

Memo to Participants

Ladies and gentlemen,

I look forward to joining you all in this first Zoom meeting in the series for VOA's Scenario Planning project. With Tom's guidance during these meetings, I believe we can accomplish some things of huge value to the future of VOA and our clients, regardless of the path of the Pandemic and the economy. Importantly, thank you for your commitment on this process and your support of VOA for many years.

Meeting Objectives:

1. Create a more or less common understanding of a) current economic conditions and trends and b) trends in recent years' contributions and donor behaviors;
2. Separate for each of those two areas, develop an awareness of potential changing events or conditions (favorable and unfavorable) and their impact on future economic performance, fund raising and VOA operations.

You will note that we won't be creating a true forecast or prediction but rather covering data on a) the U.S., Louisiana and northwest LA economies and b) our contributions history at a relatively high level to get us on a more or less common foundation on current conditions and possible future changes. Both are intended to help us develop views of what COULD happen, not what WILL happen in each of those areas.

We will spend a short time covering a good amount of data (slides) on those two areas. As we go through the slides for each section, I will make very brief comments or observations on most while targeting a total of 5 minutes on each set of slides (US, LA and local economies and contributions) and try to answer your questions on them time permitting. The most important parts of meeting will follow where we apply our collective and diverse experience and judgement to answer three important questions about each topic area. The point of all this is help us envision potential paths of the economy and contributions and how we address them in later meetings.

Discussion # 1 - Economic Outlook:

20 minutes

1. *What does the information we saw today combined with your experience suggest to you about our economic recovery?*
2. *What emerging or potential developments could impact your economic outlook and recovery for US, LA, North LA – favorably or negatively?*
3. *What are your biggest hopes and concerns about the economic future?*

Discussion # 2 – Impact on VOA Contributions:

10 minutes

1. *How might VOA donors be impacted by the conditions we just discussed (or their own perception of them)?*
2. *Based on your experience, what other things affect donors?*
3. *How are they affected by our program services and our leadership?*

I believe we can cover the agenda timely but to do so, I am asking for your help with a little bit of “homework” to get us prepared to respond thoughtfully and quickly to the questions.

- First, please read the above three questions for each of our two discussions, to firmly plant those thoughts in your mind as you look through the slides and read the Word attachment noted below.
- Second, just look through the slides posted on the webpage to be familiar with each and form a quick first impression of each group relative to those questions.
- Third, read the 3 page Word document entitled “Notable Comments from Leading Economists, Researchers and Financial Execs” (in the webpage) where I tried to capture some meaningful thoughts from publications over the last two months on their observations or opinions on the economy and its recovery. Although these are the just the opinions of the authors, they provide some valuable insight and thoughts on this topic, deeper than we may have time to get with the slides alone. Then, read the questions again.

Now I promised Chuck to keep the entire meeting to one hour, start to finish, and I will endeavor to do just that. There is the possibility that we could run over 5-10 minutes. If we do, I just ask you to stay on the line as long as you can but feel free to leave whenever you must.

Please email me or call me with any questions, thoughts, or suggestions. Email is jwpeak@att.net and mobile # is (318) 773-7005. See you Wednesday!

John