



#continuechange

FUNDRAISING AND MARKETING DURING COVID-19

A virtual summit providing
practical tips and tools to
nonprofits navigating
fundraising and marketing in a
changed landscape.

[**www.symposialabs.com/continuechange**](http://www.symposialabs.com/continuechange)

TODAY'S HOST



Timothy Haines

I'm the proud owner of a full service digital marketing agency in Grand Rapids, Michigan. Our team of eight is on a mission to serve America's nonprofits that are serving our communities and changing the world. We do that by combining technology and creativity to create meaningful results.

FEATURED SPEAKER



Matt Visser

Matt Visser is a Senior Consultant at Design Group International. Every day, he empowers leaders to build thriving organizations through discovery, community engagement, organizational development, financial stability, and team development. He tackles complex problems and discovers creative solutions to move organizations forward.

Listen First: Engage Second

Learning objectives:

What we will do:

UNPACK THE POWER OF LISTENING

OFFER WAYS TO ENGAGE DONORS FROM A LISTENING POSTURE

DISCUSS SHARED IDEAS FROM EACH OTHER

What we won't do:

OFFER **PRESCRIPTIVE** ANSWERS

TALK TOO MUCH

Your packing list:

1. **Be Active:** I won't be talking *AT* you and we want to create a live discussion on this topic.
2. **Be Curious:** Start thinking about what you want and need right now in life and work.

**Imagine back
to a moment in your life
when someone
REALLY listened to you.**

How did it make you feel?
What impact did it make?

The Power of Listening

“Being listened to is so close to being loved, that most people can’t tell the difference.”

– David Augsberger, Psychotherapist

The Power of Listening

When we listen, we...

Build trust

- We offer authenticity and transparency
- We strengthen relationships

Find direction

- We better understand the current reality
- We uncover real challenges

Gain clarity

- We can uncover what's most important
- We can see the pathways of opportunity



Photo by Burst via Pexels

**A map is
useless
without a
starting point.**



Photo by [Taras Zaluzhnyi](#) on [Unsplash](#)

Engaging your Donors

Creating Two-Way Conversations

- Virtual Meals or Coffee (*Connections*)
- Empathy Calls or Texts (*Authenticity*)
- Zoom Small Gatherings (*Community*)

Second Best, Make it Personal

- Personalized Gratitude Videos (*Gratitude*)
- Snail Mail Letters of Thanks (*Encouragement*)
- Quarantine Care Packages (*Kindness*)



Photo via Facebook Cares

Live Discussion:

When you think about listening
first to your donors,
what comes to mind?

Practicing Listening

What do you hope for?

QUESTIONS?

Matt Visser

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