



Communicating the PAC to Early Career Professionals

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CHALLENGES

- ☐ Hybrid Environment
- ☐ High turnover / retirements
- ☐ Donor Frustration / Apathy
- ☐ Information Overload

- ☐ Changing Communication Habits
- ☐ Prior Approval
- ☐ **TAKE ACTION**

“Excuse me can I have a
moment of your time?”

FUNDAMENTAL CHALLENGE

- ☐ Establish Trust
- ☐ Demonstrate Value

ROAD MAP TO SUCCESS

- **Buy in from the top**
- **Know your donors**
- **Make it personal**



ROAD MAP TO SUCCESS

- **Buy in from the top**
 - Foster Trust
 - Strong Governance
 - Value Proposition



ROAD MAP TO SUCCESS

- **Know your donors**
 - “Survey Says”
 - Tailor Communications
 - Seek out new audiences



ROAD MAP TO SUCCESS

- **Make it personal**
 - Face-to-face
 - Recognize Champions
 - Make it fun



CHECK THE BOX!

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☒ **TAKE ACTION**

☒ **TRUST**

☒ **SHOW VALUE**

