

7 STEPS FOR NONPROFITS

COVID-19

MANAGEMENT PLAN



PERCEPTION FUNDING

FREE GUIDE

Quick Look

THE 7 STEPS OF A COVID-19 MANAGEMENT PLAN

01: **Crisis Communications Team**

02: **Assess Your Needs**

03: **Develop Key Messages**

04: **Make Bold Asks**

05: **How to Communicate**

06: **Respond to Donors**

07: **Evaluate**

First, take a deep breath. By downloading this guide you are already on the right path to managing COVID-19 for your nonprofit.

Through these seven steps, you will empower your board members, employees, volunteers and donors to pull your organization through COVID-19.

01

Identify Crisis Communications Team

Build Your Team

This will be your designated team of **3-5 individuals** who will handle all COVID-19 related crisis communications.

Start by selecting your **Director for the team**. This could be yourself, a Communications Coordinator, etc. of your ministry or nonprofit.

Next, **assemble a team** of key members. Consider asking key volunteers or engaged board members. It's best to share the load.

01 | Director Write answer here: _____

02 | Team Member _____

03 | Team Member _____

04 | Team Member _____

05 | Team Member _____

02

Assess the Situation

Have your team brainstorm the following questions:

- How will my community (those I serve) be affected most by COVID-19?

Write answer here: _____

- Can we continue to serve them remotely? If so, how?

- If we're remaining physically open, are we following the [CDC's guidelines](#) for social distancing? If not, what changes can we implement immediately?

- Where do we need to post updates about how our organization is handling COVID-19? (Website, social media, local news outlet, donor portal, etc.)

- Are there NEW ways our organization could get involved to help our community get through this crisis?

- Where are we at financially, and how much funding do we need to get through for the next 2 months, 4 months, 6 months?

03

Develop Key Messages

Based on the above answers, have your team develop your organization's key messages related to COVID-19.

When developing key messages, you'll want to consider the following:

- 01** | Have others on the team proof all messages before being sent out.
- 02** | Content should reflect your organization's mission and vision.
- 03** | Seek out and eliminate inaccurate information before publishing.
- 04** | Consider the COVID-19 related questions that might come up, so you can have answers prepared in advance.
- 05** | Prepare useful tools to go along with your outbound messages, such as a FAQ sheet and website resources.
- 06** | Decide if you need different types of messages for different audiences (donors, board members, the community you serve, etc).

04

Make Bold Asks

It's okay to make bold asks. You are serving. Your supporters and fans want you to succeed, to continue improving lives. Asking for help may be more important now than ever.

01 | Make a list of donors and ask them to give during this time, and back it up with the story of *why* it's needed. The more specific the better. How much do you need? What do you plan to use it for? Who will it benefit? How long will this sustain your work?

02 | Make a list of volunteers and ask them to work on items. Be specific here as well. Specific actionable requests work much better than general asks.

03 | Have your staff start immediately on priority items. To free up some of their time, they may need to "pause" or reduce some of their daily tasks.

To give your team the room/time to succeed in crisis management, you may need to notify customers of longer wait times. When in crisis, most customers completely understand.

05

How To Communicate

Keep Your Community Informed

Sending out your action plan **builds trust** and further endears you to your supporters.

Further, it **brings you back to top of mind**, and could encourage support where it may have otherwise not been considered.

Here are a few ways to update your donors, partners, board members, employees and volunteers during this time.

One platform is better than none. And multiple is better than one.

- Social Media Platforms: Facebook, Twitter, Instagram, etc.
- Website Homepage
- E-blasts: MailChimp, Constant Contact, etc.
- Video Calls: Zoom, Skype, etc.
- Individual Emails and Texts

06

Respond To Donors

How to Respond to Your Donors?

1. **Email donors individually** to let them know you appreciate them and are praying for them during this time.
2. **Email partnering nonprofits/ministries** individually to let them know that you are praying for them during this time.
3. Continue to follow up and **pray for your donors!**

07

Evaluate

Evaluate During and After

We're in uncharted territory. More than ever, **we need to be adaptable**. As we walk our team through COVID-19, we're bound to discover areas we need to improve and areas we're handling it well.

Take notes. Give yourself some grace.

By adjusting as you walk through this crisis with your team and your supporters you can pivot towards greater success.

Evaluate weekly with your crisis communication team, and within one to two weeks after the crisis is over. Also evaluate with your board.

Evaluation:

- How has COVID-19 impacted you, your team, donors, volunteers and the community you serve short-term? Long-term?
- What is your team handling well? Where do they struggle?
- How quick/consistent have you been with messaging?
- What unexpected items came up?
- How can you better prepare for next week? Next month?
- What can you take from this experience and duplicate, to have ready for the next crisis? (Plans, messages, templates).

Your Cause is Our Mission

Congrats! You've done it. Well done on finishing your plan.

And know this... You're not alone as you journey on.

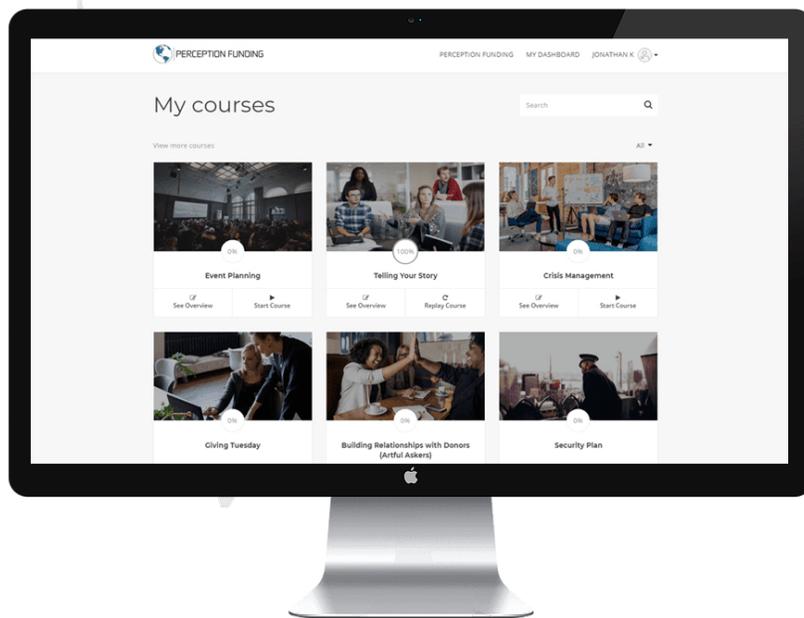
As a nonprofit ourselves, our team at [Perception Funding](#) has helped ministries across 31 countries raise over \$8.5 million.

We offer **nonprofit management mentoring & e-courses** to help you get answers quickly, so you can focus on your mission.



Get Assistance Today

We know how successful nonprofits do it, because we've been there helping them along the way. [Hear their stories here.](#)

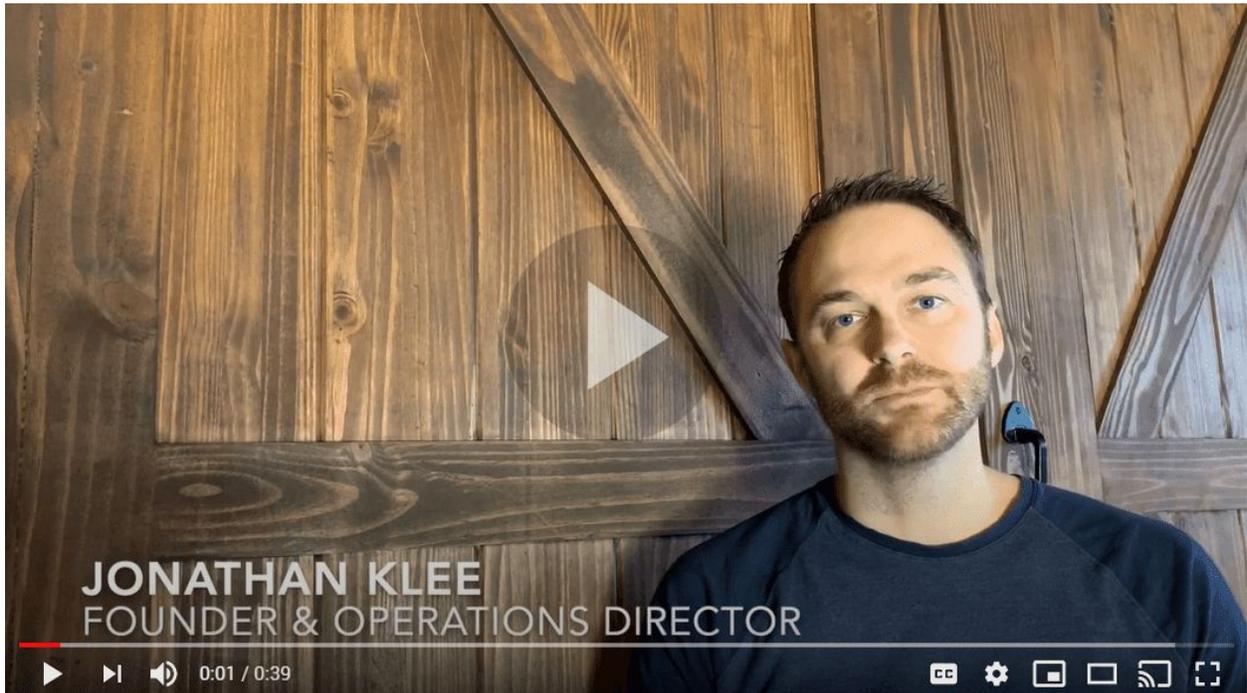


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[Watch the Video](#)

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Your Cause is Our Mission

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