

Prepare for Financial Resilience

Focus Exclusively on what you can control EVERYTHING ELSE IS a Distraction

- Clarify Your Mission
- Express Gratitude
- Illustrate Impact
- Prepare and Manage Your Budget

REVIEW YOUR BUDGET with a fine-tooth comb

- **MISSION CRITICAL**
Without these activities and related expenditures your organization is unable to deliver on its mission.
These deliverables are exactly WHY most of your donors give.
If this work is suspended, it would have an immediate impact on our ability to conduct essential business functions.
- **MISSION HELPFUL**
Activities and related expenditures that HELP your organization raise awareness for your mission. Historically, a very helpful way to attract new donors.
Perhaps a portion of this work is funded by a local community foundation for the next 2 years. As of now, your organization has agreed to serve as lead/host for duration of the grant.
- **MISSION RELEVANT**
If funding for this work can be secured, great!
Otherwise, each item in this category will need **full** Board approval to be added to current year budget.

REVIEW Process

- Revisit projected expenditures and revenue for current budget
- Review your previous year's actual revenue
- Reference a standard gift table
- Right-size your goals according to the results of the current budget, previous budget, and gift table
- Review Your Segments – decide who in your database can be approached for gifts at each level