

# What now?

## Philanthropy and resource development during COVID-19

**How has the landscape shifted?** The focus now on crisis funding.

- Communities have new, emergency challenges. Many donors, foundations, and grant-making organizations are shifting dollars to emergency needs (e.g., food, healthcare, child care).
- Nonprofit organizations are under extreme financial distress. Many donors, foundations, and grant-making organizations are shifting dollars to emergency general operating funds to stabilize nonprofit organizations, i.e., funds to pay staff and keep the lights on.

**What to do now?** Pause our direct appeals for funding, but continue communicating our value.

- Because we do not offer crisis services, pause requests to donors, foundations, and grant-making organizations for funds until the crisis needs stabilize.
- Pivot to stewardship: Make clear that we are still receiving gifts and that we still need and are grateful for support that we receive.
- Continue relationship building: Reach out to partners to see how they are doing, to learn their challenges, and to offer the resources we have to help.

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Our focus now should be on being a good partner in the community.  
Building relationships now will allow us to develop resources later.

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**What should you expect?** This period is only temporary and the landscape will shift again soon.

- In the coming months, the immediate crisis will settle. Federal and private dollars will flow in new ways and we want to be prepared to take advantage of those in ways that make sense for MU Extension. Donors and other stakeholders will want to know how they can help keep local Extension work going. We want to be ready to let them know how they can help.

**How can we prepare for what comes next?** Take time to build grant seeking and philanthropy skills.

- Check for new learning tools and resources for resource development on MU Extension Way.
- Use this time to thank donors, strengthen existing relationships, and build new relationships that will help create revenue later. Plan ahead so you are ready to relaunch annual campaigns and other fundraising efforts when the time is right.
- Resource Development Planning: Contact Suzanne Hansford-Bowles for tools and assistance, (573) 882-0102; [hansfordbowless@missouri.edu](mailto:hansfordbowless@missouri.edu).
- Philanthropy Planning: Contact James Preston for tools and assistance, (573) 884-8570; [prestonjo@missouri.edu](mailto:prestonjo@missouri.edu).

[Grant/contract resources on MU Extension Way](#)

Philanthropy resources on MU Extension Way (coming soon)