

Securing Your Future in Turbulent Times

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Don't Panic!

- Panic does not create a sustainable strategy



Test Yourself



Be Aware of Market Conditions

- What can have most or minimal impact?
- Level of uncertainty or certainty?
- Need to minimize potential blind spots



Portfolios are Down

- How can we best position ourselves?



Engagement

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Engagement...

...to build and sustain
relationships



Reach Out to Board

- Make sure Board is engaged, involved and knowledgeable about:
 - What you are doing
 - Why you are important
 - Why what you do counts
- Give Board members talking points



Donors

- Communicate
- Keep donors informed
- Take a Board Member with you to meetings
- Tell donors what you have and want to accomplish
- Use media



Staff

- Involve
- Communicate
- Part of the Solution
- Customer Service



Plan for 2010

- Take a long-term view
- Use outside thinking
- Encourage new ideas and perspectives



Get Creative!

- Form partnerships
- Recruit new leaders
- Re-package programs



Beware of Mission *Sheer*

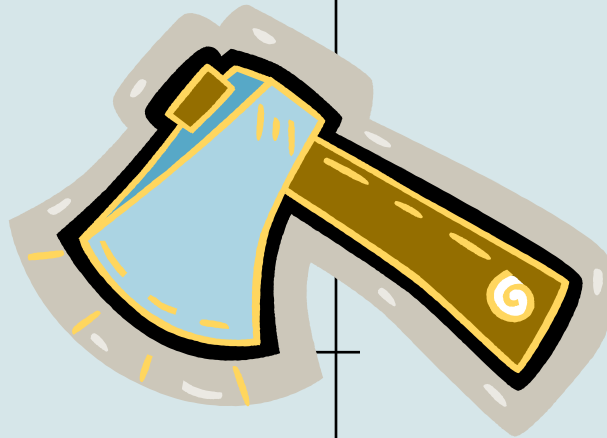


Time for Scenario Planning

- Contingency planning not enough
- Monitor
- Evaluate
- Be flexible



Look at What's Important



Summary

- Engagement
- Be creative
- Keep your eye on several options
- Be bold – be a leader



Thank you!

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