Grantee Financial Resilience Training

Fellow grantmakers — it’s time to roll up our sleeves.

In the wake of COVID-19, Network for Good’s Impact & Sustainability Team can help you “help the helpers”. You’re juggling evolving community needs and emergency fund disbursements while your grantees are struggling to figure out how they’ll raise money.

The Solution — Financial Resilience Training Program
4-session virtual crash course in financial resilience and crisis fundraising

Guided by a Personal Fundraising Coach, this FREE virtual training will help your grantees create:

- A financial resiliency plan with budget (re) assessment and;
- A fundraising communication plan with appeals and crisis framed messaging to raise emergency funds from individual donors.

Now is the BEST time to fundraise!

20% increase in individual giving in March 2020 vs. March 2019

> $3,000,000 in donations to COVID-19 related giving pages in 8 days

$235 average gift size for COVID-related gifts

For Grantees:

- Four (4) hour-long, expert-led financial resilience trainings, held over a two-week period
- Topics: How to create resilience plans, communications plans, raise funds in a crisis and storytelling
- Live Q&A with fundraising professionals
- Learn what other nonprofits are doing to take advantage of heightened philanthropy
- Toolkits: templates, sample appeals, social media and messaging

For Grantmakers:

- Immediate, turnkey solution to help grantees build financial resilience and raise money
- Digital training deployable at scale across grantee portfolio and service region
- Expand your team by working smarter, not harder. NFG will deliver training to every grantee you invite
- End-of-program survey, leverage grantee data to inform your strategic priorities
- Matching funds from Capacity Building Fund toward more immersive grantee support

“I have to say this training couldn’t come at a more perfect time when support and education will be needed to understand how to navigate an economy in the aftermath of this pandemic.”

Mary Sweeney, Marketing & Development Director
Down Syndrome Association for Families of Nebraska (DSAF Nebraska)