



onec♥use<sup>®</sup>

<https://www.onecause.com/press/a-note-from-onecause-ceo-building-better-tomorrows/>



PUSHING PAST UNCERTAINTY TO  
**FUNDRAISING**  
**ACTION**

Practical Tips from the Experts

THURSDAY JUNE 11, 2020 1PM ET | 12PM CT | 11AM MT | 10AM PT

# HOSTS



Kelly Velasquez-Hague  
VP of Content Marketing  
OneCause

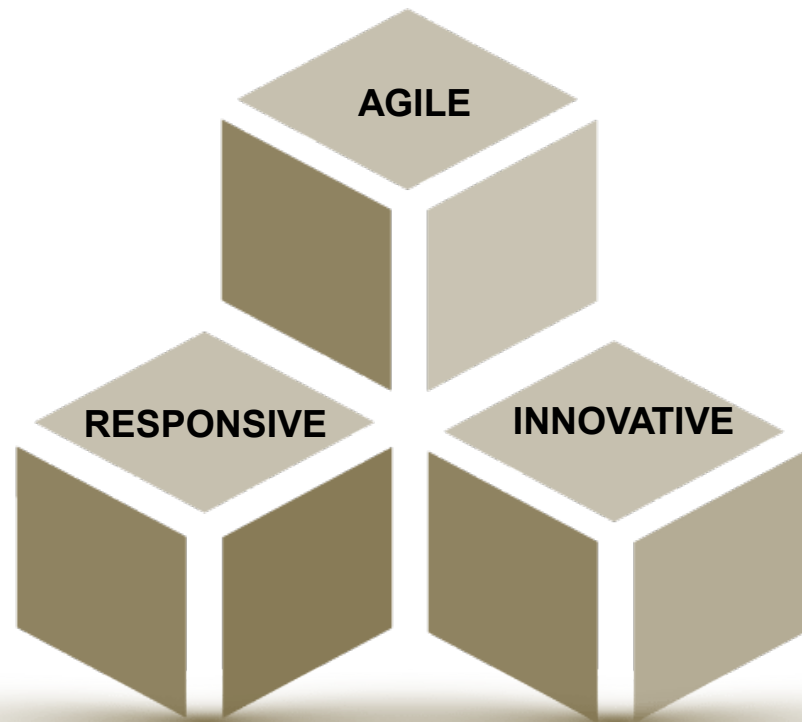


Melpo Murdakes  
Vice President  
Ruotolo Associates



Dawn Handwerker  
Senior Associate  
Ruotolo Associates

# About Us



- 41 years of service to the philanthropic community
- Full-service philanthropy consulting firm
- RASearch – Executive Search Services
- Served more than 1,250 501(c)(3)s in all various sectors
- Part of the Collegium Family
- Since 1979, privileged to work with nonprofit institutions in education, social service and health care, as well as parishes, dioceses and religious orders located throughout the United States.
- A diverse group of 15 consultants
- Member of The Giving Institute, the hallmark of ethical fundraising



# In this moment . . .

---



CRISIS MODE VS.  
CRISIS MINDSET



STRESS & CREATIVITY

# From Halt & Hesitate to Pivot & Pursue

---



PRIORITY PLANNING



CALL TO ACTION  
COMMUNICATION



DECISION MAKING

# Discern & Make Decisions

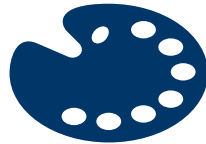
---





# Enlist Ambassadors

---



## The Art of Invitation

Extending Opportunity NOW



## Expanding social networks

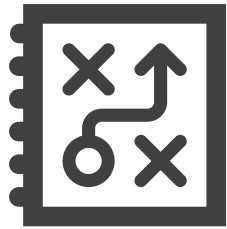
Untapped Potential  
New Prospects  
From NO to YES

ur Core



# Reframe Your Planning

---



**Refine Strategic Priorities**

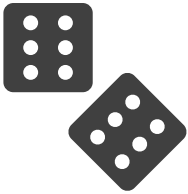


**Adapt Unanticipated Opportunities**



# Create Contingency Plans

---



## Special Events & Galas

Virtual vs. Variable



## Festivals & Gatherings

Intention & Outcome



## Ongoing Service & Support

Stay Mission Critical

# The Strong Can Thrive

---



## **Institutions with strong relationships suffer least**

Find out exactly the relationship you have with constituents.



## **Don't sit back – Reach out**

Stay in active relationship with them.



## **Change the dynamic**

Immediate and near-time impact will be more profound.



## **Stay on your donors' radar**

Hold onto Top 3 status



# Questions?

---

**Raise**  
2020

# WE'RE GOING VIRTUAL

2 Days of Online Learning & Networking

SEPTEMBER 14-15, 2020

REGISTER

FAQS

<https://www.onecause.com/raise/>





# onecause®

POWERFUL FUNDRAISING SOLUTIONS

---

[info@onecause.com](mailto:info@onecause.com)

[www.onecause.com](http://www.onecause.com)

888.729.0399

# Thank You!

---

## **RUOTOLO ASSOCIATES INC.**

### **Corporate Headquarters:**

580 Sylvan Avenue, Suite M-B  
Englewood Cliffs, NJ 07632

**Tel:** 201-568-3898    **Fax:** 201-568-8783

Melpomeni N. Murdakes, Vice President – [mmurdakes@ruotoloassoc.com](mailto:mmurdakes@ruotoloassoc.com) – 612-940-5591 (cell)

Dawn Handwerker, Senior Associate – [dhandwerker@ruotoloassoc.com](mailto:dhandwerker@ruotoloassoc.com) – 203-788-2986 (cell)

[www.ruotoloassociates.com](http://www.ruotoloassociates.com)



**MEMBER**

THE  
Giving  
Institute

Shared intelligence.  
For the greater good.