

WAYS TO MANAGE CASH FLOW DURING A CRISIS

The COVID-19 pandemic is adding a new layer of financial struggle as you serve your communities. But there are actions you can take to help maintain a healthy cash flow and continue being there for your community. In fact, it's more important than ever to more regularly review and manage your financials to help ensure your house of worship has enough resources to endure this challenging time and continue serving your community long after.

PROACTIVELY COMMUNICATE

Proactive communication has never been more important. Leaders in your ministry, donors, congregants, financial institutions and creditors are all looking to you for information and understanding so they can find ways to help. Prioritize the following:

- ✓ **Keep in close contact with your leaders:** Send weekly emails to leadership about changes in financial decisions. Ask for their ideas in managing the organization's cash flow.
- ✓ **Check in with your financial institution contacts:** At least twice a month, inform banks, loan providers and any advisors of your organization's financial well-being. Don't be afraid to ask if they have any new information that can help you make decisions or if they can help offset costs by temporarily moving to "interest only" payments.
- ✓ **Stay top of mind with your donors:** Schedule weekly reminders to call or write to your contributors to help maintain their engagement in your house of worship and community.

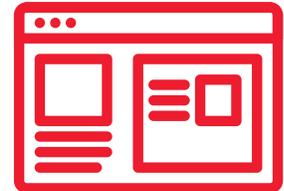


The key is to be transparent and proactive with communication, but also seek to listen so you can best serve your people during this crisis. How are your leaders feeling? What can the financial institution offer you? How are donors handling the crisis in their personal lives?

KEEP YOUR DONORS ACTIVE

During the coronavirus pandemic, every organization and household is bonding together to get through this unprecedented time. Though the world has shifted, your church's mission has not. Remind your donors about the important role church plays in their lives and the community by:

- ✓ **Sharing resources** to stay physically, mentally and spiritually active at home.
- ✓ **Continuing to share the stories** of the positive impact your organization has and will have on the community, in part due to their contributions. Be sure to showcase these stories on your social media pages, newsletters and website.
- ✓ **Providing information** on alternative ways they can support the house of worship through electronic giving or online bill pay programs.



With COVID-19 affecting your donors' lives and ability to give, it's more important than ever to communicate alternative ways to donate. Can your community donate online or by text? Can you send out postage-paid envelopes for mail-in donations?

REDUCE NONESSENTIAL EXPENSES

When cash flow slows, it's important to find ways to slow the expenses while still serving your community, too. Consider the following:

- ✓ **Postpone scheduled facility services** like window cleaning, laundry pickup and any remodeling initiatives.
- ✓ **Examine your general ledger** to find any other recurring expenses that can be paused.



While evaluating your organization's expenses, it's also important to maintain a regular conversation with contractors, vendors and financial institutions. Can any bills be deferred? Will they accept "interest only" payments for the near future? Are there any minor costs like transaction or processing fees that can be waived?

You will survive this crisis – and if you're able to embrace new ideas, you may even come out stronger with your community on the other side. Know that you don't have to lead through this time alone! Ask for help if you're uncertain. Your community, your neighbors and your leaders are in this together – and we're here for you, too. If you have any questions, please reach out to a Church Mutual Risk Control Team Member: riskconsulting@churchmutual.com

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