MANAGING IN A CRISIS FOR NONPROFITS

Virtual Meeting Platforms Guide
www.Zoom.com
www.GoToMeeting.com
Google Hangouts
www.Skype.com
www.Bluejeans.com
Adobe Connect
www.Dialpad.com
www.Uberconference.com

Networking Platforms Guide
www.Discourse.org
www.VanillaForums.com
www.phpBB.com
www.inSided.com

Stay Calm
Your members trust and need you! With panic, a freeze sets in; focus on solutions rather than things your association can’t control.

Assess
Review operations and determine what is mission critical; do away with anything that stands in the way of mission and serving members right now.

Be Present
Be present for your members; reach out; set up virtual meetings on a regular basis; conduct virtual focus groups; engage the leadership.

Communicate
This is the time to be the leader and talk about the impact on your members; identify programs that could help them; relay information from discussions on solutions and let them know they are not alone.

Work Together
It is easy, with social distancing, to grow further apart and feel isolate. Share technology and resources that some nonprofits can’t afford (i.e. set up a Zoom call for another nonprofit, set up a SurveyMonkey to poll data, etc.)

Technology
Use technology more frequently and design messaging for all platforms appropriately (i.e. infographics for Facebook and Twitter, white papers for LinkedIn, executive summaries on your Website, etc.)

Information Source
Aggregate information for easy digestion and share it with your members (be the source of news); assign a staff person to be the information coordinator and aggregator.

Meeting Alternatives
Develop alternatives now to your conventions and annual meetings; determine what can be conducted virtually and what is the best way for interaction; turn cameras on for the human connection.

Cloud Brainstorming
Utilize technologies such as GroupMap to brainstorm live and online; raise critical questions and have all members weigh in that are on a call. See Websites at top of page.