

Welcome!



COVID-19 Impact:

Navigating the Present &
Planning for the Future
for your Center and Participants

Why are we here?

- ☀ You are *not* alone
- ☀ Listen to your gut
- ☀ Solid business principles



Your job for the next 90 minutes:

1. Grace 2. Space

3. Be present



Breathe –
and remember...

Creative

Peaceful

Courageous





Sir Winston Churchill

Leadership

“Never, never,
never give up.”

A very serious poll...

1. Pot roast/comfort food?
2. Chocolate?
3. Ice cream?
4. Something healthy?

Favorite energy drinks...

1. Espresso
2. Something in a can
3. A coffee I.V.
4. Other



We're in this
together!

Topics for the Day:

The plan for you and staff

Operational planning

Program planning

Communications planning

Development planning

Why plan?

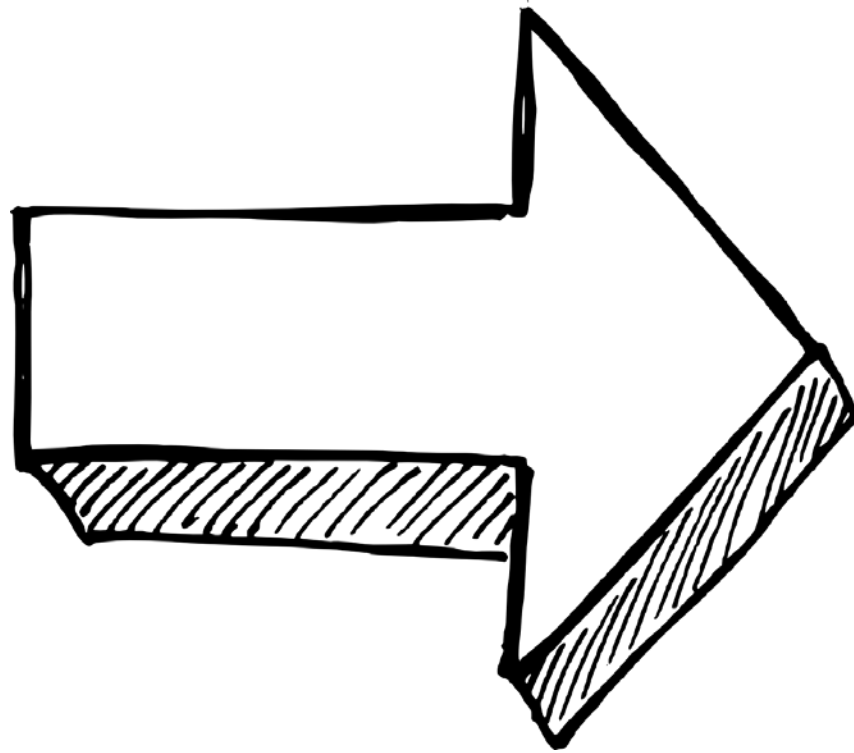


CREATIVITY



Planning timeframe:

12/24/36
MONTHS



2/4/8
WEEKS

You and Your Staff



Staff Plan:



1. Staff needs
2. Resources
3. Team members' gifts and skills

What's in your plan?

1. Who
2. Safety priorities
3. Roles based on center needs
4. Resources needed
5. Interim policies

ASK FOR HELP * ASK FOR HELP * ASK FOR HELP

Communications Plan:

1. Protect
2. Ensure
3. Survive



What's in your communications plan?

1. Who talks?
2. What is their message?
3. Honest and open
4. Informed community
5. Update
6. Social media



Break!

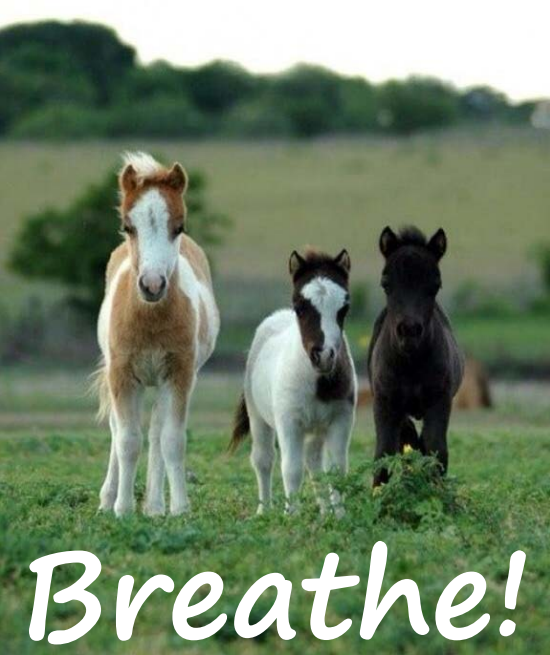
Interim Operating Plan

What to Include:

1. Staff
2. Clients
3. Horses
4. Volunteers
5. Facilities
6. Business / finance operations
7. Communications
8. Development
9. COVID 19 safety measures

Client Programming:





Breathe!




PATH
INTERNATIONAL
Professional Association of Therapeutic
Horsemanship International


SheaCenter
for Therapeutic Riding

Please take this in...

What's the number one reason people give?

BECAUSE THEY ARE ASKED!

NO ASK – NO GIFT
People want to help!

Please take this in...

people want
to give their



time
treasure &
talent

Please take this in...

1. It's ok to ask for help
2. People want to help
3. Let people decide



Please take this in...

Courage wins

Boldness wins

A plan wins



Your Special Development Plan

Thank you CCS!



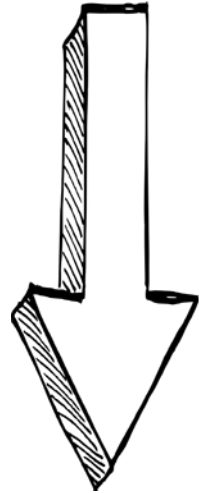
COVID 19 Emergency Campaign Book



Who are you?



Everyone in



Development in –
CEO out



Development & CEO in –
board out



Outside force
discourages fundraising



DEVELOPMENT IS A TEAM SPORT

ALL in or EVERYONE is out...
And our clients lose.

What's the Message?

EMPATHY

Help is needed.

It's urgent.

Here's what we are doing.

Here's how you can help.



Need to be Thoughtful & Strategic

1. Establish a fund

Explain purpose,

Use allocation &

Impact

2. List of donors

-Board

-Close friends and major donors

-All other donors

-Everyone else on your list

How to Reach Out:

1. Board – personal calls
2. Close friends – personal calls, highly personal emails
3. All other donors – slightly personal emails
4. Everyone else – general email

Right person.
Right ask.
Right purpose.



KEEP TRACK OF THE ASKS AND THE RESULTS

STEWARD THESE GIFTS



Preparing to Ask:

Outline the crisis (frame in relation to your clients)

Purpose of emergency fund

Suggested gift levels

Payment method

Challenge gifts



Timing & Follow-Up is everything

- Keep your close friends close
- Ask permission - *important*
- Be persistent
- Thank you notes are vital



The Role Play

“Hello Mrs. Smith”





*What resonated for you?
How's your courage level?*

Remember –



“the journey of a thousand miles begins with the first step”

☀️ *I believe in you.*

☀️ *We can do this.*

☀️ *We have courage
because of our clients.*



Thank you!



*You've got this,
Be safe.*