United Way of Westchester and Putnam
The 3 Keys to Thriving in 2021

Focus on the Fundamentals
- Get the right people on the bus
- Diversify your revenue
- Grow your "Army" of the engaged

Invest in your board
- Change your mindset
- Recruit with Intention
- Convert your board into storytellers, ambassadors & stewards

Embed the key lesson of 2020 into your organization: INNOVATE!
- Try new things: Pilot
- What new things did 2020 make possible? (Keep doing that)
- Market innovation to your board