

## INSIGHTS + NEWS

## Samantha McDonald Moderated Worcester Business Journal's "COVID and Beyond: Nonprofit Innovation" (Webinar)

On August 24, Samantha McDonald moderated "COVID and Beyond: Nonprofit Innovation" presented by the *Worcester Business Journal*. Bowditch is pleased to have been a sponsor of this event.

Throughout the crisis, Central MA nonprofits collaborated and rapidly innovated to keep their operations and, most importantly, their missions on track. Their creativity and resourcefulness and their ability to look beyond how they've always done things and embrace new ways of working and serving their clients has been astounding.

This virtual event featured a conversation with area nonprofit leaders discussing how they will continue to innovate and progress further than they already have not only in the ongoing waves of the pandemic, but also beyond it.

Topics:

- What is needed to keep the spark of innovation ongoing for sustained operations? Novel solutions?
- New ideas and solutions that will lead to significant social impact
- Role of donors, boards, and government. How has it changed? What is needed now?

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