



**THE ROME GROUP**  
insights, strategies, solutions

INSIGHTS NEWSLETTER | A QUARTERLY RESOURCE FROM THE ROME GROUP

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## CEO Message

*“We have a three-scenario budgeting process to allow for drastic decreases in revenue due to recession.”*

This is one of the comments from The Rome Group’s recent 2022 Philanthropic Landscape survey, in response to a question about recession concerns among nonprofits.

According to the survey, for some, recession concerns are a thing; for others, not so much. The jury is out on whether the U.S. will experience a recession in 2022 or 2023. A strong labor market (which comes with its own challenges that we will discuss in a future message) would suggest not, while supply chain disruptions, a war in Ukraine, elevated **inflation**, and higher interest rates have folks wondering if and when the recession shoe will drop.



**Dayna M. Stock, Ph.D.**  
The Rome Group CEO

After 2+ years of uncertainty around fundraising and continued concerns about whether it’s safe to gather folks together, the last thing anyone wants is another down year, regardless of the reason. AND, if we learned anything from the COVID era, it’s that we need to be prepared for anything, which takes me back to where we started: a multi-scenario budgeting process.

Scenario planning is always a good idea, so as you budget for 2023, why not – at a minimum – develop 2 budgets: one that assumes positive growth, and another that allows for a shortfall? If there is a recession, here are a few other pandemic practices that will serve us well:

1. **Communicate, communicate, communicate**...about your impact and why it matters. Remember the early days of the pandemic when we were over-communicating like crazy? That was not a bad thing. Your mission is what moves donors to support you so stay focused and tell your story.
2. **Keep your donors close.** Now is not the time to let up on the great conversations that you started when everyone was at home and eager to chat. Make sure your development plan includes meaningful 1:1 interactions with your supporters, set metrics for a number of visits, and prioritize them.
3. **Take care of yourself and your team.** A lot of teams are already short-staffed and folks are doing multiple jobs. The past few years have been hard so regardless of what lies ahead, practice compassion and care for others, as well as yourself.

One way to practice self-care is to surround yourself with like-minded colleagues at [The Rome Group's 2022 Philanthropic Landscape Event on August 25!](#) We'll share more results from our nonprofit and funder surveys as well as provide insight into the Giving USA data.

[Register Now](#)

## Featured News

### 2022: Digital Transformation Remains the Trend

Narratives come and go but digital transformations seem to be here to stay, according to the **40 NonProfit Trends for 2022**. NonProfit Pro conferred with industry experts to developed their 2022 predictions about fundraising and leadership tactics. As nonprofits enter Q4 of 2022 and look ahead to 2023 planning, it'd be wise to learn the trends in the top categories.



According to Data Axle research, email is a heavy favorite for donors, with 48% citing it as their preferred method of hearing updates and appeals from the organization. Direct mail was the (distant) second most preferred channel at 21%, followed by social media (17%), text messaging (8%), and phone calls (2%). These hold strong across different generations and with the Fundraising Effectiveness Project putting new donor retention at around 20%, we need to focus on creating great giving experiences the moment someone decides to support us.

[Access 40 NonProfit Trends for 2022](#)

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## St. Louis Funding Opportunities

Find out about the consolidated funding opportunities (and their deadlines!) for the St. Louis Metro Area to make the most out of the American Rescue Plan Act (ARPA) and other federal and state resources.

The logo for Greater St. Louis Inc. features the words "GREATER" and "ST. LOUIS INC." in white, bold, sans-serif capital letters. A small fleur-de-lis symbol is positioned between the two lines of text. The entire logo is set against a dark blue rectangular background.

[Learn About St. Louis Funding Opportunities](#)

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### Children Services Fund: Keeping Kids First

The St. Louis County Children's Service Fund (CSF) is excited to announce that the 2023-2026 Core Funding Opportunity will be opening applications this fall. For organizations that are not currently funded or CSF Partners with a new program, CSF is offering the opportunity to sign up for Core Funding Opportunity: Eligibility Basics, a one-on-one virtual informational meeting to discuss program ideas and the structure of Core.

**Core Eligibility Basics meetings will be held on Mondays and Tuesdays from 1-4 p.m. in August and September. Each meeting will be 45 minutes and virtual.**

[Sign Up for Core Eligibility Basics Meeting](#)

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### What We're Reading

**Would the World Be Better Off Without Philanthropists?**  
*The New Yorker*

**Why Nonprofits Must Make Peace With Turnover**  
*NonProfit Pro*



**Upcoming Events**

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## Elevate 2022 - Gateway Conference on Philanthropy

Join AFP St. Louis on August 4th at J. Scheidegger Center for the Arts for their Gateway Conference on Philanthropy!

Visit the [conference registration page](#) for pricing and sign-up.

Sponsorship opportunities are available. Email [sponsorship@afpstl.org](mailto:sponsorship@afpstl.org) for more information.

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## The Rome Group's 2022 Philanthropic Landscape Event

**When:** August 25, 2022

**Where:** COCA - Center of Creative Arts

[Register Now](#)

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## Spectrum Conference 2022

**Morning Keynote: Networking is Your Superpower: Back to Connecting In-Person**

Kesha Kent, BA, MAOL – National Diversity Leader, Speaker & Author, Ascension/MrsKeshSpeaks

**Afternoon Keynote: Working with the Media & Influencers**

Panelists:

Jenna Rae (KMOV)

Justina Coronel (KSDK)

Luke Farrell (StL Bucket List)

Meghan O (Radio Personality)

**When:** Tuesday, October 18, 2022 | Time 8 AM – 4 PM

**Where:** Live and In-Person at Webster University

For more information, [visit the Spectrum Conference 2022 website](#).



## The People Section

If you're finding it challenging to keep up with the ever-changing roles in nonprofits, see who's where in the STL community with our brief updated list of nonprofit new hires.

Nonprofits have always inspired transformation in the communities they serve. In a space often underfunded and understaffed, nonprofits continued to thrive despite the obstacles and uncertainty since the pandemic's start.

**Congratulations and best wishes to these nonprofit professionals in their new assignments.**

- **Lyah LeFlore-Ituen**, President and CEO of the Arts and Education Council.
- **Deleshā George (she/her)**, Program Manager, Deaconess Foundation
- **Adriana Darris (they/she)**, Relationship Coordinator, Deaconess Foundation

Do you have news about a job opening, new hire, promotion, or other happenings? If so, **send us your news** and we'll consider including it in our next issue of Insights.

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## Nonprofit Job Openings

See the latest opportunities to serve your community.

OPEN JOBS

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