

Foresight 2021: *Leveraging Lessons Learned*



RUOTOLO
ASSOCIATES, INC.
OVER 40 YEARS OF PHILANTHROPIC COUNSEL

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Best Practices Redefined

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What we learned

- The value of Mission Relevance
- The virtues and vices of Digital Engagement
- The results of Revamping Relationships

Mission Relevance

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Going Forward

- Outcomes-based request
- Desire for community connection
- Prioritizing diversity
- Assurance of sustainability

Digital Engagement

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Going Forward

- Overcoming the fatigue factor
- Hybrid activities to increase access and participation
- Impact on timelines and solicitation strategies
- Expectations of proficiency

Revamping Relationships

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Going Forward

- Prioritizing major gifts
- Budget implications
- Staffing roles & expectations
- Increased number of donors
– focus on retention and cultivation strategies

Opportunities Ahead

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- Six to 12 months?
- Compass versus a roadmap
- Adopting a growth mindset
- Resilience and flexibility
- Obtain, Retain & Sustain –
dynamics of donor relations

Join us again

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- Renew & Engage: *Focus Forward on Giving*
 - February 3rd at 1 pm ET
- RASearch & Professional Development: *Creating a Mission Match*
 - February 16th at 1 pm ET
- Contact us:
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