THOUGHT LEADERS:
Constance Carter, CFRE
Krystine Sipple, CFRE
Corrine Sylvia, CFRE
THANKS TO OUR PROMOTIONAL PARTNERS
THOUGHT LEADERS

Sylvia/Carter and Associates
https://www.sylviacarter.com/
Corrine Sylvia, CFRE & Connie Carter, CFRE, Principals
Fundraising feasibility studies
Fundraising campaign management
Resource development program assessment
Annual campaigns
Major gift development
Board development
Strategic planning
Partnership/collaboration exploration
COVID recovery & restore

Krystine Sipple Consulting
https://krystinesipple.org/
Krystine Sipple, CFRE
Leadership
Governance
Strategic planning
Fundraising
Marketing & promotion
Collaborations & partnerships
COVID recovery & restore
AGENDA OVERVIEW

- Survey of ChesCo Nonprofits
  - Restore ChesCo: Nonprofit Innovation & Resiliency Fund

- Volunteer Planning
  - Scenario Planning
  - Remote Volunteers
  - On-Site Volunteers

- Panel Discussion: Learnings from the Field
  - Chester County Food Bank – Good Neighbors - Orion
### CHESCO COVID RECOVERY SURVEY RESPONSES

**Survey:** [https://www.surveymonkey.com/r/ChesCoNPOCOVID](https://www.surveymonkey.com/r/ChesCoNPOCOVID)


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**Does your nonprofit need any of these resources:**

<table>
<thead>
<tr>
<th>Resource</th>
<th>Need lots of assistance</th>
<th>Could use a bit of assistance</th>
<th>No need. We've got this covered</th>
<th>Don't know yet</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual events: how to host</td>
<td>24%</td>
<td>49%</td>
<td>24%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Partnerships: how to help</td>
<td>8%</td>
<td>46%</td>
<td>21%</td>
<td>23%</td>
<td>8%</td>
</tr>
<tr>
<td>Marketing &amp; communications: how to market</td>
<td>11%</td>
<td>45%</td>
<td>80%</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>Volunteers: how to bring</td>
<td>5%</td>
<td>25%</td>
<td>30%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Planning, refining our organization: how to bring</td>
<td>0%</td>
<td>20%</td>
<td>55%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Constituents: how to bring</td>
<td>8%</td>
<td>33%</td>
<td>43%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>IT: software &amp; hardware: how to bring</td>
<td>16%</td>
<td>26%</td>
<td>53%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Staff: how to bring back</td>
<td>20%</td>
<td>57%</td>
<td>10%</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>IT: help with remote</td>
<td>5%</td>
<td>18%</td>
<td>65%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Mergers: help determining</td>
<td>8%</td>
<td>15%</td>
<td>15%</td>
<td>5%</td>
<td>65%</td>
</tr>
</tbody>
</table>

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www.chescocf.org 610.696.8211
RESTORE CHESCO: NONPROFIT INNOVATION & RESILIENCY FUND

https://chescocf.org/covidgrant/

Priorities

- Nonprofits that provide **clear evidence** of how they aim to/are **reshaping** their programs, services, administration, marketing and fundraising, to safely provide services and thrive in light of COVID impacts

- Nonprofits with substantial costs to comply with COVID public health requirements

- Nonprofits that serve a diverse constituency, and are governed and managed by diverse leadership
Volunteer Considerations: Pandemic Response & Recovery

Charting the path to a ‘new normal’ as increasing # of volunteers re-engage

Risk management & scenario planning
• We can’t go backward, but we certainly can go forward.
  No one was prepared for this worldwide pandemic.
  Now we must be prepared.
  This includes the mysterious part of figuring out what to do & risk mitigation

Constrained by what we think are the right choices
• Make sure our nonprofit & its people remain healthy
• Don’t create a community problem by returning onsite prematurely
• Each nonprofit must make its own decisions about volunteer modifications

❖ Remote Volunteers
❖ On-Site Volunteers

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REMOTE VOLUNTEERS: ADMINISTRATIVE & DIRECT SERVICE

WWW.VOLUNTEERMATCH.ORG/SEARCH/INDEX.JSP

Administrative Volunteers

Marketing/Communications/Social Media
- Analytics summary & recommendations
- Brand Development & Messaging
- Copy Writing / Copy Editing
- Email promotion assist
- Graphic Design
- Marketing Strategy & Planning
- Newsletter writing/editing assist
- Public Relations
- Sales Marketing
- Social media campaign assist: design, post
- Website blogging
- Website updates

Computers & IT
- mentoring tech-challenged staff, volunteers, constituents
- database cleanup
- database data entry
- analytics
- internet research

Bookkeeping
- data entry
- report generation

Direct Service Volunteers
- endless possibilities

Fundraising
- Prospect research online
- Stewardship & thank you courtesy calls to existing donors
- Thank you note writing
- Write personal notes on appeal letters
- Hold virtual cultivation events
ON-SITE VOLUNTEERS

On-Site: incremental
Refine the plan to provide for increased # of volunteers to come back to the worksite safely
• Not returning to “business as usual” but rather to new business models, policies & practices
• Health & safety are at the forefront of return-to-worksite decisions
• Returning to worksite can only happen when a worksite IS safe + widely PERCEIVED as safe

As increased # of volunteers return to worksite, nonprofits must have protocols in place
• Public health safety signage; 6’ markers
• Temps, masks, gloves/sanitizer, plexiglass
• Alternate days or weeks
• Very small groups w/social distancing While socializ-ing

Practice the Six Cs
for everyone’s safety!

Avoid Crowds
Close contact
Closed spaces
Cover up with a mask
Clean your hands
Care for yourself
Eat well, exercise, sleep
Considerations

Uncertainty will remain for some time...into 2021

- This is a process that is going to happen very slowly over the course of several months.
- There will be restrictions on how we run our nonprofits, how many people can be inside, how our employees interact with consumers. COVID has altered large aspects of how we operate.

Considerations

- What permanent changes to volunteer practices are you considering as a result of pandemic lessons learned?
- Has the pandemic prompted your nonprofit to consider new business models or accelerate business model changes that were already in the works?
- What opportunities have you discovered as a result of the crisis?
Volunteers in the Age of COVID Panel Discussion

<table>
<thead>
<tr>
<th>Chester County Food Bank</th>
<th>Orion Communities</th>
<th>Phoenixville Senior Center</th>
<th>Volunteer English Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lauren Van Dyk</td>
<td>Kris Keller</td>
<td>Julie Gaudan</td>
<td>Terri Potrako</td>
</tr>
<tr>
<td>Volunteer Coordinator</td>
<td>Executive Director</td>
<td>Executive Director</td>
<td>Executive Director</td>
</tr>
</tbody>
</table>

1. How are you using volunteers now? What are you considering for the near future?

2. What are lessons learned & tips to maximize remote use of volunteers?

3. What are lessons learned & tips to grow on-site use of volunteers? How do you ensure volunteer health & safety on-site?

4. How are you recruiting volunteers? How are you finding each other?

5. What are some things you’ve learned during COVID about volunteerism at your nonprofit?

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What VOLUNTEER REFINEMENTS has your nonprofit discovered amidst the pandemic crisis?
MAKE SURE YOU SIGN UP FOR THE NEXT SESSION ON DEC. 8TH

FOOD FOR THOUGHT:
WEBSITE & SOCIAL MEDIA ANALYTICS

CHESCOCF.ORG/EXPLORE/FOOD-FOR-THOUGHT

JOIN ON ZOOM | Tuesday, Dec. 8 at 4pm
Thought Leaders: Beth Krallis & Jamison Ludgate,
CCCF Marketing & Communications
THANKS TO OUR PROMOTIONAL PARTNERS