MACC Zooms Out: Programming Adaptation During COVID-19

WHAT'S SOMETHING IMPORTANT YOU HEARD OR LEARNED IN YOUR BREAKOUT ROOMS?

- Adjusting staff and volunteer models to support shifting priorities has been a huge focus and requires a lot of creativity. Working with funders to provide flexible reimbursement options has been important.
- Many folks are struggling with in person fundraising events and how to adapt/whether to adapt them to an online space. Do they have the resources to do so... and questions about whether folks are retaining donors when they do this... they want to plan for the decline in revenue appropriately, but not sure what to expect.
- Participating in the GIVE MN campaign next week.
- There are some cool lessons in the question- what will you keep AFTER the crisis is over... seems like lots of folks are taking things off the shelf that had been a goal for a long time and deploying very quickly a new thing that will make them stronger later... of course this is often AFTER the gap was identified in kind of a painful way... but some good comes out of it.
- Heard a lot about the needs to go slowly as we think about transitioning after “stay at home order”. Some are at high risk (staff, clients and volunteers), some are fearful, some have childcare barriers, some enjoy working from home, etc. At the same time, others might be struggling with working from home and/or looking to re-engage with our work. We need to be creative and innovative knowing people are in different places with different needs. Also, the struggle but the need to maintain a sense of choice for our clients and participants during this time.
- Overall people are very pleased with how programs have adapted but connections and choice have been lost in the process. Programs are trying to figure out how to remedy these issues.
- Programs are trying to figure out how to bring both programs and staff back into buildings. I think the common theme is flexibility and waves of change.
- It was insightful to consider how this pandemic is prompting new levels of connectivity. For instance, the member who shared that she didn’t have contact information for the other tenants in their building: building a sense of familiarity and community within the space may not have seemed like priority previous to COVID-19, but now we are all grappling with a deeper awareness of how connected we all are, and how our fates are bound together.
- As seems to be common nowadays, the main benefit was hearing that many other nonprofit leaders are facing similar challenges, which makes this very strange experience seem a bit less isolating.
- There are a lot of questions around re-opening. I found it valuable to hear from other agencies. I would love to spend a whole session discussing best practices or resources.
  1. Other nonprofits are using videos/online sharing for fundraising
  2. Connect with landlord and other tenants to decide on steps forward regarding staff/clients returning to offices
- I appreciated my visit with Tracy Thoraldson. I learned some excellent ideas about transporting clients in the future.
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- I’d like a focus group on programming during the COVID-19 outbreak and what others are doing to keep connected.
- COVID Gala and Fundraising event adaptations (what do we do in 2020 and future??????)
- Reopening Programs (Plans, precautions, tips, practices)
- How to conduct an annual fundraiser in the time of social distancing and beyond (since I truly believe many people will opt out of crowds for quite some time since this has been such a traumatizing period.)
- Ideas other nonprofits are implementing before we start back to the office