



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

**INSIGHTS NEWSLETTER | A QUARTERLY RESOURCE FROM THE ROME GROUP**

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## CEO Message

“We worked really hard on our last strategic plan, but honestly, we haven’t really used it like I thought we would.”

It feels like I’m hearing this a lot lately. Folks with pre-COVID plans that will sunset in 2022 are starting to think about their next planning process, and some are willing to admit that their last plan hit the shelf the minute the pandemic hit the fan. I have to admit I’m not entirely surprised. Forgive me for the overused expression but it’s so spot on (with thanks and attribution to Mike Tyson): “Everybody has a plan until they get punched in the mouth.”



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

Regardless of where you are in your plan, the first quarter is as good a time as any to recommit to revisiting and tracking your progress against your goals. Here are a few things to keep in mind as you do:

Your plan is a living document. It is not carved into a stone tablet. Your goals aren’t likely to change but as time and circumstances dictate, it’s possible that your tactics, and even your priorities, will. That’s ok.

Strategic planning is the purview of the Board. Make sure your Board receives regular reports (at least quarterly) through a dashboard or other shared tracking system. Board members, read these reports, and ask questions to make sure you understand the steps your organization is taking to meet its goals.

Your plan should not feel like “extra work” that is easily postponed in an effort to manage daily tasks. Your daily tasks should flow from the goals and objectives outlined in your plan. Align staff goals with the strategic plan to ensure that everyone is focused on shared organizational priorities. Don't let the urgent become the enemy of the important.

A good strategic plan is built around your organization's strategic vision. Stay true to your North Star and you'll be a formidable match for any opponent.



## Introducing Our New Logo

In case you missed it The Rome Group has a new look! We are starting 2022 with a new logo, but what won't change is our commitment to you. We are building on a legacy of outstanding work, and we're moving forward in new and exciting ways. We may have a new look, but we are still The Rome Group that you know and trust!

## Featured News

### Leadership Inspiring Others to be Their Best Selves

**Feel yourself shifting as a leader?** Do you find yourself questioning your leadership in light of all the world's changes? Being a leader is no easy task and requires much effort. It's your responsibility to create a path for others to follow and influence, inspire, and help them become their best selves. As nonprofits continue to inspire transformation within the communities they serve, many realize that to maintain and grow their impact in this new world, they need to transform themselves.



Birgit Smith Burton offers eight recommendations on how to emerge as a leader and how to gather committed allies.

- Be a good listener
- Accept that you cannot do it all
- Admit when you've made a mistake and hold yourself accountable
- Stay calm when things get intense
- Get in the mix of things
- Stay current on information in your area of interest and leadership
- Be authentic
- Be approachable even when your schedule is full

Enjoy this insightful article by Burton on being an intentional and emerging leader.

READ THE ARTICLE

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## What Third-Quarter Fundraising Can Tell Us about 2022?

Fundraising through the first three quarters of 2021 kept up with the impressive levels from 2020, and trends for donors, dollars, and retention have largely remained stable compared to last quarter, according to the **Fundraising Effectiveness Project's 2021 Third Quarter Fundraising Report**.



Other key findings from the report include:

- The most engaged donors are showing up and supporting their favorite causes
- Smaller organizations are fundraising more strongly in 2021 vs 2020
- Arts, culture, and humanities; education, environment, and animal welfare are all seeing increased fundraising
- Solid fundraising results through the third quarter lead up to another record-breaking Giving Tuesday

See quarterly findings on those giving trends, released via downloadable reports at <http://afpglobal.org/fep> and in a **free online dashboard**.

DOWNLOAD THE REPORT

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## How has COVID-19 Impacted Fundraising for Major

## and Planned Gifts?

A study released by Crescendo features some of the best practices seen during 2021 and examples of effective nonprofit communications for reaching out to donors moving forward.

**Download the study for insights** as you consider your nonprofit's path moving forward.



[DOWNLOAD THE STUDY](#)

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## St. Louis Funders Learning and Evaluation Group (FLEG)

Check out the **Strengthening Funded Partner-Funder Relationships Through Honest Conversations report for 2021** that recaps FLEG's mission and activities for the year around the Grantee Voice Goal to improve grantmaking practices and to incorporate the input of funded partners. Included in this report are summaries of the themes most frequently shared by both Funder Partners and Funders, as well as new strategies implemented since the onset of the COVID-19 pandemic.

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## Every Artist Insured

For artists, the challenges of obtaining and maintaining health insurance often are exasperated by their relatively low incomes, episodic work, and high rates of self- and part-time employment. The Actors Fund fosters stability and resiliency and provides a safety net for performing arts and entertainment professionals over their lifespans. Their initiative, **Every Artist Insured**, enables the region's creatives to understand their options when it comes to obtaining affordable healthcare and access to coverage.

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## NFTs for Charities — How Tokens Are Raising Money for Nonprofits

Over the years, the nonprofit sector has witnessed traditional fundraising methods that aid thousands of nonprofits in reaching and even exceeding their development goals. The pandemic has fostered new connections, inspiring new supporters to help organizations continue the work in highly uncertain times. Some of these donors have relied on a new vehicle for giving – NFTs. Interest, or at least, consideration of donations in cryptocurrency increased following the lockdowns due to the COVID-19 pandemic. [Read more about a New Jersey health care charity that has found success with this new way of giving.](#)

## Upcoming Events



### Webinar

Join The Rome Group for "You Need to Start Now!" webinar

February 16, 2022 | 11:00am – 12:00pm

Presenters: Rachel Broom, Consultant at The Rome Group

[Click here for more information](#)

[Register](#)



### Podcasts

Check out these easy-to-digest podcasts recommended by some of our team members. If you don't have much time to sit and read, sit and listen!

#### **The Nonprofit Mastermind with Brooke Richte-Babbage**

A deep dive into the mindset and key strategies behind launching, scaling, and leading a high-impact nonprofit organization. For nonprofit founders and leaders.

#### **Good to Growth the Nonprofit hub podcast.**

Nonprofit native and host Katie Appold talks about all things growth for nonprofits. Listen to hear about real-life stories on how nonprofits went to the next level.

# The People Section

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 start of the pandemic. According to the Center for Civil Society Studies at Johns Hopkins University, as of the end of 2021, nonprofits have recovered approximately 72.1% of the jobs estimated to have been lost as of May 2020. The Rome Group's Nonprofit Career Board certainly bears this out... **we saw record postings in the last quarter of last year.** It's a relief to see hiring back on the upswing.

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

- Mary Lee Salzer, Executive Director, The Center for Head Injury Services
- Beth Elders, Executive Director American Red Cross of Greater, St. Louis
- Tamyka Perine, Executive Director, Cultural Leadership
- Stacy Cordes, Director of HR, Boone Center Inc.
- T. Christopher Peoples, Sr. Project Manager, Great Rivers Greenway
- Walker Hill III, Chief Development Officer, Good Shepherd Children & Family Services
- Ellen Soule, Professional Society and Corporate Partnerships Officer, Jewish Federation
- McFarlane Duncan, Development Director, PreventEd
- Maranda Walker-Jones, CEO, The Little Bit Foundation
- Laura Benson, Manager of Corporate and Foundation Giving, Forest Park Forever
- Tracy Fish, Director of Development, HomeWorks!
- Tameka Jones, Marketing Manager, Concordance
- Julie Russell, EVP, Head of Behavioral Health & Wellness, Concordance
- Addie Bond, Executive Director (formerly Interim), Sherwood Forest
- Cheri Tillis, CEO (formerly acting), Fathers & Families Support Center
- Kate Massot, Program Coordinator, Crown Center

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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