

Creating New Nonprofit Business Models in a COVID-19 World

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MHIA
Mental Health America
B4Stage4

The Law of Equifinality

- “There are many, many ways to accomplish the same outcomes”
- “Shut down” isn’t an option
- Everywhere, anywhere you look, businesses are creating new business models to survive.
- Non-profits are no different. **We are businesses!**

Different Strokes for Different Folks

- MHAs are all unique and different
- Big, small, medium sized
- Some are focused primarily on state houses and legislation
- Some are focused on different forms of advocacy and education
- Some are focused on services of different forms
- Some... all of the above

Working Backwards or Retreat as a Tactic

- Under normal working conditions, what are our deliverables?
- How do we meet those deliverables while keeping staff and clients/patrons/collaborators safe?
- Technology, technology, technology
- Zoom, Hangouts, Skype, AnyMeeting, etc
- Internal communication and planning (virtual)
- White board work groups (virtual)
- The best ideas always come from the bottom up

Keeping Your Eye on the Money Needle

- Like gas in the car, money keeps the organization running
- Payroll Protection Plan (PPP)
- Economic Injury Disaster Loan (EIDL)
- Monitor all state and federal grant opportunities
- Private foundations are stepping up
- Communication/updates with regular donors
- Crisis situations create financial opportunity
- Keep track of ALL COVID-19 related expenditures and losses

Out of Sight is Out of Mind

- Committees, board, and staff meetings as normal (virtual)
- Participation on “pop up” virtual meetings in community and state
- Identify our publics. How can we connect with our publics?
- Phone, text, email, FaceTime, video conference
- Reach out to all partners/donors/supporters/media to let them know about your new business delivery models
- Let your publics know if any of your programs are temporarily closed or shut down, and WHY
- Communiques to supporters

Examples of New Business Models

- Create safety plans and protocols for all staff (essential and non-essential)
- Some programs/event will have to be temporarily shelved during the pandemic
- Existing support groups go virtual
- Creating crisis response supports groups virtually (Coping With COVID-19 for general public, support groups for first responders, support groups for essential employees)
- Continuing to provide housing during crisis
- Homeless outreach teams re-deployed

Podcasting and Media Relations

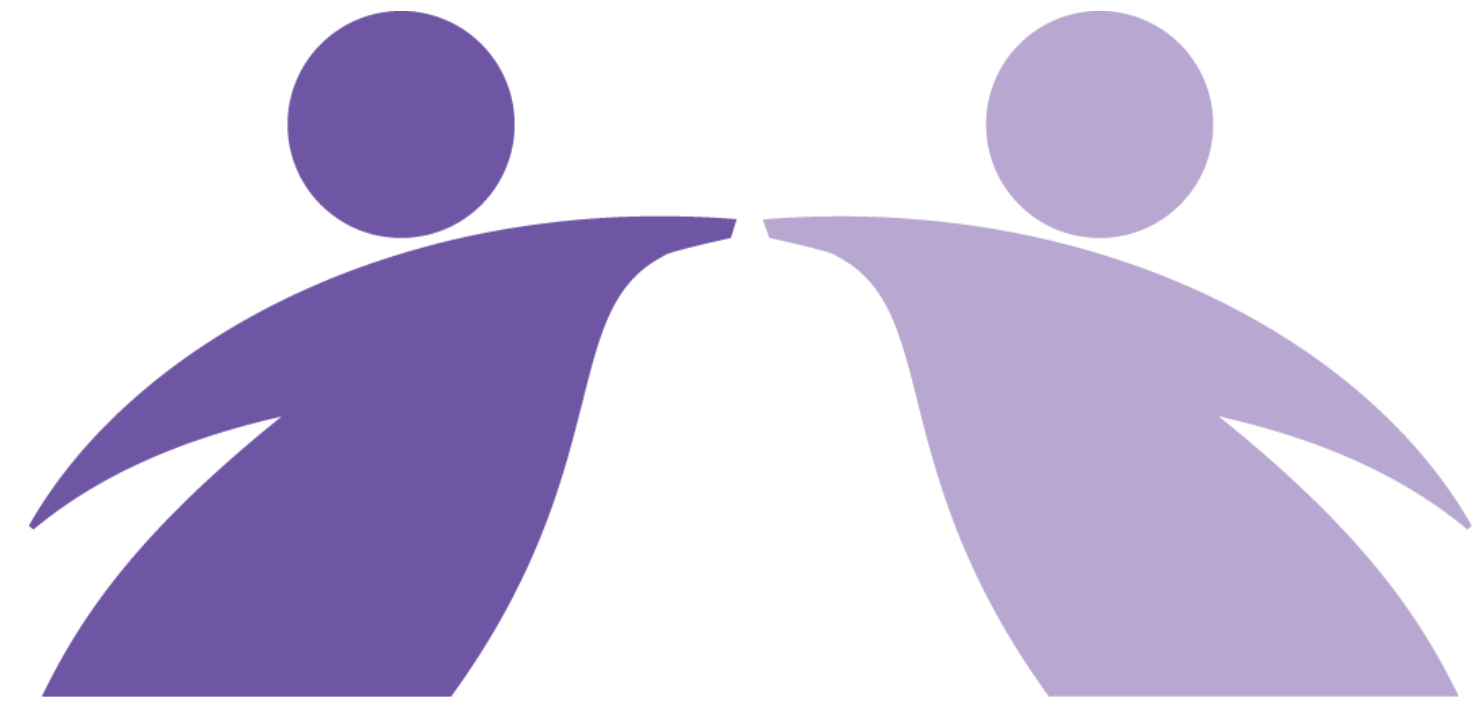
- Podcasts gone wild!
- Press releases on all “new” business models/services
- Accept ALL media requests
- **Frame the story** “Universal ‘Mental Health’ Precautions”
- “Significant impact on mentally ill”
- “Everyone traumatized with possible long lasting emotional impact”
- “Coping With COVID”
- “When does social distancing become social isolation”

Barriers to Implementation

- Personal Protection Equipment (PPE)
- Lack of technology or skill sets with technology
- Staff with underlying conditions
- Fear of infection
- Lack of self care
- Staffing availability

Can do!

- Adopt and maintain a “can do” attitude during the crisis
- Partner with other non-profits as key or support partners
- Pay attention to “horizon trends” and emerging stories
- Sadly, crisis breeds opportunity
- **Go Do Good Things! SAFELY!**



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Q & A





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Spotify Playlist Coping with COVID