REOPENING TOOLKIT
For Nonprofits
ALL YOU NEED TO REOPEN
SCORE Austin
FOR THE LIFE OF YOUR BUSINESS
Nonprofits Are Bracing for The Worst

73%
Shifted programs or services to virtual formats

60%
Moved fundraisers

32%
Reduced staff hours/pay

20%
Had staff layoffs

Source: MNN 3/24/20

The impact of Covid-19 has been shocking and difficult for nonprofits. Many have seen a disruption of services. Others have seen an increased demand for services. We still face many, many uncertainties. However, as we shift our mindset from reaction to the pandemic to recovery from the pandemic, it is time to prepare our agencies and organizations to operate in a new, and still evolving environment.

That’s the purpose of this Toolkit.

This is an effort by the Austin SCORE mentors to providethe best thinking we can on how you can take steps now to help your nonprofit survive and prosper. We don’t know what that looks like for your organization, but we’re prepared to help you think it through.

REOPENING TOOLKIT FOR NONPROFITS
One sure thing that’s going to change is your method of operating. You must consider how you interact with the public and what new needs your constituents and communities will have.

- Are you a no, low, medium or high-human-contact organization?
- How has the perspective of your clients, volunteers and donors changed with respect to your organization as a result of the COVID-19 pandemic?
- If you have seen increased demand for your services. What’s the impact of that on your organization?

As you plan for communities to reopen, focus on what we call the BIG QUESTIONS that will lead you to your plan. These are the elements that you should look at more carefully with your SCORE mentor and other business advisors. Focus as soon as possible on looking at your cash flow, with several scenarios based on different reopening dates. What do you need to do in order to make it to reopening, and what does your cash flow look like once you do?

**START WITH 2 BIG QUESTIONS**

**What is the status of your nonprofit during the pandemic?**

1. Closed 5. Partially Open 10. Fully Open

**How much physical interaction do you need to have with your clients and the public?**

1. Little 5. Moderate 10. Fully Engaged
Before you can plan you need to fully understand the state of your own organization as well as the state of mind of your clients, volunteers and donors.

1. What will be important to your constituents as you reopen? Do they have fears? Will clients or volunteers be reluctant to engage with your organization? Will your donors have the means to donate? List all the potential barriers that your constituents may have.

2. How are you doing financially? To fully understand how you can operate in the future, you need a cash flow forecast. Create different versions: an optimistic model, a likely model and a low-income model. Play with the timing of reopening and client interaction. An easy way to do this is to use SCORE’s Excel Cash Flow Spreadsheet (all the formulas are there—you just need to input the numbers and play with a range of variations). While a forecast is always your best guess, take steps to make it as accurate as possible.

   • Gather past financial records, including leases, 2017/18 business and personal tax returns, 2019 business returns. Not available? Use your 12/31/19 P&L and Balance Sheets (you'll need these if you plan to speak with lenders).

   • In your various versions, consider your expenses for materials, space, utilities, marketing and group them into 3 groups: must have, nice to have, don’t really need.

   • Include your payroll and again think about must have, nice to have, don’t really need.
What Do You Need to Survive?

How much cash infusion do you need? After reviewing your cash flow options, it will become apparent how much cash you'll need to reopen and to cover you for the first few months. None of us know how much government budgets will be cut, or grants reduced. And we should all expect to see a dip in giving at least short-term. You'll need to make some tough decisions to conserve cash.

RULE #1: Cut early!
RULE #2: Cut BIG!
RULE #3: Double your initial estimate! It's far better to assume a slower start and longer recovery and then adjust for a better situation than the reverse.

What are your constituents telling you? We can all reopen our organizations but if our constituents don't engage, we can't succeed.

- Have your clients' needs changed?
- Do you need to rethink your physical layout to accommodate social distancing?
- Are there new cleaning/disinfecting policies that you need to enact?
- Should you be providing more services online?
- Is the space where you interact with clients a comfortable setting?
-
Form industry interest groups to define and police safe practices.

Build confidence by communicating plans to your donors and the public.

Plan

What Changes Will There Be in Your Operating Model?
Can you (or should you) pivot to a new operating model that better delivers on your mission? Think of this as an opportunity to improve your organization, to do away with some of those nagging issues that constrain you. What will that new model look like?

- How might you recreate the client experience to make it safer and better satisfy needs?
- What needs does the pandemic create to put idled resources to work? Who can you partner with to create new events, services, opportunities, fundraisers?
- Can you share administrative or other services with other nonprofits?
- What are other funding sources? Keep up to date with new funding sources/loans/grants. How can you protect existing revenue?
PLAN

STAFFING

- What level of staffing/volunteers do you need to reopen?
- Will your staff/volunteers be available? What do your employees need right now?
  - Whole or partial reimbursement for lost wages?
  - Equipment, supplies or assistance to work from home at the level you want and need?
- Can you put staff to work in other capacities?

Be HUMAN

- Your loyalty and honesty now will impact your future
- Ask them to brainstorm with you as to what the future may look like. Explain your decision process where you can.

TRAINING/RETRAINING

- What kind of training will you need? And how much?
- Prepare you and your team for the "new normal"
- Train while you're still closed if possible
PLAN

Make sure all the parts fit together.

SUPPLY CHAIN DISRUPTION
You may have increased demand, or you may not have been purchasing supplies over the past few months.
- Contact all your suppliers to ensure that they are (or will be) open and are able to ship your orders
- Renegotiate terms as needed Source new suppliers when needed to meet financial and quantity/delivery timing goals
- Be a team player. You need these people as much as they need you.

FUNDING
Fully explore all new funding/relief efforts in the state and community. How has the grant schedule changed and where is your greatest opportunity?
- Are there ways to leverage canceled fundraisers, e.g. ask sponsors to donate and provide appropriate recognition to them?
COMMUNICATE

Communicate
Your Plan

TO WHO?
- Donors, grantors, members
- Creditors/lenders Landlords/utilities/
  insurance companies
- Current and potential clients
- Volunteers
- Employees
- WHAT?
  Create a relevant message for each
  Think about what's most important to them
  Reaffirm your Value Proposition

HOW?
- What's the right way to connect with each of these groups?
  - Social media (improve your SEO to ensure you're reaching the right people)
  - Traditional media
  - Person to Person written or digital communication
You Don't Have to Do This Alone

We hope this Toolkit helps you get on the right track to reopening your organization. It's a good start and we'll add more over time. None of us are so naive as to think that this is an easy job. It's not. It's probably the hardest thing you've ever had to do. And it's even harder if you try to do it alone.

SCORE Austin has over 50 experienced mentors who can help you put together the right reopening plan for your business. Every business will have different needs, so we're prepared to hunker down with you, dig into the numbers and work with you to develop the best possible reopening plan.

So, contact us. We'll be there to help you, mentoring remotely via phone or video conference until such time as we can meet in person.

Stay well!

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