Crisis Leadership – Responsive Fundraising

Virtual Course Agenda • 2:00-5:00pm ET

1) Leadership
   a) Particular attributes of the leader during a crisis
   b) How the role of the leader is different from leadership attributes during “normal times”

2) Crisis Management
   a) Practical steps in crisis management

3) Crisis Communication
   a) Effective strategies for crisis communication
   b) Effective communication during a crisis has a positive influence on the nonprofit’s reputation, which enhances trust with external stakeholders; and trust is foundational to effective fundraising

4) Fundraising strategies during a crisis

5) Recruiting and managing volunteers during a crisis

6) Fostering collaboration among nonprofits during a crisis

**There will be two 10-minute breaks**