

LOCAL GOVERNMENT AND NON-PROFIT DYNAMICS IN THE POST-COVID WORLD

1. Traditional contribution models from Municipalities
 - a. Charitable donations are budgeted during prior year
 - b. Shreveport designates them as “Civic Appropriations”
 - c. Total “pool of funds” tend to remain constant under normal circumstances

2. Impact of Covid-19 on municipal giving to charitable organizations
 - a. Reduced Sales Taxes received by local and state governments
 - b. Increased operational costs borne by local and state agencies
 - c. Covid has strained already limited resources
 - d. May create an environment of donor apathy in elected officials

3. Retooling the “Ask” for local and state governments
 - a. Elected Officials are the gate keepers of the vote, but staff is often your first lobbyist
 - b. VOA must identify current efforts of the elected official
 - c. Engage with their staff and demonstrate how our mission dovetails with their expected outcomes
 - d. How does VOA make life easier for the particular governmental agency
 - e. How can we spend the government’s dollar more efficiently and with less red-tape?
 - f. Tell them a “Chuck” story. The identifiable success story is key.

4. Creating a meaningful partnership makes VOA indispensable
 - a. We give the official a success story while achieving our mission
 - b. Our reach is broad, and our brand is recognizable
 - c. We have the public’s trust and collaboration with VOA for smart giving is key
 - d. Constituents like collaboration and collaboration leads to buy-in
 - e. VOA must be a thought-leader for best practices in the deployment of the charitable dollar.
 - f. Collaborative relief efforts for the general public and for governmental employees