

# THE AKOYA



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Norfolk Pearls Foundation of Virginia, Incorporated Newsletter

Norfolk Pearls  
Foundation of Virginia

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Kathy W. Moore, Chairman



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## WELCOME TO THE AKOYA!

### Chairman's Message

Hello and Welcome to our first issue of *The Akoya*! We are very excited to launch the official newsletter of the Norfolk Pearls Foundation of Virginia, Incorporated, which will inform and inspire you on a quarterly basis with all things philanthropic.

We are making some intentional changes in how we connect with members and organizations. The most obvious is the sharing of this newsletter with you. Each quarter we'll share relevant news and information, as well as a list of important dates that raise awareness of germane issues. There will be something in here **for you** every quarter.

Some of you may know us well, and some of you may have only heard of us. For those of you who work with us regularly, thanks for all the great work you do. For those of you who are getting to know us, we are The Norfolk Pearls

Foundation of Virginia, Incorporated (NPFV). NPFV is a 501(c)(3) organization established in 2016. Our mission is to provide scholarships to college-bound high school seniors and continuing college students in the Hampton Roads area. We give of our time and expertise to implement community service programs that address educational, emotional, and social needs confronting families in Hampton Roads.

NPFV is comprised of college-educated, professional women with backgrounds and experiences in technology, medicine, dentistry, engineering, marketing, education, academic research, armed forces, public relations, accounting, finance, law enforcement and entrepreneurship.

We are in partnerships with individuals, educational institutions, businesses, gov-

ernment agencies, and other charitable and nonprofit associations to further the mission of the organization.

As we end the summer and prepare for fall know that it is "Giving Season". The time is always right for new goals and renewed energy to get things done! We also have a website and we will be delighted if you will have a look: [www.npfv.org](http://www.npfv.org). Share this newsletter with a friend and "Donate Now" to the Norfolk Pearls Foundation of Virginia, Incorporated!



Kathy W. Moore, Chairman  
[chairman@npfv.org](mailto:chairman@npfv.org)

## Benefits of a Nonprofit Newsletter

Keeping our community engaged in what we are doing is a critical part of success for the NPFV. Securing nonprofit funding hinges, in part, on our ability to communicate with businesses and people about the value of the NPFV and what we bring to the community. It offers an easy way to communicate with the people in our network regularly, helps us to locate the people who need our services most, nurtures our leads, enhances our community outreach and allows key performance indicators to skyrocket.

*The Akoya* will allow NPFV to stand out amid the large selection of charitable organizations, remind members of our community about the service we provide, the reasons they should support our nonprofit and will prove why our nonprofit deserves the attention of donors in our community. Lastly, *The Akoya* is also a form of email marketing with a return on investment.



## NPFV Congratulates our 2022 Scholarship Recipients!



### Scholar Spotlights

#### Ms. Alayna Thornton

##### 2022 Vivian Carter Mason Community Scholarship Award Winner

The Norfolk Pearls Foundation of VA, Inc., shines a light on Ms. Alayna Thornton. She is a graduating senior from Landstown High School. She will attend the University of Virginia to study Information Technology. Congratulations to a new scholar in town! We are really proud of you!

#### Ms. LaShauna Burrus

##### 2022 Iota Omega Norfolk High School Scholarship Award Winner

The Norfolk Pearls Foundation of VA, Inc., shines a light on Ms. LaShauna Burrus. She is a graduating senior from Granby High School. She will attend Norfolk State University to major in Nursing. Scholarship means you have a bright future ahead of you. We already recognize you will make the most of it. Congratulations!

#### Ms. Kierston Gordon

##### 2022 Laura Gray Brown-Kappa Gamma Undergraduate Scholarship Award Winner

The Norfolk Pearls Foundation of VA, Inc., shines a light on Ms. Kiersten Gordon. She is currently matriculating full-time at Old Dominion University. She is a Nursing major with a minor in Psychology. She is a member of Alpha Kappa Alpha Sorority, Incorporated-Kappa Gamma Chapter. Well done. You have made all members extremely proud and happy!

#### Ms. Chloe Ventura

##### 2022 Iota Omega Norfolk High School Scholarship Award Winner

The Norfolk Pearls Foundation of VA, Inc., shines a light on Ms. Chloe Ventura. She is a graduating senior from Maury High School. She will attend Virginia Polytechnic Institute and State University to major in Chemistry with a minor in either Criminal Justice or Criminology. Congratulations. You reached for the stars and grasped one too. Hope you grab the others as well!



***Alayna Thornton***  
***2022 Vivian Carter***  
***Mason Community***  
***Scholarship Winner***

- Graduating from Landstown High School
- Attending University of Virginia



***LaShauna Burrus***  
***2022 Iota Omega***  
***High School***  
***Scholarship Winner***

- Graduating from Granby High School
- Attending Norfolk State University



***Chloe Ventura***  
***2022 Iota Omega High***  
***School Scholarship***  
***Winner***

- Graduating from Maury High School
- Attending Virginia Tech



***Kiersten Gordon***  
***2022 Laura Gray Brown -***  
***Kappa Gamma***  
***Undergraduate Scholarship***  
***Winner***

- Old Dominion University
- Member of Alpha Kappa Alpha Sorority, Incorporated
- Kappa Gamma Undergraduate Chapter

## 2022 Scholarship Recognition - Virtual Ceremony & Personal Deliveries

Ms. Ashton Rinaldi and Ms. Markeeta Sansbury, Scholarship Committee Co-Chairs, provided an outstanding program for the 2022 scholarship award season. The Norfolk Pearls Foundation of Virginia (NPFV) and the Scholarship Committee met with all four recipients on Thursday, June 9, 2022, to award mock checks, gifts cards, Chromebooks, and balloons in their university colors. On Saturday, June 11, 2022, award recipients, Scholarship Committee Members, and Norfolk Pearls Foundation Members, met virtually to celebrate the 2022 Scholarship Award Winners. Students were congratulated by the Superintendent of Norfolk City Public Schools and the City of Norfolk dignitaries. Members of Iota Omega also participated in the program in various ways. These students are outstanding scholars who have excelled academically in their schools, participated in multiple extracurricular activities and served in the community. These Scholars are our future leaders!



# Nonprofit Fundraising After COVID-19: Resources and Trends



Soapbox Engage

by Tim Forbes on April 06, 2022 | Soapbox Engage Blog



Many studies and polls continue to assess the ongoing effects of the COVID-19 pandemic and the related economic crisis on nonprofits and other sectors. Since 2020, organizations have navigated months of remote work, forced closures, inconsistent re-openings, and unpredictable economic factors. Yet, nonprofit leaders continually adjust by implementing creative strategies and solutions to accomplish their goals and continue serving their constituents. "Adapt and get creative" seems to be the ongoing theme, even in 2022.

COVID-19 has impacted how we think, work, and engage with others. When leveraged correctly, the shift to remote work, virtual events, and more online communities can be a powerful asset to the ongoing fundraising efforts. Let's look at some of the trends that you can continue to use to enhance and boost your nonprofit fundraising.

During the COVID-19 pandemic, many businesses shifted to remote work, allowing employees to telecommute and work from home for safety. Even though many countries have relaxed or even eliminated social distancing and safety protocols, many employees continue to fight for the right to work remotely. Flexibility remains a high priority for many people who found the convenience of working from home too good to give up. **Donors actually want virtual communication now!** Many of your donors got comfortable with virtual interactions as they navigate Zoom meetings, slack conversations, and other online communication tools. While meaningful interactions with donors remain critical to immediate and long-term fundraising success, many people are more comfortable moving these conversations online. Many nonprofits also noticed a shift toward email and social media interaction with donors. These trends don't appear to be changing in 2022.

In the words of fundraising expert Gail Perry, "donors want to stay in their favorite armchair." Now it's up to nonprofits to master virtual, digital meeting techniques and continue incorporating these strategies into the fundraising plan. The good news is these digital meeting options are often cheaper than in-person fundraising events, and they can be equally effective, too!

## Virtual and hybrid fundraising events are critical post-pandemic.

Now that most people are comfortable with virtual events and online engagement, many people have come to expect these options! After all, it's tough to give up wearing slippers and sweatpants to meetings, so it looks like this change may be permanent. Nonprofits must master the art of hosting high-quality virtual and hybrid events and meetings. We get this won't be easy, and many of us are still learning how to do this well. Still, it's something effective development professionals can't avoid. The great news is that many nonprofit and fundraising professionals have already learned a lot about effective virtual and hybrid fundraising over the last two years. So, there's no need to reinvent the wheel for your nonprofit. Check out the Soapbox Engage Nonprofit Starter Guide to Virtual and Online Fundraising! Benefits of adding virtual and hybrid fundraising strategies: While there might be a few challenges to navigate. The learning curve might feel dizzyingly steep, but there are some powerful benefits to adding virtual and hybrid fundraising options to your calendar.

- Hybrid events expand your potential attendance list without increasing your overhead.
- Virtual and hybrid events allow supporters outside your region to engage with major events.
- Virtual fundraising events require less financial investment than most in-person fundraising events.
- Virtual and hybrid events reduce travel and environmental costs.
- Hybrid and virtual fundraisers make it easier to capture valuable data.
- Many virtual and hybrid fundraising events create more attractive sponsorship opportunities from partners.
- Virtual and hybrid events are more adaptable and flexible than in-person events.

**With all these benefits, why would you NOT want to add at least a few virtual and hybrid fundraising events to your calendar in 2022?**

Flexibility and adaptability are essential for post-pandemic fundraising. 2020 and 2021 were years of surprises and unknowns. Just when we thought we were emerging from the COVID-19 pandemic, a new wave would hit. As the medical side of the pandemic wanes (thankfully), we're navigating uncertainties around rapid inflation, the changing job markets, supply chain issues, Russia's invasion of Ukraine, and other global dynamics. Unfortunately, it looks like 2022 will be a year of con-

tinued instability. **In times of uncertainty, flexibility is critical.**

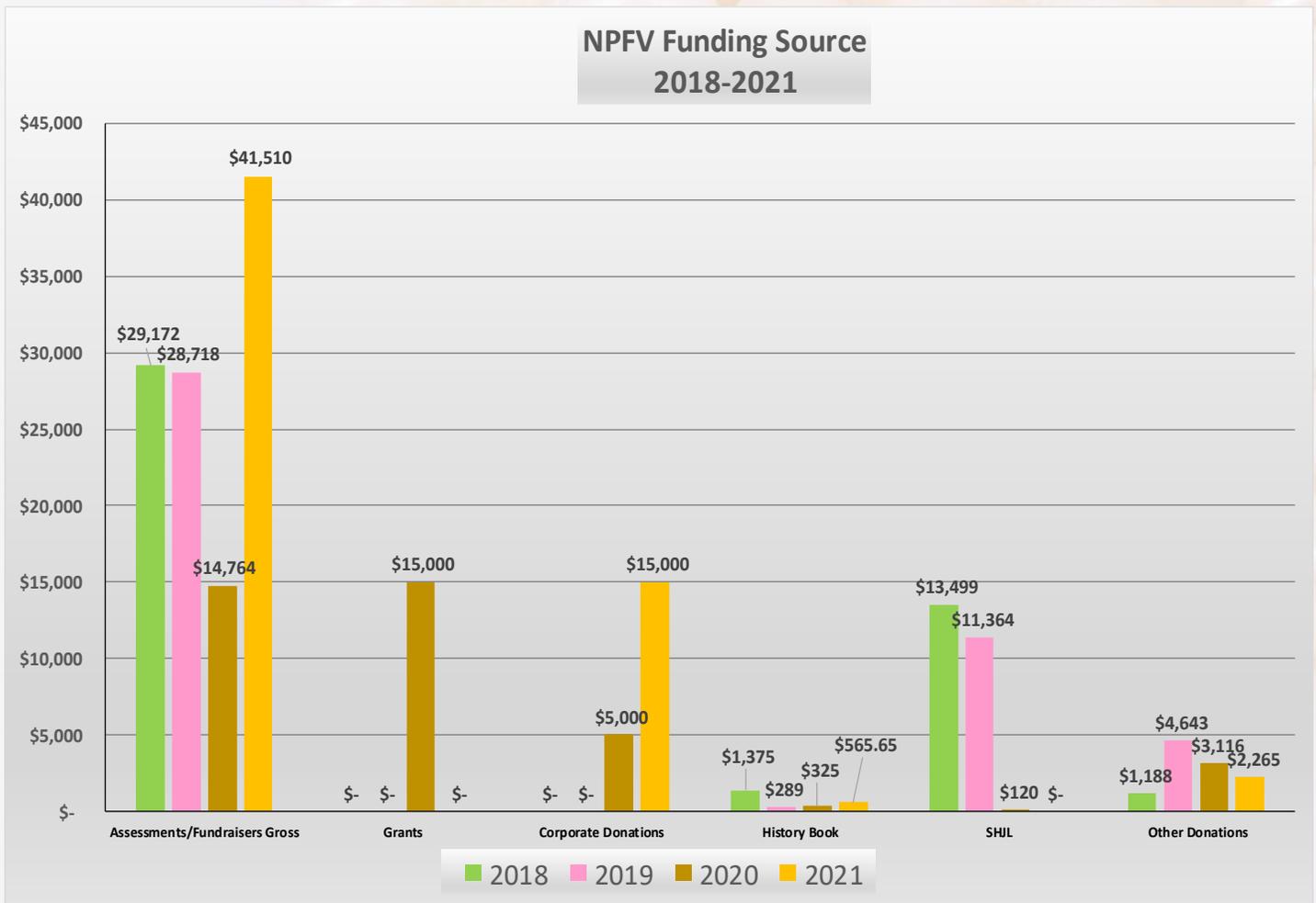
Consider shifting to strategic plans with shorter timelines, at least for the foreseeable future. In the past, five-year strategic plans have been the standard for many nonprofits. The pandemic highlighted the importance of being flexible and agile. A shorter timeline offers more opportunities to invite key stakeholders to participate in the planning and execution. It also conveys a greater sense of urgency, which increases the likelihood of success in fundraising.

**Technology is the key to finding eager new donors.**

Since 2008, there has been a trend toward fewer donors who give larger gifts. Many philanthropy experts anticipate that mid-level giving will continue to decline. Development professionals must continue to make a case for fundraising growth at all giving levels and increase the emphasis on donor retention. **Wealth screenings, corporate giving resources, and other tools can be powerful additions to your fundraising efforts. These tools will help you identify potential major donors, help guide your "ask," and find new, very passionate donors.** Technology can also help you become more donor-centered. With various virtual and digital communication strategies available, it's time for nonprofit messaging to shift away from money and toward cultivating an authentic relationship with your supporters. Take time to arrange a "virtual coffee chat" or Q&A with donors via Zoom or connect on social media to learn about individual donors' likes and interests. There are countless creative ways to become more donor-centered in your fundraising and donor care.

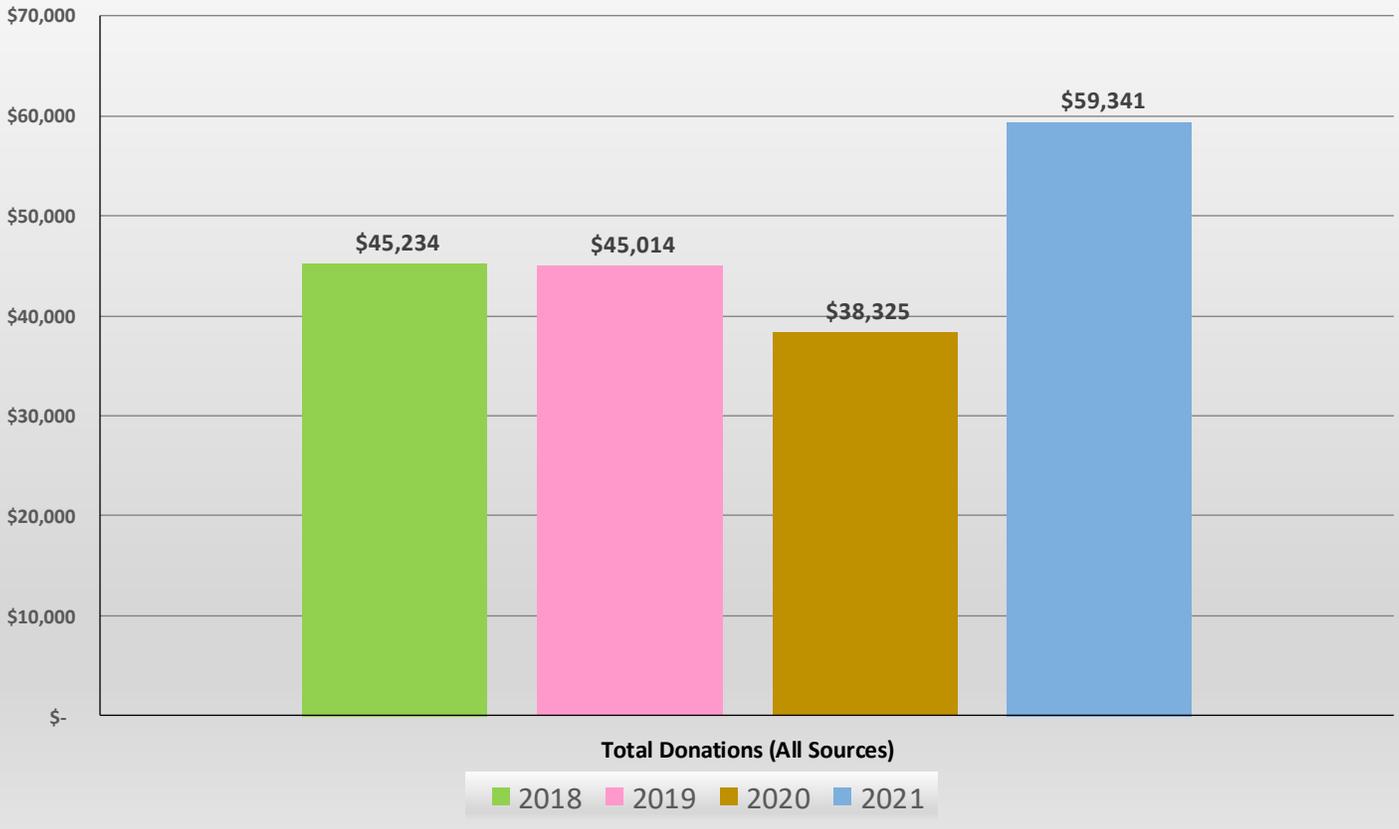
As you can see, many of the initial changes we experienced at the beginning of the COVID-19 pandemic are here to stay. It's time to dive in and do what we development professionals do best—adapt and overcome!

# NPFV Fundraising At-A-Glance



# NPFV Fundraising At-A-Glance

NPFV Annual Funding Source  
2018-2021



“Testimonial letter from a recent Norfolk Pearls Foundation of Virginia scholarship recipient”

Dear Norfolk Pearls Foundation of Virginia and Iota Omega Chapter of Alpha Kappa Alpha Sorority Incorporated,

I am beyond grateful to be a recipient of such an amazing scholarship! When I received this scholarship, I was exposed to a wonderful representation of what Black women can do when we stick together and uplift one another. The women of the Iota Omega Chapter of Alpha Kappa Alpha Sorority Incorporated and The Norfolk Pearls Foundation have inspired me to continue their legacy of excellence and hopefully be able to give back to my community the way they have given to me and my family. With that being said, I want to give a big thank you to everyone who had anything to do with the creation of this scholarship and the beautifully executed reception. You all are deeply appreciated and will always be cherished in my heart.



With an abundance of love,

Jakayla Blackshear

# Surviving To Thriving: The Post-Pandemic Future Of Nonprofits

Evgeny Redjebov Forbes Councils Member  
Forbes Communications Council | Jul 21, 2022, 08:00am EDT



The nonprofit sector has always been unique, largely because of the social mission at its heart. In the early stages of the Covid-19 pandemic, I saw this philanthropic purpose tested greatly as community needs and service demands shot up while donations, volunteering and other forms of support declined. It was a difficult time for organizations that struggled to continue providing services. Traditional funding methods were unworkable, and some organizations were likely running at a deficit. They may have had to terminate programs or even close their doors.

Nevertheless, they persisted. As the pandemic dragged on, nonprofits rallied. Thanks to generous donations and to their own initiative, I saw philanthropic organizations transform challenges into successes and find imaginative solutions that helped them stay afloat and even flourish. In a [2022 survey](#) from the Nonprofit Finance Fund, a staggering 88% of nonprofits surveyed said they have changed the way they work, and more than half of those think that the changes are here to stay. When we usher in a post-Covid-19 future, what will the new normal in the nonprofit sector look like?



## **Digital-First Approach**

The nonprofit sector sometimes lags behind in innovation. Nevertheless, as the marketing director of a company that offers an online fundraising platform, I saw the pandemic force organizations to modernize and innovate, which brought positive transformation to how they communicate, engage donors and raise funds.

## **Communication And Planning**

A philanthropic organization's work is as effective as the people who perform it, who must communicate smoothly and plan wisely to get the job done. Thanks to digital tools, the days are long gone of herding bored volunteers into stuffy meeting rooms and hoping that somebody takes notes.

There are many virtual conferencing platforms and communication chat platforms available that enable lightning-fast interaction with staff, volunteers and donors while reaching wide networks of supporters. Organizations can collaborate more efficiently than ever before with virtual project management systems that keep track of schedules, milestones, priorities and deadlines.

## **Outreach And Engagement**

While nonprofits remain rooted in their local communities, they can use digital technology to raise awareness, deliver education and encourage contributions from donors. For example, they can run playful social media challenges and organize live-streamed events.

## **Fundraising**

In the early stage of the pandemic, traditional, in-person methods for obtaining contributions were no longer viable, so some nonprofits began fundraising virtually instead. For example, organizations can hold virtual auctions and bake sales or read-a-thons and walk-a-thons that take place entirely online. They can also inspire donations through crowdfunding and peer-to-peer campaigns or try using donation pages or donate buttons on their websites.

Even as in-person events gain traction again, nonprofits can continue organizing unique, hybrid experiences that include online registration and sales, mobile bidding at in-person auctions and the use of QR codes to facilitate education and giving.

## **Data-Driven Strategy**

By taking advantage of data, nonprofit leaders may be able to make wiser policy decisions, improve communication and boost engagement. Store, sort and analyze data to maintain flourishing donor relationships and create programming that delights supporters.

## **Constituent And Donor Segmentation**

As nonprofits evolve, lists of donors and constituents can extend to mind-boggling proportions. Of course, not all of those supporters will be the same, and making them feel valued will get tricky. Donor and constituent segmentation software lets nonprofits gather valuable information about their supporters. They should then use that information to deploy personalized messaging without the time-intensive process of creating individual communications.

## **Analytics**

For-profit companies have long known the importance of data analytics. In a rapidly evolving tech landscape, nonprofits are catching on to the value of analytics to increase revenue, make the most of budgets and streamline operations. Most organizations already gather plenty of program data (such as transactions, addresses and donation reports), and they should analyze it to highlight giving patterns and trends, which can make communicating with donors easier. They can also use their data to help predict donor behavior and provide insight into what programs and outreach efforts are working, which enables organizations to craft compelling messaging and plan memorable events.

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**Upcoming Events**

**NPFV Board Meeting  
October 5, 2022**

**Giving Tuesday  
November 29, 2022**

**Donate to NPFV  
Anytime**

**Norfolk Pearls Foundation of Virginia, Inc.**

**Board of Directors**



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**Jacquelyn Epps Scott: Vice Chairman**

**S. Kandi Hall: Secretary**

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**Anordia Weatherly: Iota Omega Chapter President**

**S. Michelle Layne: Iota Omega Vice-President and Program Chairman**

**Demetrius Fowlkes: At-large**

**Katherine Lindsey: At-large**

**Committee Chairman**

**Ashton Rinaldi: Scholarship Committee Co-Chairman**

**Markeeta Sansbury: Scholarship Committee Co-Chairman**

**Vacant: Fundraising Chairman**

The Foundation does not discriminate or request information to make award decisions based on ethnicity, national origin, gender, identity, sexual orientation, disability, religion or age. The Norfolk Pearls Foundation of Virginia, Inc., underwrites the scholarship program of the Iota Omega Chapter in the City of Norfolk. Recipients of our scholarships are unaffiliated with the foundation and the Iota Omega Chapter.