

THE NATIONAL SMALL
NONPROFIT
SUMMIT 2020

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Partners



Candid.

Speakers

- Swafia Ames, Brighter Strategies
- Whitney Brimfield, Sparkpoint Fundraising
- Nadine Gabai-Botero, Focus Fundraising
- Kim Jones, Nonprofit Village
- Amanda Katz, JCADA
- Loree Lipstein, Thread Strategies
- Carlyn Madden, Good Insight
- Elizabeth Madjlesi, Candid
- Jamie McDonald, #GivingTuesday
- Jeffery Tribble, The Musicianship



Today

Morning

Welcome, General
Nonprofit Response to
COVID-19, Keynote

Afternoon

Peer Conversations,
Fundraising During
COVID-19, Racial
Justice Panel, Breakout
Sessions

Evening

Virtual happy hour

Unique Links

There will be a new
link and Zoom for
each session

Chat

We encourage you in
all sessions to chat
thoughts and questions,
but other than in the
peer conversations, stay
on mute for most of
the presentations

Questions

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dc.org](mailto:lrosenbaum@cfp-dc.org)
If you have any issues
throughout day send
Laura an email

GREATER
WASHINGTON

CATALOGUE FOR
PHILANTHROPY

Nonprofits and COVID-19

Planning Your Response



7/23/20

Impact of COVID-19 So Far

New Normal, New Challenges



Finances

Over $\frac{3}{4}$ facing major challenges or threats to long term stability



In-Person

$\frac{2}{3}$ have already cancelled in-person events



Programming

Nearly 90% have shifted virtual



Decisions

Over half have delayed major decisions or purchases

Impact #1: Working Remotely

Considering Reopening



Upgrade

- Consider work life experience of staff
- Small policies, items, or expenses that can remove pain points
- Consider small personal stipend for office upgrades
- Do tech/office supply check-in monthly



Discuss

- Continue weekly team check-ins and every has a 1-on-1 weekly
- Ask team what they want for short term and long term office
- Encourage peer to peer dialogue



Plan

- Have a flexible reopening plan if you're going back
- Depending on lease/ownership, consider longer term office solution as well
- Try to give staff 4-6 weeks of certainty
- Re-evaluate monthly

Impact #2: Programming

Moving Both Options Forward



Communicate

- Need to be telling clients and supporters what is happening even if still undecided
- Try to give certainty at least for rest of summer
- Give a date you'll make a decision about fall or initial reopening
- When reopening, explain changing circumstance and how to stay informed



All Options

- For many organizations, need to be planning in person and virtual programming for fall/winter
- Have two expense and revenue models for both options
- Work with staff to decide when decision needs to be made



Evaluate

- Have done virtual for 4+ months
- Start evaluating success
- Ask clients and staff

Impact #3: Fundraising

Stay Engaged and Relational



Relationships

- Need to stay engaged with donors even if not asking
- Send at least monthly updates
- Offer glimpse into what work looks like now
- Ask how they are



Contact

- Stay in touch across summer
- Virtual town halls or small events
- Write a thank you/update letter
- More engaged than normal summer



Plan

- Majority of major donors who have given for more than three years will continue to (80-90%)
- Middle levels donors will depend on engagement/stewardship (40-60%)
- Grassroots donors most vulnerable (20-40%)

Impact #4: Events

Widespread Cancellations



Timing

- In-person fundraising events through fall should be postponed
- Ensure flexible contracts for events through fall
- If small event of less than 50 people, may be able to in late fall



Virtual

- Many groups moving event online
- Options include livestream, recorded programming, or a straightforward fundraising campaign
- As things reopen, there is an increasing competition for attention, which requires shorter, more focused events



Realistic

- Set realistic goals (fundraising will likely be lower)
- Need 4 weeks of advertising minimum
- Ask likely attendees what they want

Impact #5: Individual Donors

Relationships and Specificity



Reach Out

- 1-2 touch points before end of year season
- For major donors, one personal and one group
- All should be invited to something



Be Specific

- If making an ask, be very specific about what it is for or why
- Donors face an uncertain financial future with jobs and stocks
- Need to cut through doubt with specificity
- Avoid feeling transactional



Make a Plan

- 3 people with 2 calls per day could call top 78 donors by mid August (117 if 3 calls)
- Offer “exclusive briefings” to groups of 40 donors or less
- Ask for feedback or advice through a poll

Impact #6: Communications

Clear and Consistent



Make a Plan

- Everyone is communicating differently
- Need plan through fall
- Should include who is doing what, short-term goals, and any messaging details
- Time of engagement prior to end of year



Stay Relevant

- Need to have content to post through COVID-19 lens
- Can still engage and people are looking for positive content
- Right answer isn't silence either



Explain Pivot

- Explain pivot if you have done or are doing so
- Don't oversell, but focus on creativity, work, and impact
- Show message of hope despite challenges

To-Do List

Things to Do Now

1

Staff

Consider some engagement activity during Aug/Sept.

2

Prioritize

Lots of options for program shifts so focus on 1-3

3

Share

Through email, calls, or social media, update others on work

4

Plan

Project plan and cash flow through 2020, communications through September

5

Thank

Staff, supporters, clients for their flexibility—show gratitude frequently

6

Long-Term

Consider 1-2 long-term projects you can make progress against right now