

Title: STRONGER TODAY

With a year of uncertainty behind us, Tech4Good Denver is proud to re-launch our organization with a new look and feel this spring. The Board has taken the past year to work-through how we can best serve our community – a big challenge given that in-person events were central to all that we do. By embracing the change proactively, identifying our assets and strengths, and sharing our experiences, Tech4Good is seizing the new normal and growing into a stronger version of the organization you love.

As the Executive Director and Chair of the Board, there were four tenants that were central to our approach over the last year that I believe every organization can benefit from.

Change proactively rather than defensively.

Life has changed; daily work has changed; fundraising has changed, so be proactive about changing. Don't wait for the dust to settle. Proactive change is change because you see opportunities. Proactive change is your organization deciding what to do because it puts your organization in the best position to succeed. Non-profits that approach change proactively are seeing success; organizations that respond to change defensively will struggle. Identify changes that need to be made, and do it. Do not wait.

Identify your strengths and leverage them in different ways.

A key to success during uncertain times is the ability to identify your strengths and find ways to use them in creative and relevant ways. Look at all of your offerings and the assets you have and find new ways to use them. Identify what works with your target audience, repurpose programming, use marketing differently; the opportunities are there, you have the assets, use them creatively. Do not be shy.

Be vocal about your experience.

Now is the time to be as vocal as you can in sharing your experiences over the past year. Every organization has faced new challenges, approached them differently, and succeeded (or failed) in different ways. If we don't share what we've learned and what we went through, we won't come out as strong or as wise. Our collective experience makes us stronger. Your donors, your colleagues, your network want to know – What was it like?

Look Outward, not Just Inward

If change is affecting your organization, might that same change also be affecting your target market? Start by asking, "How has our community changed?" Starting with a user-centered approach to understand and attack the change around us was our guiding light. We exist to serve non-profits, so we must always ensure our business goals align with what the people want and need.

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