ACCIÓN

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Dear ACCIONistas!

With the bad economic news we face daily, fundraisers are working together to bolster our own spirits and create new strategies to ensure success in times like these. CCS, a strategic fundraising group recently convened with successful Bay Area nonprofits to discuss fundamental questions and strategies for continued success. I'd like to share a few strategies that not only apply to fundraising, but everything we do with our clients, vendors, volunteers and contributors:

1. Acknowledge – make sure we keep acknowledging and being grateful for those we work with on an every day basis!
2. Develop a short-term action plan – Develop an immediate plan to specifically address the immediate challenges and opportunities relevant to the institution.
3. Increase activity – Don't stop, rather take measure to significantly increase activity.
4. Motivate – Redouble efforts to help motivate stakeholders.
5. Increase prospecting – Reorder your lists to reflect the current state of affairs. Undertake additional research to help identify new constituencies.
6. Introduce payment flexibility – This point is as important for ACCION donors and clients!
7. Reaffirm mission and impact – Remind our stakeholders of the importance of our mission and impact at every turn.
8. Open new doors – encourage all of our constituencies to help us open new doors of relationships and support.

I loved these strategies and have paraphrased them to apply for not only our fundraising efforts, but in every area we make a difference. We have to continue exuding confidence – optimism is great, but confidence provides assurance in our leadership. A favorite motto of Franklin Delano Roosevelt was: "Let unconquerable gladness dwell." We are not only steering ACCION to make the greatest impact possible, but we are and can do that with fun, grace and gladness!

With appreciation, Lynn