

Financial Resilience Training

FAQ



Why are we doing this?

Every crisis contains opportunities for innovation and transformation. After the tragic events of 9/11/2001, executives of Yahoo!, Cisco, and America Online were concerned that small to mid-size nonprofits were unable to tap into generous donations from individuals because they lacked the technology infrastructure to collect donations online. They founded Network for Good and we've distributed more than \$3 billion to 300,000 nonprofits nationwide since then!

COVID-19 is a crisis of historic proportions. As grantmakers, you and I are called to help our grantees find the opportunities this pandemic presents, and ensure our grantees emerge more resilient and prepared for the next one. We need to be both responsive and RESPONSIBLE in our grantmaking. Immediate emergency and recovery funds are essential. However, we must also ensure our grantees are financially sustainable so they can be around to help their communities through the next crisis.

Why now?

Grantmakers, nonprofits, donors, and changemakers are feeling the “fierce urgency of now”. We feel it our duty and opportunity to position our nonprofits with the resources they need to be more financially resilient, now, and emerge from this crisis even stronger.

1. Throughout history, times of crisis unleash generosity from individual donors. We saw this after 9/11, the economic crash of 2008, and we're seeing it right now. Those who are on the front lines of the COVID-19 response have an opportunity to take advantage of this spike in philanthropy. Here's what we're seeing:
 - Individual giving in March, 2020, increased 20% over March, 2019.
 - \$3,000,000 has been donated to NFG online giving pages in just 8 days.
 - Average gift size for these gifts is \$235!
2. Donors are spending more time on social media, their phones, and email than ever before and they are searching for ways to make a difference during this crisis.
3. Many nonprofits have had to suspend programming in response to mandated stay-at-home orders. Staff now have more time to work on resilience and post-crisis fundraising planning than ever.

What does the Financial Resilience Training series entail?

During four virtual workshops facilitated by certified Fundraising Coaches over a two-week period, your grantees will:

1. Build a financial resilience plan;
2. Craft a right-sized crisis fundraising and/or community engagement strategy;
3. Create messaging and storytelling assets to raise emergency funds from individual donors.

Following each session, participants will receive templates and “homework” to rally stakeholders and execute on the above goals. After the four-part series, we hope your grantees will finalize (or be well on their way to finalizing) a foundation for financial resilience amidst this crisis.

Many of my grantees are suspending programs, should they still be invited to the trainings?

Absolutely! Though some of your grantees may have suspended programs now, many will provide essential services during the recovery period and beyond. The expected severe economic downturn will increase the need for their services exponentially. They need to have the resources to deliver them. To do that, they need to be connecting with individual donors (now) who have a desire to see their good work continue.

Even if their fundraising activities are being scaled back during the crisis, nonprofits have an opportunity to both thoughtfully prepare for financial resilience post-crisis, and engage donors in a non-transactional way, so that the nonprofit is front-of-mind during recovery efforts. This series is intended to provide value to all nonprofits, not just those with COVID-related missions.

What's the catch? What does Network for Good get out of this?

As a fellow grantmaker, Network for Good seeks to connect with nonprofits that are a good fit for our grantmaking focus area: capacity building. We want to invest in the right organizations, at the right time, to leverage our resources to help as many nonprofits as possible – even if they are not yet a good fit for our grantmaking.

The Financial Resilience Training affords us the opportunity to achieve several objectives:

- Serve thousands of nonprofits seeking advice on how to stay afloat financially amidst an ongoing crisis;

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- Identify nonprofits that are stage-appropriate for Jumpstart, a yearlong capacity building program that blends virtual coaching and technology to help nonprofits execute on the financial resilience plans they craft during the training series
- If organizations complete the training series and are interested in more immersive, ongoing support, we'll make our matching grant funds available directly to grantees that have the capacity to co-invest toward their participation in Jumpstart, and;
- Recommend qualified candidates to existing and potential foundation partners contemplating investment in a Jumpstart cohort.

You have no obligation – financial or otherwise – to partner with Network for Good. We simply need your help connecting nonprofits to the resources they are searching for.

Will our grantees be solicited in the future?

No! At the end of the last training session we will provide an opt-in opportunity for grantees to learn more about ongoing, virtual support and apply for NFG matching grants. Participants will receive brief information if they opt-in. Those that do not opt-in will not receive any follow-up unless they demonstrate interest.

We take your commitment to helping your grantees very seriously. Your first priority is getting your grantees immediate, actionable, free support. You're also thinking longer term about how to help your nonprofits become more financially resilient and better prepared for the next crisis. With that in mind, we may share with you the names of grantees that complete the resilience trainings, are interested in further support to execute on their planning, and are ready for the yearlong Jumpstart Program. [Click here](#) to learn more about the program.