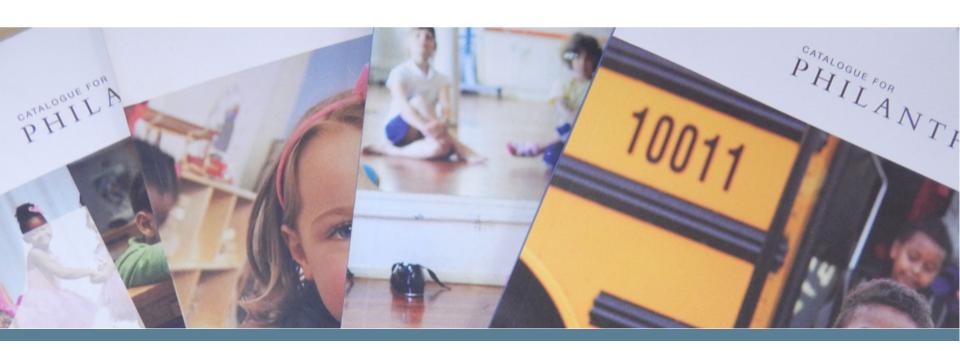


Fundraising During COVID-19

Maintaining Support During a Crisis



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Plan and Prepare



Planning

- Impact from COVID-19 already changing nonprofit financial realities
- Nonprofits typically feel financial impacts later than for-profit businesses



Widespread

- Over 75% of our nonprofit partners have had to change how they're fundraising
- 80% facing major disruptions or threats to stability
- 70%+ facing financial challenges



All Relevant

- Regardless of your nonprofit's orientation to COVID-19 you need to be planning for the next few months of finances
- Current crisis could lead to shifts in institutional and individual giving

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Individual Donors

Tip #1: Prioritize Donor Outreach

Schedule Who, When, and How

Who

- Focus first on top donors
- Second, on donors who give during this time typically
- Third, long-time donors or programmatic donors
- Finally, first time donors over \$250 from EOY 2019

When

- 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

How

- Give option of Zoom or call
- Send a short note or thank you card
- Pick a team of 2-4 people who can commit to 2-3 calls daily
- This results in 80-200 calls in a month



Tip #2: Keep Asking

Different But Familiar

Mission

- Main mission, pitch, reason to care is likely same as before COVID-19
- Focus on others
 pieces to give
 lasting mission
 context and clarity

Context

- Add urgency of situation to your pitch
- expanded needs of clients, new needs of clients, or new challenges for organization

Clarity

- Explain the pivot you are making and plans moving forward
- Reduce uncertainty
- Give specifics and try to track stories/perspectives from staff and/or clients



Tip #3: Don't Ignore Grassroots Donors

Ensuring All Can Be Engaged



Regular

Send email monthly with engagement opportunities



Involve

Give everyone something to do at home



Positive

Overall tone should be positive and focused on change—when possible



Sugarcoat

Be honest about challenges or issues during this time



Silence

Don't ignore your supporters or stop sending updates



Tip #4: Virtual Group Meetings

Replicate Best Parts of In-Person

Targeted

- Target the purpose, main points, and audience of event
- Invite 20-40 people, make it feel exclusive
- Have 2-3 main points to share
- Keep it to 45 minutes or less

Facilitated

- Not just an open question and answer
- May have an opportunity to mix recorded and live
- If taking questions, use chat function
- Can use recorded interviews and still feels engaging

Engaging

- Have some back and forth with audience
- Ask them to chat responses
- If small enough (12 or less) have them introduce themselves
- Give audience an action item at end of meeting



Events

Tip #1: Choose Your Direction

Delay, Cancel, or Go Virtual



Postpone

Tell stakeholders you will have the event later—this is getting more difficult to do



Cancel

Due to uncertainty, simply not having the event



Virtual

Shifting elements of the in-person event to an online gathering



Tip #2: Pick your Method

Three Ways to Go Online



Livestream

- What is it?
 Broadcasting someone performing or speaking live to the audience for majority of event
- Benefits: Most urgent, best option is really engaging content
- Cons: Can be costly, challenge to produce, loses appeal if not watched live



Recorded

- What is it? Sharing prompts or recorded videos with audience
- Benefits: Easy production, creative options, can most closely replicate event experience
- *Cons:* Tech limitations of audience, must keep them engaged, hard to evaluate



Campaign

- What is it? Simply doing an online fundraising campaign at a specific time
- Benefits: Easiest for you and audience, expected course of action
- Cons: Could be transactional, lose engagement elements of event



Foundations

Tip #1: Look at Trends

Foundations



Reach Out

- Need to be engaged just like major donors
- Personal relationships with program officers best insulation against shifting priorities



Priorities

- For the next year, some foundations like to shift focus solely to basic needs or health
- Most are doing something COVID-19 related, focus and impact on traditional funding varies
- Stocks will impact endowments but not until 2021 and 2022



Shifts

- From recession, big shift was for larger, more competitive grants and more focus on impact
- Unclear yet but one emerging area is racial justice/systemic injustice
- May also be looking for more examples of collaboration/how you fit ecosystem



Tip #2: Past, Present, Future

Communicate Need Based on Variety of Perspectives

Past

When writing grants now, use past examples or stats to show program effectiveness

Now

Explain pivot and any success stories or impact stats you have from past few months

Next

Include main plan for rest of 2020 programming and any significant backup options

Other Things to Add On

Driving Group Engagement

1

Goal

Set clear goals for rest of 2020

4

Creative

Donors want community and impact—find ways to offer it

2

Talk

Be in touch with donors and foundations now

5

Context

Think of donors' lives—add kid content, relaxation, etc.

3

Plan

Use next 2 months to engage prior to end of year

6

Gamify

Add some type of game to engage audience

