

E-NEWS: September 2020

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



Dear WID members,

Can you believe that Labor Day weekend has come and gone and summer 2020 is in the rearview mirror? What a whirlwind these past six months have been. I do hope that you found a moment or two to rest and recharge before we move into a fall season that feels unlike one we've ever experienced.

This is an incredibly uncertain time for all of us, as development professionals, as parents and caregivers, as humans. **We want you to know that at WID we are certain about one thing, and that is investing in YOU, our members.**

Whether you're managing your organization's pivot from an in-person fundraising gala to a virtual event, or juggling responsibilities as your department downsizes, or starting your own job search after a layoff, know that you're not alone: **WID is here for you.**

From our timely virtual programming on issues currently facing development professionals in a world gripped by a global pandemic, to opportunities to network and tap into group thinking, to our coveted job listings, to our new membership level (details below!), we are focused on enhancing membership benefits to ensure WID continues to be valuable and relevant in our new version of normal.

We're especially grateful for those members who have joined or renewed during this incredibly difficult time. Here are just a few of the ways we have put your membership dollars to work for you:

- We are thrilled to announce today a **new, lower-cost membership level** for women in development who are new to the field (details below and [on our website](#))
- We've invested in **webinar technology** to ensure we can provide top-quality virtual programming to our members and the greater development community.
- We're investing in services, such as **Closed Captioning transcribers**, to ensure our programming is inclusive and accessible to all.
- We're investing in **Diversity, Equity and Inclusion training** for our **Board of Directors**, and in **programming** that will continue to the **highlight the crucial need for a focus on DEI within our community and across our profession.**
- We're wrapping up a search for a new **CRM system** to improve the online

membership experience.

We also recognize that personal and professional budgets are shrinking, so we're introducing new membership options to ensure membership is affordable and inclusive. Later this year we will launch our first-ever scholarship program.

WID membership is an investment in yourself: in all you are and all you can be, with WID as your resource to learn, to network, and to grow.

Wishing you and your loved ones continued health and safety.

Warmly,



Kellen Epstein
President

Introducing our New to the Development Profession Membership



"It's been an invaluable investment in my career!"

I joined WID in 1993 when I was starting my career in Development. I have been a member of WID for 27 years and it's been an invaluable investment in my career and an opportunity to continue to learn from an amazing community of women devoted to supporting the nonprofit sector.

- WENDY WILSKER

Chief Advancement Officer, Jewish Family & Children's Service



New to Development? You belong here.

WIDGB has some big news: We created a new, lower-cost membership level for those

Women in Development who are new to the field!

Now, recent graduates and those who have recently “pivoted” into the field can join our diverse community of fundraising professionals who aim to excel in their roles in nonprofit development.

For **\$50 for your first year**, you can engage with accessible, low-cost professional development and networking programs, crowd-source solutions, volunteer, and take advantage of our popular jobs board.



Let us help you start off on the right foot to your new career in fundraising!

Now, the fine print... here's how to qualify for this special one-time rate:

- You currently are, or have been, affiliated with a nonprofit organization, with a primary responsibility to develop resources for your organization.
- You currently are, or have been, affiliated with a nonprofit organization that provides services within the field of institutional advancement, and you support the mission of WID.
- You're new to the development profession and have been working in development for 0-3 years.
- You are a **NEW** or **LAPSED** WIDGB member.
- You must submit your resume or LinkedIn profile to widgb@widgb.org for review/approval, and await an email with instructions and a personal discount code to register your membership.

Note: This membership will be a one-year membership and will be renewable at the regular \$110 Nonprofit Member rate.

Click Here to Start the Process

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! Topics will include Major Gift fundraising and how it's changed in light of COVID-19 and philanthropy and Life Sciences.

PROGRAM RECAP: Small Shop Talk: Inside the World of Small Shop Fundraising

On July 22, 2020, WID took a deep dive into the “small ponds” of the development world. “**Small Shop Talk: Inside the World of Small Shop Fundraising**,” one of a series of free summer webinars sponsored by CCS Fundraising, was moderated

SMALL SHOP TALK: INSIDE THE WORLD OF SMALL SHOP FUNDRAISING

MODERATOR:
Raquel Rosenblatt
Chief Development Officer
The Dimock Center

9:00-10:00AM
Wednesday, July 22, 2020

PANELISTS:

Jenn Harris
Director of Development
Community College
of Rhode Island

Rachel Segaloff
Director of Philanthropy
National Diaper Bank
Network

Jodi Wolin
Vice President,
Institutional Advancement
Boston Harbor Now

40th
anniversary
wid

by Raquel Rosenblatt, Chief Development Officer of The Dimock Center.

Panelists Jenn Harris (Community College of Rhode Island), Rachel Segaloff (the National Diaper Bank Network), and Jodi Wolin (Boston Harbor Now) shared their experiences of the highs and lows of working on small development teams and discussed critical lessons they have learned over more than fifty years of combined experience. Among the organizations represented on the panel, **shop size**

averaged 3-4 full-time development staff and annual operational budgets ranged from \$400,000 to \$2.5 million.

As shops of all sizes navigate these unprecedented times, **small shops are unique in their ability** to prioritize limited resources, increase donor engagement, and shift fundraising strategies to accommodate “the new normal.” Panelists shared stories of amazing generosity spurred by both the COVID-19 pandemic as well as individuals, community leaders, and foundations seeking ways in which to support the organizations they care about the most navigate “uncharted territory” through increased unrestricted giving.

From bold, “cold asks” through email, to non-agenda happy hours, mentorship programs that deepen relationships, and a “back-to-basics” fundraising approach with less reliance on events and galas and more one-on-one check-in’s with major donors and board members, small shops continue to remain flexible in their cultivation strategies, yielding meaningful and impactful giving results. **While remote work poses daily challenges to even the most robust organizations, small shops remind us all that now, more than ever, people—and donors—want to connect to and be inspired by one another.**

Make sure to check out the recording, and [click here](#) for a list of Small Shop Fundraising resources provided by the panelists.

Watch the Recording

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

WIDGB Blog



THE PULSE OF FUNDRAISING

There's no doubt about it, this year is anything but ordinary. Wondering how to move forward during a crisis? We have you covered. Check out these tips for successful end of year of fundraising.

Fundraising During a Crisis



[How to Plan Year-End Fundraising in the Middle of a Pandemic and an Election](#)

In any ordinary fourth year, we face election fundraising, but this fourth year, we face an election process quite different from past years, a pandemic

that is on the verge of being out of control, racial injustice, and social and societal unrest. Not your ordinary year, but yet, you still need to plan.



[The Racial Funding Gap Can't Continue in the Pandemic](#)

Echoing Green and the Bridgespan Group recently collaborated to research the depth of racial inequities in philanthropic funding. Two of the biggest factors holding back philanthropy's efforts to advance social change are rooted in race. One is understanding the role of race in the problems philanthropists are trying to solve. The second is the significance of race when

it comes to how philanthropists identify leaders and find solutions.

[Maintaining Your Nonprofit Identity in a Crisis](#)

Whether you find yourself in the midst of your own organizational crisis or are simply witnessing the many cultural crises we're experiencing right now, it is critical to point your organization back to your mission, vision and values. Maintaining your identity in the

middle of a crisis enables your audiences – staff, donors and partners – to clearly understand who you are and what you stand for as an organization.



[Making the Most of #GivingTuesday in 2020](#)

As online mechanisms and opportunities continue to drive fundraising forward in 2020 – and potentially the years to follow – it is more important than ever for nonprofits to consider participating in #GivingTuesday. Now on its eighth year, #GivingTuesday has evidenced its ability to harness hundreds of millions of dollars in donations each year. That's why #GivingTuesday is a great way to get your donors engaged financially or through volunteering.

Faces of WID: Meet Jessica Telemaque



Name: Jessica Telemaque
Title/Organization: Senior Development Officer, Animal Rescue League of Boston
WID Role: Board Member and Co-Chair of the Program Committee
Hometown: Central MA
Lives Currently: South Boston
Education: BA in English, Writing Concentration, Worcester State University

Read Jessica'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.



INFO SESSION

DIVISION OF PHILANTHROPY

SEPTEMBER 22 AT 5:30PM VIA ZOOM

Are you interested in learning more about future career opportunities in **Dana-Farber Cancer Institute & The Jimmy Fund's Division of Philanthropy**? Their mission is simple: to build philanthropic support for Dana-Farber's lifesaving research and care, so that one day, we can all live in a world without cancer.

The Dana-Farber Cancer Institute will be hosting an Information Session via Zoom on **Tuesday, September 22nd**! Join from 5:30 to 7:00PM to learn more about their team, fundraising, and more.

Register

For a password reminder or website login support, please call the WID office at **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!