

# Crescendo Interactive, Inc.

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## Nonprofits Can Survive and Thrive

A message of inspiration from Crescendo Interactive, Inc. Founder, CEO and President Charles Schultz:

Our hearts and prayers go out to all who are suffering due to the Coronavirus. This is a challenging time for all Americans. Millions are under lockdown orders to reduce the risk of community spread of the virus.

Nonprofit executives cannot change the Coronavirus crisis. However, you can take steps to protect staff, donors and those served in your charitable work. You can also continue to communicate a positive message of gratitude to your donors. Nonprofits who continued to reach out and expand their welcome, positive donor contacts during 2009 survived and later thrived.

### II. Focus

Each nonprofit has a primary charitable mission. A crisis is a great time to review your structure, communications and operations. You should ask, "Are we properly focused on our primary mission? How can we serve our friends and donors better?" The Coronavirus crisis is an excellent opportunity to improve all of our programs to fulfill that mission.

### III. Teamwork

Teams that work effectively together are essential for success. In a crisis, your teams create the pathway to survive and thrive. With the Coronavirus crisis, hospitals, medical research centers, hospices, relief organizations, rescue missions and a thousand other nonprofits have critical missions. Leaders must build strong teams to take effective, positive and daily steps to fulfill the charitable mission. More than ever before, America needs effective nonprofit teams to serve millions in need.

### IV. Timing

We have a choice to be proactive or reactive to the Coronavirus crisis. If we hope to survive and thrive, we need to be proactive. A proactive nonprofit is already increasing welcome, positive contacts with donors. As the late Dr. Jerry Panas observed, loyal donors recognize the need and will support nonprofits at the same and even greater levels when there is a crisis.

### Plan to Survive and Thrive

In *Great by Choice*, author Jim Collins describes the 1911 race to the South Pole. Explorers Robert F. Scott and Roald Amundsen had two different strategies. If there was bad weather, Scott stayed in camp. When the weather improved, he tried to travel over 20 miles per day. Good weather or bad, the Norwegian Amundsen traveled 20 miles. He proceeded 20 miles each day and on Dec. 15, 1911, Amundsen planted the Norwegian flag on the South Pole. Scott's team was second to the South Pole and did not return.

Collins has studied thousands of for-profits and nonprofits. His research shows the single most important characteristic for success is the 20 miles per day goal. In good weather and bad, you and your team show up and move forward 20 miles per day. You do this for days, weeks, months and years.

What is your decision? Will the Coronavirus crisis cause you to stay in camp? Or will you accept the challenge and continue to move forward 20 miles per day? The “survive and thrive” nonprofits will steadily move forward 20 miles per day.

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