



VIRTUAL
WORKSHOPS



WACCAMAW NONPROFIT SUMMIT

HORRY & GEORGETOWN COUNTIES

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October 15th, 9AM - 1:00PM

Pivot Fundraising & Crisis Communication



PIVOT FUNDRAISING
Hosted by Daniel Prohaska

Nonprofits are often some of the most nimble and adaptive entities to weather a crisis, but the COVID-19 pandemic has certainly stretched that adaptability beyond what most professionals have experienced in their careers. This session will leave participants with the practical tools to implement a short-term Pivot Campaign, the long-term framework for how to transform your Annual Fund, and the lens through which you can find the best and most relevant resources your organization needs.

Daniel began his professional career in nonprofit work in 2014. Since then he has raised over \$7 million for organizations in higher education, environmental conservation, and human services. Daniel holds a Bachelor's degree in Political Science, a Master's degree in Philanthropy and Development, and the CFRE designation. He began his current role as Director of Development at Lions Vision Services in February 2020 and lives in Moncks Corner with his wife, Angel.

In times of crisis like we're experiencing right now with the COVID-19 pandemic, it's hard to know how to respond. As difficult as it is, the best response lies somewhere in between: in remaining honest without being defensive, and in taking a step back to better analyze the situation without ignoring it altogether. In this session, we will discuss a series of steps that your organization can follow in case of an emergency or other unexpected event. It details the messaging you'll be using, how you'll be communicating and responding to the public. Whether your organization is facing an internal challenge (such as a board member who's been accused of harassment) or one that's precipitated by outside challenges (such as a Pandemic) one of the most important things you can do is have a plan in place.

Chief Kelvin Waites began his law enforcement career in 1997 after serving as a member of the United States Army in the field of Intelligence. Chief Kelvin received a Bachelor of Science Degree from Charleston Southern University in Organizational Management, a Professional Coaching Certification from Atiras International, authored, "Hit Them Before They Hit You", and launched Waites Lifted LLC. (a private leadership and life coaching practice). Coach Kelvin is also a graduate of the prestigious F.B.I. National Academy (class #248) and the DEA's Drug Unit Commander's Academy (class # 60). Both located in Quantico Virginia. Chief Kelvin currently serves as; Chief of Police, the Board Chair for AMI Kids of Georgetown.



CRISIS COMMUNICATION
Hosted by Kelvin Waites

All sessions are FREE to attend and open to any nonprofit organization's employees, volunteers & Board Members.

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