STUDIO 4forty

LETTER FROM THE PRESIDENT – JANUARY 2021

Dear Friends,

As we transition into a new year, you usually hear phrases like, “What a year it’s been,” or, “As one year closes, another year of possibilities opens.” We’re saying, “Let’s slam the door on 2020 and pop the champagne for 2021!” And I’m sure we’re not alone in that...

Saying we’re thrilled that 2021 has arrived would be an understatement. We’ve struggled, wrestled, created, triumphed, and survived 2020, working diligently to serve our nonprofit partners, old and new, through our (and many of our partners’) hardest year on record. With this new year, we know we aren’t out of the woods yet, but we’re hopeful that 2021 will bring with it healing, new opportunities, and refreshed outlook on the world of events and fundraising.

We learned many lessons in 2020, some exciting and others revealing. We learned to adapt in a pandemic, to embrace the virtual world, to get creative with fundraising campaigns, and to welcome opportunities for progress, both big and small. We learned the importance of self-care (and how hard that is to come by when fighting to stay afloat), that family, health, and safety are truly the most important aspects of our lives, and that we can rise up to meet the needs of our nonprofit partners as they are meeting the needs of their clients and communities. It’s been exhausting and trying, rewarding and fulfilling.

We launched E-ventful in 2020, originally an activation to help nonprofits take their in-person events online in a virtual setting, then quickly expanded to include custom campaigns and overall development support.

In 2021, we’re excited to announce our launch of digital courses focused specifically on nonprofit fundraising. Our first course, entitled, “The New Donor of 2021,” is set for Thursday, February 11th. We’re thrilled to open this avenue of learning to friends, old and new, that can benefit from our researched and applied practical knowledge.

We’re grateful for your partnership, but we are even more grateful for your friendship. We’re so happy for the teams that we were able to help transition their event to virtual in 2020 and are honored to support others with their financial campaigns. We’re excited to see what 2021 brings, and are crossing our heels as we look forward to hopping on planes and being with you for in-person events again. We miss you all and can’t wait to be back in person together raising funds for your good causes!

Cheers to you and to a new year! We’re ready for it!

Heather Frank
President, Studio 4Forty