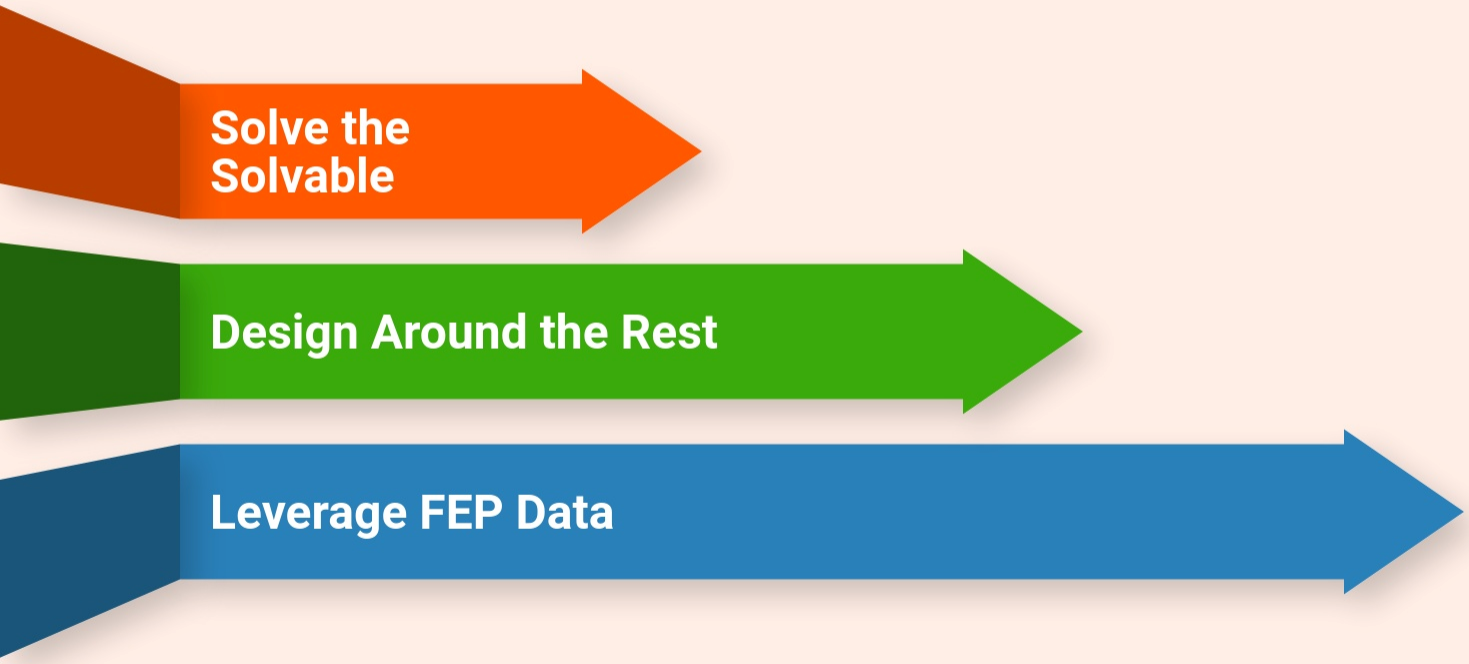
Burnout and Fear

Shrinking Resources

Social Media Evolution

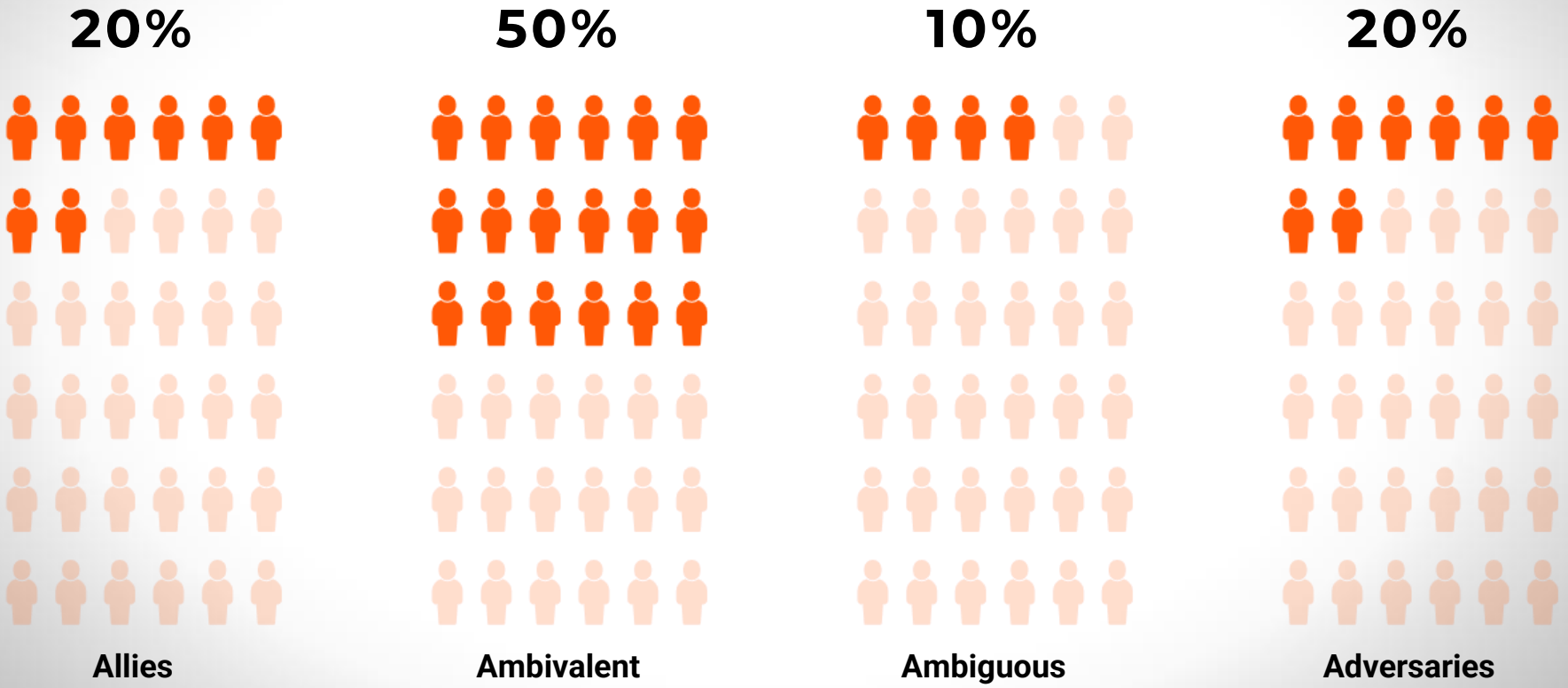
PROBLEMS VS. CONDITIONS

STRATEGIC RESPONSE



COMMUNICATION IN CHAOS

ALLIES, ADVERSARIES, AMBIVALENT



REINFORCE YOUR ALLIES
MANAGE YOUR ADVERSARIES
ASSESS THE AMBIGUOUS
EDUCATE THE AMBIVALENT

1. **Tiered Response Strategy**
    - **No response: Starve trolls of attention**
    - **Measured acknowledgment: Clarify misinformation/Defuse misunderstandings**
    - **Acknowledgment: Address legitimate concerns with transparency**
    - **Formal statement: May include action + media**
    - **Legal action or takedown: In extreme or defamatory cases**

“WHEN THINGS GET TENSE, OUR WORDS EITHER BUILD CONNECTION—OR DEEPEN THE DIVIDE.”

SAY WHAT YOU MEAN: A MINDFUL APPROACH TO NONVIOLENT COMMUNICATION

OREN JAY SOFER

SOFER'S THREE FOUNDATIONS

- **Presence**

  Being fully present and attentive in the moment, without distractions or preconceptions.

- **Intention**

  Clarifying your purpose and desired outcome for the communication, with compassion and care.

- **Attention**

  Focusing your attention on the other person, listening deeply to understand their perspective and needs.

THE 4-PART NVC MODEL

Step	What to Say	Example in Fundraising
Observe	State facts neutrally	"Our donor numbers are down from last year."
Feel	Own your emotional state	"I feel anxious about meeting our targets."
Need	Name what matters	"I need clarity and a shared plan."
Request	Make a clear, actionable ask	"Can we meet to realign expectations?"

*Adapted from the Nonviolent Communication (NVC) model developed by Marshall Rosenberg

TRUST AND TRANSPARENCY

WHO WOULD YOU TELL IF YOU HAD A SCARY HEALTH DIAGNOSIS?

(RE)BUILDING TRUST & TRANSPARENCY

Transparency ≠ Oversharing

Provide the information stakeholders need, not everything you have.

Communicate with Clarity

Use plain language, avoid jargon, and be direct in your messaging.

Maintain Consistency

Ensure your communication and actions align to build credibility.

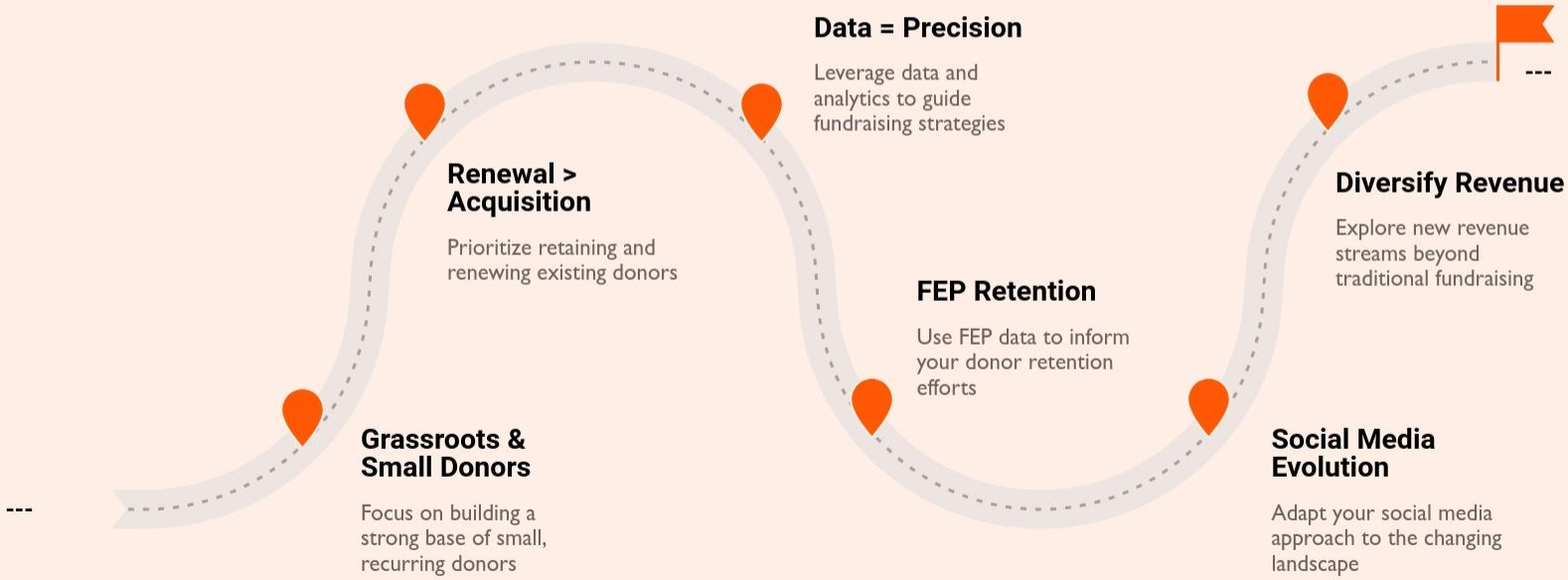
Follow Up Regularly

Provide regular updates, even if the news is not positive.

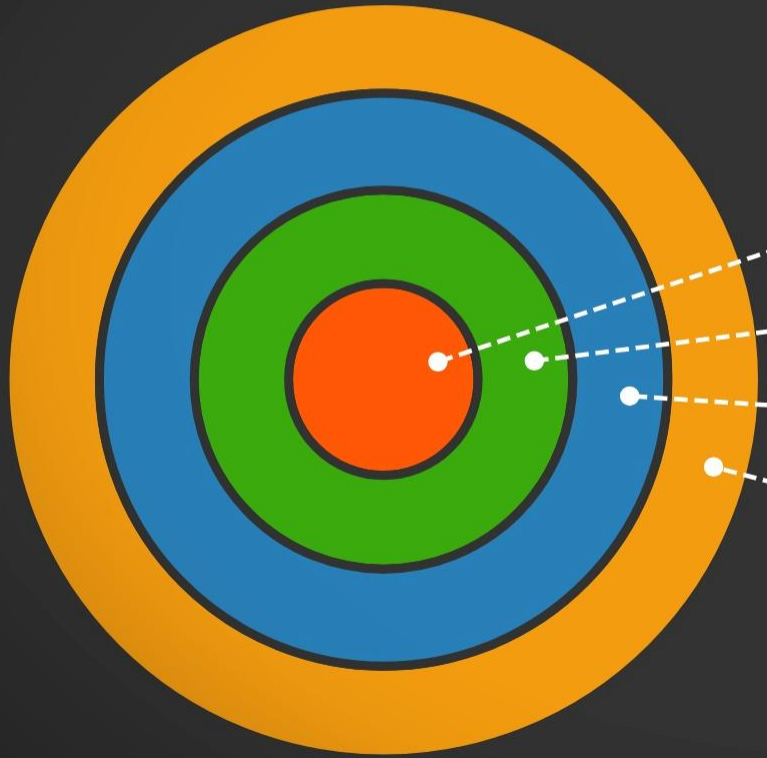
What People Want Now

- Clarity
- Consistency
- Follow-up

RETHINKING REVENUE



RECLAIMING INTEGRITY



Defining Non-Negotiables

Identify your organization's core values and principles

Stopping Tolerance

Refuse to accept practices that compromise your integrity

Aligning Decisions

Make choices that uphold your organization's integrity

Prioritizing Purpose

Stay focused on your mission and the impact you seek to make

“NO ONE NEEDS A HERO ON A SUNNY, HAPPY DAY.”

YOU'RE NOT ALONE.
YOU'RE NOT FAILING.
YOU'RE LEADING IN CHAOS—AND THAT MATTERS.

KEY TAKEAWAYS

- Distinguish problems vs. conditions
- Apply NVC for better communication
- Adapt strategy to reality
- Communicate with clarity
- Stay rooted in values


Thank You!