

E-NEWS: January 2021

We bring you eNews in our continuing effort to inform members about upcoming events and programs and the many benefits of WID membership. If you were forwarded this copy of eNews, please learn how to [become a member](#) and how to [receive eNews directly](#).

A Letter from WIDGB President, Kellen Epstein



To the WID community,

Happy New Year! I hope you enjoyed a peaceful holiday season and that despite recent events, you share my hope for a brighter 2021. I truly believe that as a country and a community we will continue to forge ahead and navigate these difficult times together.

2020 was a practice in uncertainty and patience, and it was an opportunity for all of us to look at the role that we can play to make our society a better place. While I remain hopeful for the future, there is much work to be done - and the WIDGB community is committed to taking up that work with thoughtfulness and forthrightness.

Through our efforts, we will dedicate ourselves to supporting our community with [virtual events](#), job postings, and members-only networking sessions (Mochas & Muffins, anyone?).

In addition, at the fall kickoff in November, I highlighted an upcoming WID program series that I am incredibly excited for and proud of. We recognize that as an organization and as individuals, we continue to grapple with issues around the pandemic and systemic racism built into our industry and our society. Many of us have questions about this, and we don't necessarily have the answers, but our hope is that by involving our community we can arrive to a better and more informed understanding. To that end, keep your eye out for our event series in this space starting this program year entitled "WID Asks Why." And, as always, if you are not a current member or if it's time to renew your WIDGB membership, I hope you will consider joining us and sustaining this important organization.

If there are ways that we can be serving YOU, our members, please don't hesitate to reach out and let us know. We would be thrilled to have your involvement! I hope that you all stay happy and healthy, and look forward to "seeing" you soon.

Warmly,



Kellen Epstein
President

Upcoming Events

Make sure you're [subscribed to our mailing list](#) and following us on social media for updates on our upcoming virtual programs this fall!

Premiere Sponsor:



Virtual Events 2.0

Thursday, January 28, 2021
3:30-5:00PM

Beginning last spring, many organizations quickly pivoted their plans from an in person Gala or fundraiser to a virtual one due to the pandemic. As we begin 2021, it's evident that large, in person events still aren't possible, at least for the first half of the year. If you are planning your first virtual event or it's your second, you will hear and learn from the panelists on the lessons they learned from their virtual events, their results and the post-event activities they established for on-going cultivation and stewardship. This session will focus on the fundraising and engagement strategies for the virtual platform and not the technical aspects of virtual programming.

Moderator: Christine Altieri, Founder of AE Events

Panelists:

- Kim Cayer, Philanthropy Director, The Children's Room
- Mary Hull, Director of Development, WBUR
- Jaclyn Miller-Barbarow, CFRE, Director of Giving, EVkids



Register

Building a Pipeline of Institutional Funders: a deep diver into grant programs

Thursday, February 11, 2021
12:00-1:15pm

with speaker Stacia Silva

\$96,780,000,000. That's how much

Building a Pipeline of Institutional Funders: A deep dive into grant programs

February 11 | 12-1:15, Zoom

Speaker:
Stacia Silva



Director of Foundation
Relations and
Development Operations
at MAB Community
Services



corporations and foundations gave to charities in 2019 (Giving USA). Institutional Giving is a massive opportunity that non-profits cannot afford to overlook. Join us to learn more about how you can begin to tap into this generosity. Whether you are just starting out, or wanting to expand your organization's revenue streams—this session is for you. This discussion will provide a high-level overview of the various institutional giving resources, how to find funding, how to approach donors, and how to keep them in love with your organization.

Register

Make sure to check out our blog for a growing library of event recaps and webinar recordings.

WIDGB Blog

THE PULSE OF FUNDRAISING

2020 was a challenging year for many reasons. How can we take lessons learned from the year and adapt them to the new year? These articles offer some advice.

Fundraising in 2021



Peer-to-Peer Fundraising: Predictions for the New Year

COVID-19 turned peer-to-peer fundraising on its head in 2020. Now, as we embark on a new year, it's a great time to look ahead at what the past year's disruptions will mean for nonprofits heading into the future. Some thought leaders weigh in.

2021 Nonprofit Fundraising Trends That Will Boost Your Gains

Much of the nonprofit sector demonstrated great resilience in continuing and even expanding operations and fundraising in 2020. Many of these lessons learned on the fly will become the emerging trends that will make 2021 another unique year. Here are three trends for 2021.



What to Expect While Fundraising in 2021

No matter what 2021 has in store, founders can still take proactive steps to help them succeed in their fundraising efforts.

TechSoup's Fundraising Forecast and Recommendations for 2021

The one silver lining is that after all these months of dealing with COVID 19 conditions, there is a pretty clear pandemic fundraising playbook now. TechSoup summarizes their 2020 learnings and tools that have shaped their playbook so that your organization can thrive and prosper in 2021.



26 Fundraising Tips to Engage Donors in 2021

This article takes fundraising best practices and merges them with new trends emerging for 2021.

Faces of WID: Meet Jeanne Kinch



Title/Organization: Director of Development, Gloucester Stage Company

WID Role: Member

Hometown: Western, MA

Lives Currently: Manchester, MA

Education: BS in Business Administration, Dual Concentration in Marketing and International Business, Northeastern University

Hobbies: Running, traveling, exploring nature

Read Jeanne's full profile [on our blog!](#)

WID Job Listings

Thinking it's time for a change? Want a new challenge? You're in high demand!

[WID Job Listings](#) are the perfect place to start. Make your WID membership work for you by connecting with organizations looking for talented people like you. Be sure to visit the [WID website](#) often as the job listings are kept up-to-date with the latest openings.

Featured Job of the Month:

[Daily Table - Director of Institutional Funder Relations](#)

Website: <http://www.dailytable.org/>

EXPERIENCE LEVEL: 5-9 years

JOB TYPE: full-time

How to apply:

If you are interested in this position, please forward a resume and cover letter to Rachel Woda at rachel@merskyjaffe.com. On the other hand, if you know of anyone who might be a suitable candidate, please provide us with their contact information, let us know whether we might use your name or not, and we will reach out to them.

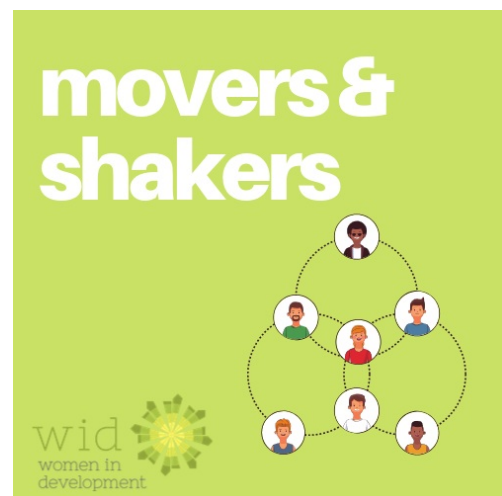
For a password reminder or website login support, please call the WID office at [617-489-6777](tel:617-489-6777).

WID Movers and Shakers

Tell Us About...

- A new role in your organization or a job change.
- Recognition for your work in the field of philanthropy or your dedication to the community.
- A recent publication or presentation.

We want to recognize WID members for your significant contributions. Send updates to widgb@widgb.org.



Welcome to our new members this month!

Check them out on [our blog](#).

Get Social With Us!



Do you know of an upcoming event related to development, philanthropy, or nonprofit leadership that other WID members might be interested in attending? Share it with us on social media or email it to widgb@widgb.org!