



5 RECOMMENDED STEPS

Nonprofits can take to adapt in the face of privacy laws

1. Break down silos

Your marketing, fundraising, IT and legal teams should all be able to collaborate. When nonprofit data is siloed, and access is only given to certain teams, it is going to create real challenges for compliance with incoming privacy laws.



"Everyone needs a seat at the table when it comes to privacy."



2. Evangelize ownership

First party-data acquisition has never been more important. Encourage your nonprofit to re-evaluate how you are acquiring information. Lead generation forms, live events and email acquisition should all take priority.

3. Cultivate trust

Refocus your efforts on building audience trust. Working within your team to create a consensus on HOW you plan to build this trust.

There is a clear opportunity to lead and create change in operational processes.



4. Thought Leadership

Build your thought leaders.

From the C Suite to your community-based supporters, organic reach spread through trusted influencers is vital.



5. Prepare for change

Start operating like you would if you didn't have the support of algorithms. What would you need to know about your audience and their behaviors to make decisions? Go find and document those data points.

Learn more about Elyse Wallnutt and her work @

www.agilitylab.io