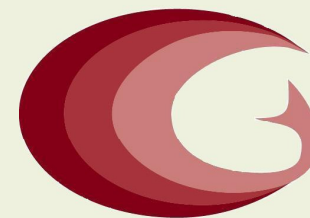


Financial Strategies for an Uncertain Future

DANCE USA 2009 Annual Conference

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Community
Consulting
Group

Workshop Questions

1. What should our attitude be?
2. Why is this a good time for change?
3. What are some significant change strategies that you should consider?

Quick Exercise

- What are you worried about related to financial support for your organization?
 - This year - short term
 - Next year - long term

Time to Be Bold!

When times are tough:

- Make a Difference
- Demonstrate Relevance
- Implement Change

$$\text{CHANGE} = (D * V * 1st) > C$$

D = Dissatisfaction with the present situation

V = Vision of how things could be different

1st = First step to bring about the change

>C = less than the perceived cost of staying in the present situation

created by Michael Beer

Strategies To Consider

1. Stop, Drop, and Roll - Approach to solving a financial cut
2. Shared Services - Administrative and programmatic sharing
3. Engagement Strategies - Present a larger, united approach
4. Strategic Restructuring - Merger/program spin-off

Stop, Drop, and Roll

Divide your problem into thirds and solve it using three strategies:

1. 1/3 fund raise
2. 1/3 make cuts
3. 1/3 shift money

Shared Services

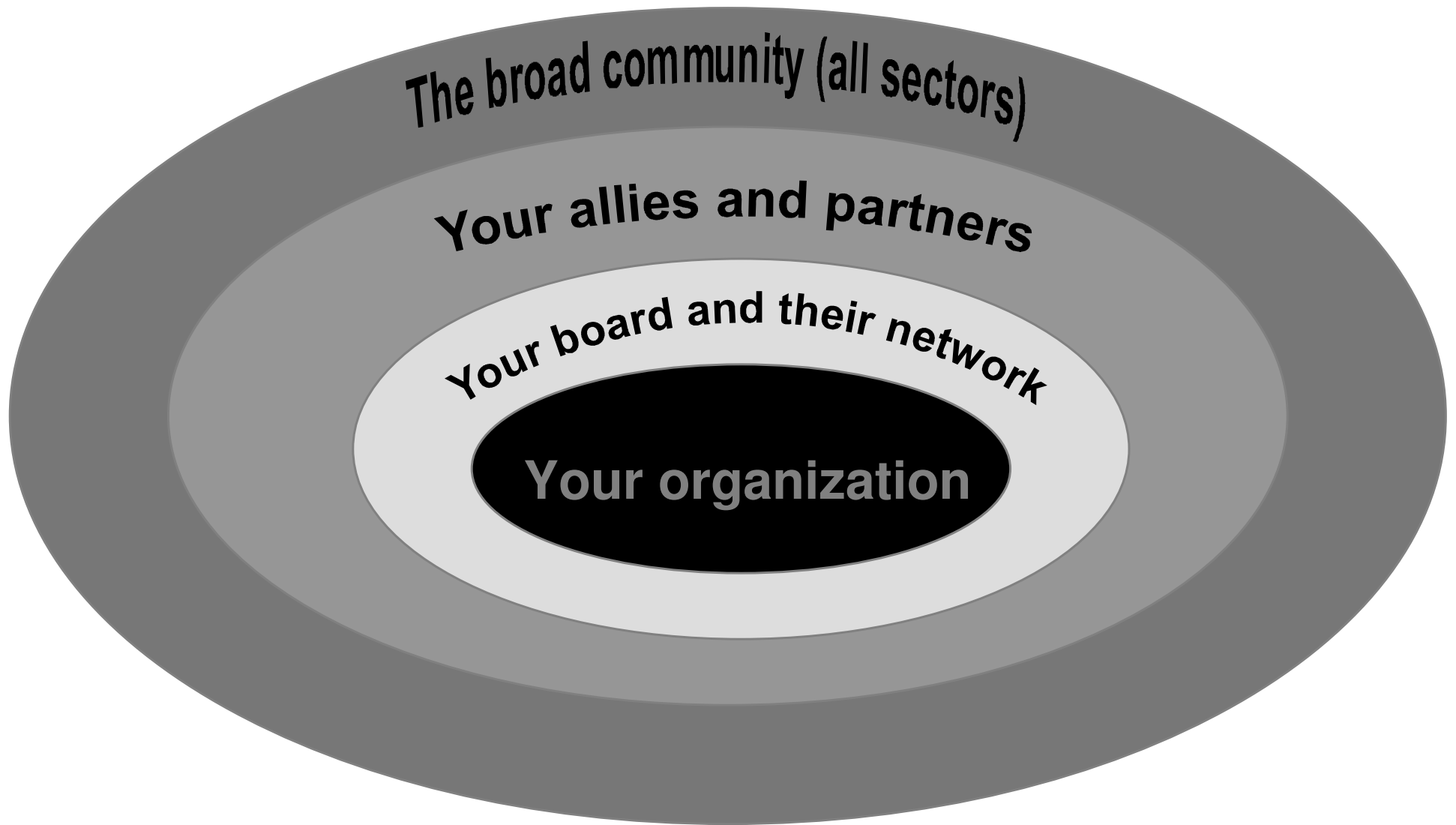
Find a partner(s) to share administrative services with to keep costs down and maintain skills and experience. Examples:

1. Back office services and equipment (administration and finance)
2. Fundraising
3. Data collection, analysis and evaluation

Strategy of Engagement

1. Work in concert with others to create a common vision and share resources necessary to realize that vision
2. Consider partners in all sectors and those outside the arts to address community issues
3. Seek a better blending of the government, nonprofit and for-profit sectors

Arenas of Influence



Strategic Restructuring

1. Spin off a program that you cannot operate to another organization
2. Look for a collaboration or merger partner for all or part of your organization
3. Take on another organization's program to gain efficiencies based on scale

Social Media Technology

- Use Networking Technology to expand reach
- Develop a powerful website - a place where people can do business
- Use different techniques for different audiences

Exercise - Develop Strategies

For your worst case scenario
identify one or more strategies to
address the revenue shortfall.