TIFF & Do Good Institute Webinar: Fundraising in a Time of Uncertainty

On Wednesday, May 7th, TIFF Investment Management and The Do Good Institute hosted a webinar on fundraising in a time of uncertainty. TIFF's Chief Client Officer Jessica Portis was joined by Ebonie Johnson Cooper, Faculty Director at The Do Good Institute, and Martin Sanders, Adjunct Faculty at the University of Maryland's School of Public Policy, to discuss how nonprofit organizations can navigate financial uncertainty and ensure their programs and services continue uninterrupted.

Key takeaways from the discussion include:

- **Understanding the Policy Landscape:** Ebonie opened with an overview of current federal policy developments and how they affect nonprofit organizations.
- **Tools for Financial Preparedness:** Martin shared practical resources for scenario planning and financial forecasting to help nonprofits make informed decisions.
- **Fundraising Strategies in Uncertain Times:** Ebonie emphasized the importance of:
    - Using storytelling to communicate impact,
    - Leveraging technology to reach and engage supporters,
    - Strengthening and activating existing donor relationships.
- **Mindset Shift:** Ebonie encouraged organizations to move their fundraising approach "from scarcity to possibility."

Watch the full webinar recording

Explore additional resources on policy shifts, financial strategy, and fundraising tools in *The Do Good Institute's Fundraising in a Time of Uncertainty Tool Kit*.

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TIFF Investment Management

May 8, 2025

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TIFF 35TH
INVESTMENT MANAGEMENT
35TH ANNIVERSARY

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