Business Model Impact and Revenue Hit
a. Take a look at your contingency play for a revenue hit. If you don't have one, make one. If you do, ask if it works in this situation and modify it accordingly.
b. Consider your line of credit
c. How are people, products & services impacted? How can the business model pivot to address each area?
d. How do you shore up remaining revenues – look at timings of Account Payables and Account Receivables
e. Evaluate, eliminate or minimize discretionary spending – do it collaboratively with staff
f. Consider how to maintain talent – avoid laying people off if possible
g. Explore other options besides cancelling events
h. Generationally Millennials are more comfortable with virtual meeting than Baby Boomers
i. Consider lessening the number of in-person board meetings

Disruption and Silver Linings
a. Now is the time to address longstanding opportunities
b. Disruptions are always an opportunity for learning and innovation: collect them for after the disruption as they can be hard to track when changes are fast and furious
c. Improve the speed of both internal and external communication
d. Develop/fortify Business continuity plan
   i. How best to communicate, who was responsible, agencies on retainer to help execute
   ii. Contract updates
e. Plan how to deal with significant staff illness
   i. Telework
   ii. IT network redundancy
f. PCI Compliance – taking payments
g. Re-examine the value propositions
h. Manage expectations on future gathering
i. Policy change to work with older parents and allowing staff to telecommute
j. Review organizational structure in light of this level of disruption; are you organized for flexibility
k. Identify the process for continuing regular operations (e.g., product development) including creating a process for how to reallocate resources with such a disruption
l. Re-examine travel policy and consider potential cost savings for nonessential travel

EXEMPLARY FROM COVID-19 RESPONSE CHECKLIST CREATED BY SETH KAHAN