



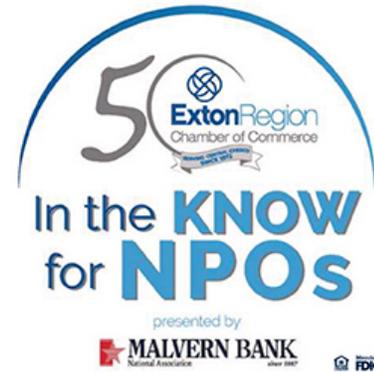
NPOs Benefit from Networking During COVID

SAVE THE DATE! In the Know for NPOs an ongoing four-part informational series

- Friday, January 21, 2022 : “How to Show Your Staff they are Valued”
- Friday, April 22, 2022: “NPO Board of Directors/BOD Fundraising”
- Friday, July 15, 2022: “Donor Recognition and Major Gifts”
- Friday, October 21, 2022: “Social Media for Non-Profits”

These events are free to attend! Coffee and water are provided.

Learn more or register today! extonregionchamber.com



By: Pat McLennan, Senior Vice President – Director of Community Development

COVID-19 has made a significant impact on how we interact with each other. In addition to all the changes in our personal lives, it also has affected how we do business. Government restrictions forced many employers to encourage their employees to work from home. Meetings became virtual. Many of us now suffer from “Zoom Fatigue.” However, it is still possible to create meaningful connections.

Harrison Baum, a member of the Expert Panel@ Forbes Business Council suggests that networking during the pandemic might be even more effective than it was before. So many of us are sitting at home in front of a communication tool: our phones! Baum suggests building up your digital presence, be it Instagram, LinkedIn, etc., and start reaching out.

Harvard Business Review calls networking “a more powerful lever to increase a nonprofit’s social impact.” Many nonprofits question why they should expend part of their limited resources on networking. The answer to this question comes in the form of numerous benefits because networking improves both an organization’s internal and external operations.

Networking-derived opportunities include the following: Increased engagement, donor acquisition, word-of-mouth advertising, and strategic partnership opportunities. In networking effectively, nonprofits benefit from targeted conference attendance, consistent donor communication, diversified community outreach campaigns, and a strong social media presence.

First, conferences featuring relevant initiatives for nonprofits are valuable networking opportunities because of the people who attend them. Attendees are usually there to network as well and are appropriate to reach out to because their organizations care about at least one similar cause as yours.

Second, donor communication is not only essential for future financial opportunity – it also personalizes the giving process. Talking to donors makes them feel part of the cause they are giving toward and therefore more inclined to engage as part of your network.

Third, community outreach campaigns are effective ways of engaging people who may have no relationship to the nonprofit whatsoever. Having a diversity of people as part of your network is important because it increases the number of people you can reach in the greater community. This generates potential for new donors, event attendees, and supporters of all types.

Finally, a strong social media presence targets numerous new demographics and creates opportunities for meeting many distinct kinds of people.

When approached properly, networking is a powerful tool for nonprofits that can significantly develop the organization in many different ways. It is more than meeting people for a business benefit; it is strategically developing relationships to promote mutual benefit and progress. Networking is a way nonprofits can amplify their impact and bolster engagement.

There are many networking opportunities in our local area. Malvern Bank has partnered with the Exton Region Chamber of Commerce to sponsor their "In the Know for NPOs" series. The first session will feature a panel discussion on "How to Show Your Staff They Are Valued." This first in a series of four sessions will take place on Friday, January 21st from 8:00 AM to 10:00 AM at the new Boy Scouts Parc Building, 1 Scouting Way, Exton, PA 19341. You can register at extonregionchamber.com.

Subsequent sessions are as follows: April 22, 2022: "NPO Board of Directors/BOD Fundraising"; July 15, 2022: "Donor Recognition and Major Gifts"; and October 21, 2022: "Social Media for Non-Profits." There is no charge for this series.

Please consider joining us for one or more of these important sessions.

Malvern Bank offers a number of products geared specifically to the needs of nonprofit organizations and independent schools:

- Our nonprofit money market* offers a competitive interest rate, requiring a minimum deposit of \$2,500.
- Our ICS accounts* provide organizations with FDIC protection on balances exceeding \$250,000. (Nonprofits often use an ICS as a way to keep money insured during capital campaigns, fully protecting early first deposits and allowing them to earn interest as the campaign progresses.)
- Our CommUNITY credit card** is interest free (when balances are paid in full each month) and offers cash, travel, and retail rewards.

For more information on these and other products, please contact me at PMcLennan@MyMalvernBank.com.

Best wishes for a Happy & Healthy New Year!

Patricia McLennan
SVP - Director of Community Development

Disclosures:

**Please visit MyMalvernBank.com for more deposit product information and Annual Percentage Yields.*

***Subject to credit approval. Elan Financial Services provides zero fraud liability for unauthorized transactions. Cardholder must notify Elan Financial Services promptly of any unauthorized use. Certain conditions and limitations may apply.*

The creditor and issuer of these cards is Elan Financial Services, pursuant to separate licenses from Visa U.S.A. Inc., and Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated.