

RECESSION PROOFING YOUR NONPROFIT

How to continue serving your mission during the
incoming recession



Agenda:

- Introductions
- Learning From the Past
- What to Expect
- Steps to Recession-Proof your Organization
- Tools to Support You





Bryna Dilman

***Senior Director of Growth & Marketing,
Keela***

- *20 years of nonprofit experience*
- *Expert in:*
 - *Nonprofit Leadership*
 - *Fundraising Strategy Development*
 - *Nonprofit Research*

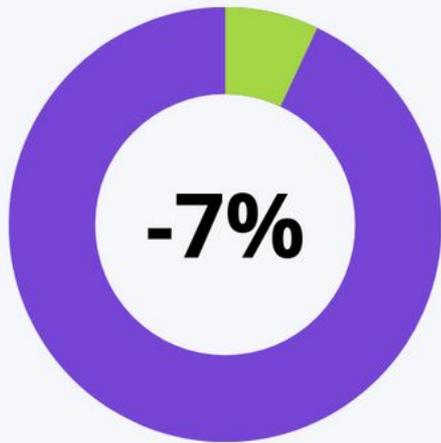


Meredith Gray

Senior Marketing Manager, Keela

- *10 Years of Nonprofit Experience*
- *Expert in:*
 - *Diversifying Revenue Streams*
 - *Building a Fundraising Pipeline*
 - *Peer-to-Peer Strategy Development*

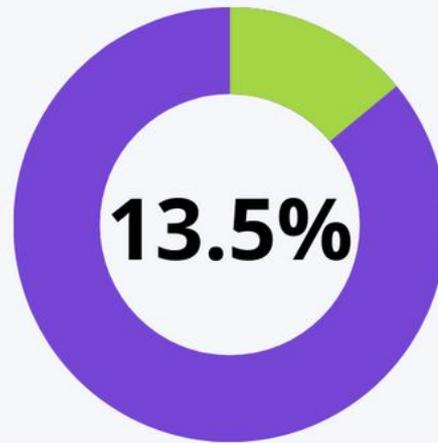
Learning from the Past



**Decrease in
Charitable Giving**



**Decrease in
Donations**



**American
Nonprofits
Closed**

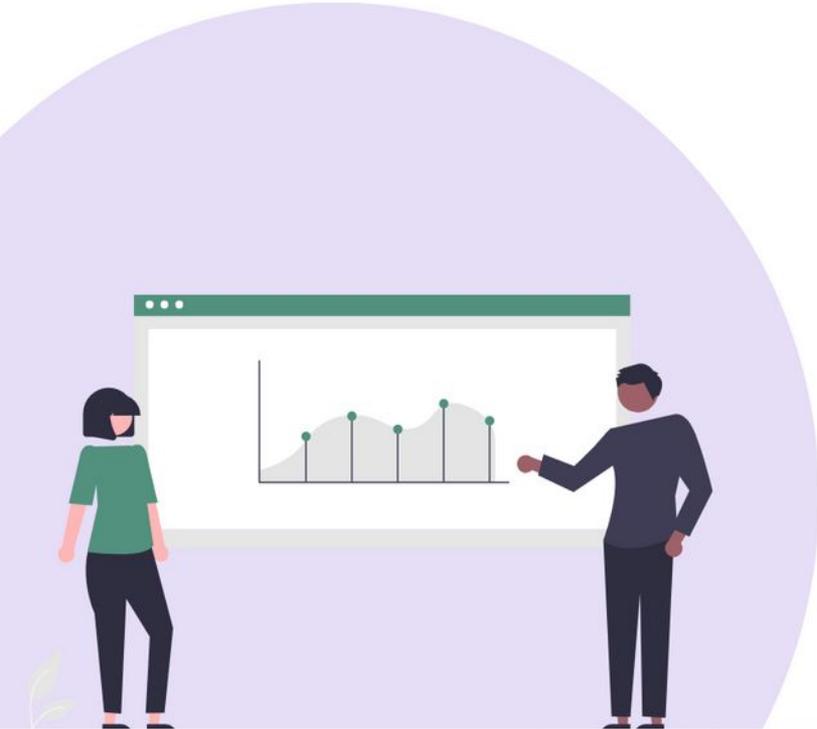
What to Expect

Increase in unemployment rates

Increases in evictions and homelessness

Decrease in disposable income

An increase in demand for nonprofit services



POLL: How is Your Nonprofit Doing?

Which of your revenue streams has seen the biggest decrease since 2020?

- Annual Giving
- Major Giving
- Peer-to-Peer
- Corporate Giving/Sponsorship
- Monthly Giving
- We maintained the same revenue as pre-pandemic

Steps to Recession-Proofing your Organization



**Assess Your
Current
State**

**Understand
How to
Communicate**

**Plan for the
Unexpected**

**Strengthen
your
Financials**

Stay Vigilant

**Find the Tools
to Help**

Assess Your Current State

Financials

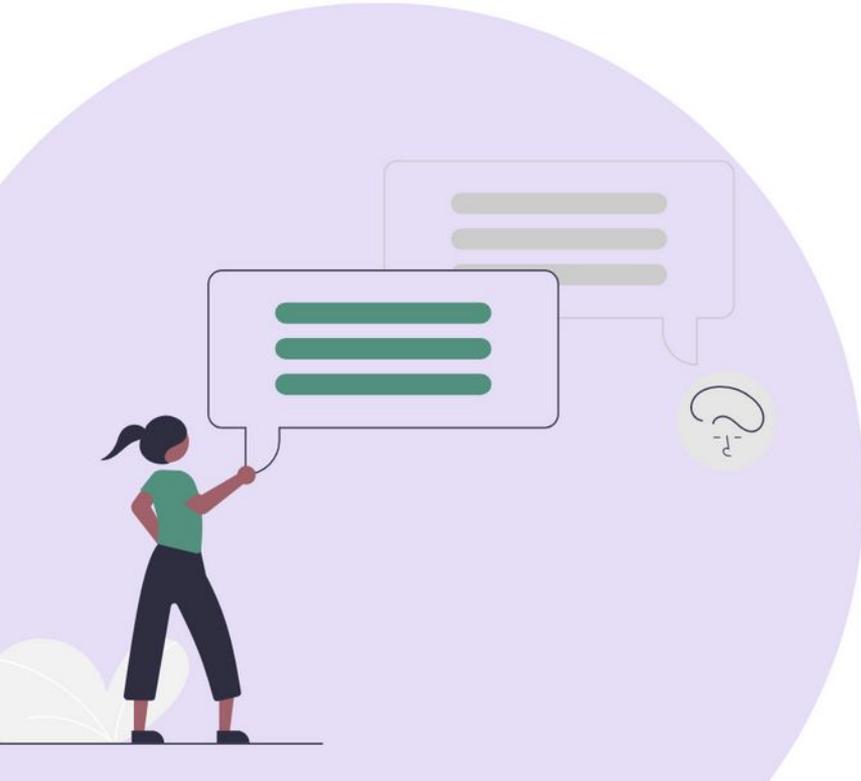
Risks, Vulnerabilities,
Opportunities

Team Skill Set

Stakeholders



Communicate to Your Stakeholders



Be Transparent

Keep Them Close

**Tell Them What You
Need**

Plan for the Unexpected

Expect the Worst

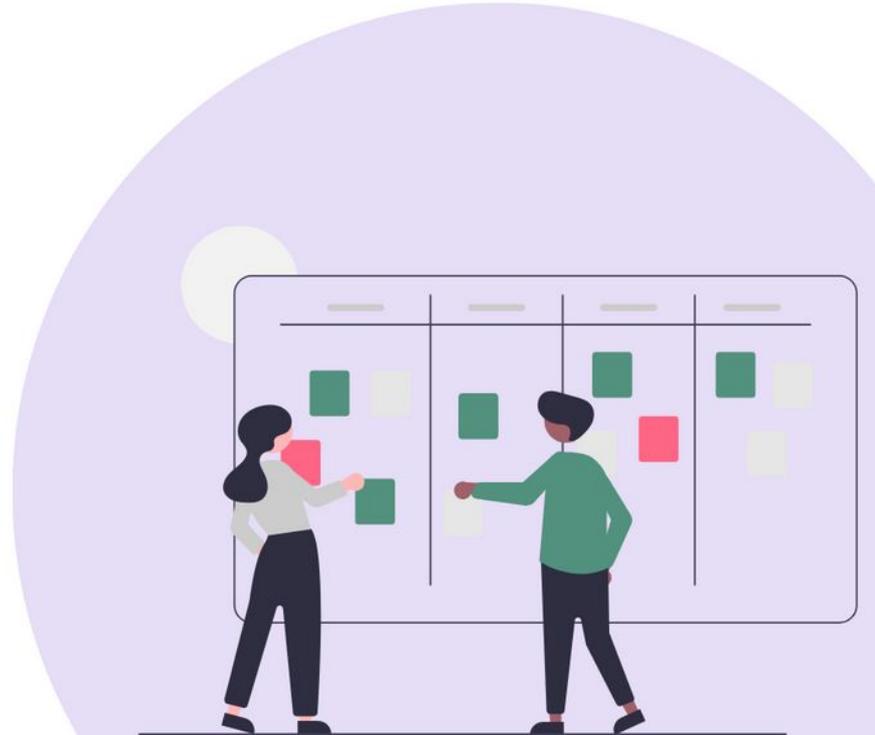
**Understand the
Challenges**

**Know When to
Implement**

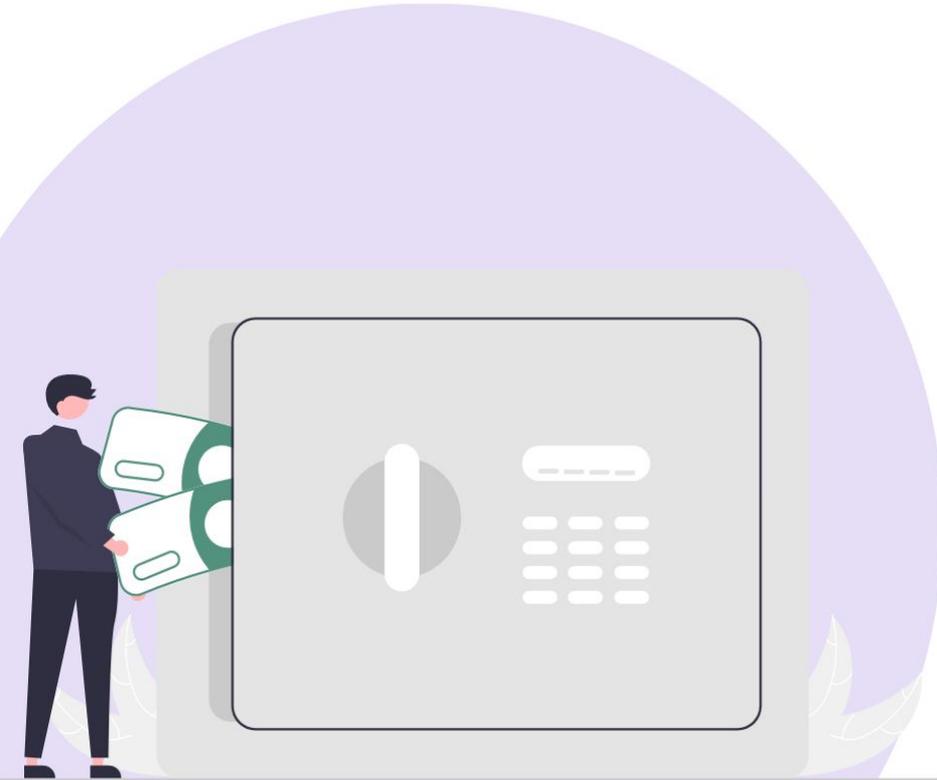
List the Factors

**Understand the
Impact**

Assign and Track



Strengthen Your Financials



**Negotiate
Contracts**

**Check Your Cash
Flow**

**Adjust Your
Budgeting**

**Defer "Nice-to-
Haves"**

**Get Real-Time
Info**

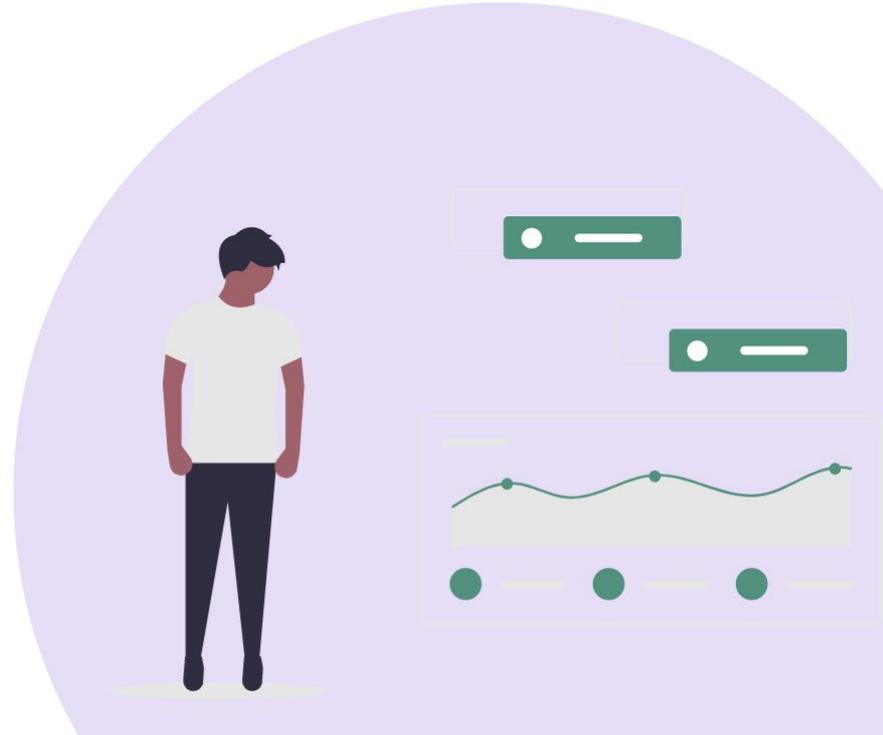
Stay Vigilant

Stay on Top of
Trends

Be Nimble

Proactively
Communicate

Identify Tools



POLL: How Will You Prepare?

Based on today's conversation, which step do you see as most valuable when preparing for an incoming recession?

- Assessing Your Current State
- Understanding How to Communicate Your Needs
- Developing Plans for Various Scenarios
- Strengthening Your Financials

Let Tech Do The Heavy Lifting

Online Giving Options

Automated Systems

**Smart Tech to Increase
Revenue and Retain Donors**



Thank you!



bryna.dilman@keela.com



www.keela.com



meredith.gray@keela.com



www.keela.com

