

Fundraising

What Should I Be Doing Right Now?

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AGENDA



Impact of COVID-19 on NonProfits



Impact on Fundraising



What should we be doing now?



Specific tactical strategies we can deploy



Questions & (Hopefully) Answers

Impact of COVID-19 on NonProfits:

Non-Profits are facing real challenges.

- In-Person: 87% have had to cancel events; 95% working remotely
- Programming: 82% changed programming, including 63% moving somewhat virtual
- Decisions: 62% delayed a purchase or decision; 10% layoff or furlough for staff
- Fundraising: 62% facing financial challenges, 88% have had to alter fundraising

** Source: Greater Washington Catalogue for Philanthropy*



Impact on Fundraising:

Giving has not stopped.

- People are still giving at record numbers.
 - \$7.8 billion worldwide last week — an amount that dwarfs records set after other disasters such as Hurricane Sandy.
- Emergency funds have been set up by public agencies, United Way chapters, community foundations...
- Movement to relax the typical foundation restrictions.
- *Call to Funders to Increase Giving in an Unprecedented Time* has been issued.
- Giving Tuesday NOW has been rescheduled to May 5th.



What should
we be doing?

Ask a Marine!

Improvise, Adapt, Overcome

- *To achieve your mission!!!*



Specifically...

Engage, Engage, Engage!!!

- Stay in touch. Reach out.
- Send a message to all supporters.
- Prioritize 1:1 outreach to major donors.

Don't stop fundraising! Make an ask!

- Organizations can and should be fundraising now.
- Connect current events to your mission.
- Pitch current work, urgent need, future impact.
- Don't make decisions for your donors—talk to them.



Events:

Timing:

- Postpone in-person fundraising events thru summer.
- Seek flexible contracts for events thru fall.
- Make a plan!
 - You can't raise \$\$\$ for a ?????.
 - Be decisive!

Virtualize:

- Consider an online event.
 - (Livestreams, recorded programming, online fundraising...)
- Think about: *What will your audience want; what are they missing; and, how do we meet that need?*
- Set realistic (lower) goals & manage expectations.



Digital:

Tone matters!

- *Be in touch* – Your supporters want to hear from you. How does COVID affect your work?
- *Be consistent* – Make sure your messages are consistent across platforms.
- *Think about tone* – Be direct, to the point, and empathetic.
- *Provide a point of contact* – Don't try to answer all questions. Designate one person to answer questions.
- *Remember best practices* – Keep emails mobile friendly, use images, clear content...



Individuals:

Ask for support!

- Call and ask for input and advice.
- Communicate with your entire supporter list and schedule 1:1s with major donors and board.
- When making an ask, be very specific about what it is for and why you need it now.
- Target & personalize – Segment your list—separate messages to donors, attendees, subscribers, etc.
- Do not be transactional.
 - Consider other ways to engage your supporters.
 - How can they give back (e.g. opportunity to give advice, kids activity book, sense of action, volunteer.)



Foundations:

Engage Your Funders!

- Talk with foundation or other institutional funders now.
- Share your program and communications plan, as well as the impact on operations.
- Share challenges and needs due to COVID-19.
- Check for access to emergency funds.
- Ask about prioritizing general operating support.
- Discuss capacity building support to help you reset after this initial crisis passes.



Board:

Don't ignore your Board!

- Seek their insight.
 - Take their temperature?
 - Ask their opinions—don't be afraid to push back!
 - Ask them to canvas their supporters.
- Ask Board members to encourage giving.
 - Forward emails, make phone calls, post on social...
- Tell your Board members to give now!
- Engage Board in revising your development plan.
 - Makes the point that revenues will be down.
- Focus on the future.
 - Use the downtime for planning.



Communications:

Above all, be clear and consistent.

- Don't hide—*silence is not the answer!*
- Share stories about how the crisis is affecting those you serve.
- View content through the COVID-19 lens; not business as usual.
- Ask for help, but don't sound panicked.
 - Share positive content and engagement.
 - People want to help.
- Provide real news & updates.
 - Explain what you have done or what you are doing.
 - How your organization is effected?
 - Look to the future



Systems:

Systems are how we ensure readiness.

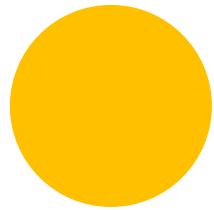
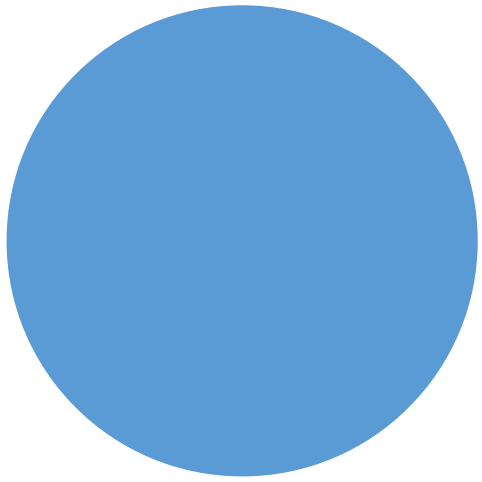
- If we learned from 9/11 and 2008, we have systems that are ready to *deploy*:
 - A development plan in place; database that's ready to go; an engaged board; a clear case for giving; and, a diversified revenue stream.
- If not, we've got some work to do!
 - Keep a list of what's working and not working.
 - Update (or create) your Development Plan:
 - Need a specific, actionable plan thru the rest of 2020.
 - Diversify your revenue stream.
 - Deal with your database!
 - Ensure you can prioritize donors with the greatest giving potential.
 - Use data analytics to drive fundraising decision-making.
 - Now you really need a "culture of philanthropy."
 - All staff, as well as the Board, have a role in fundraising!
 - Ensure messaging addresses both the mission and the need for support.

What now?

Stay informed!

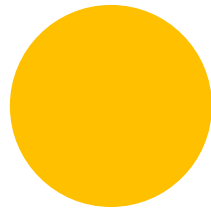
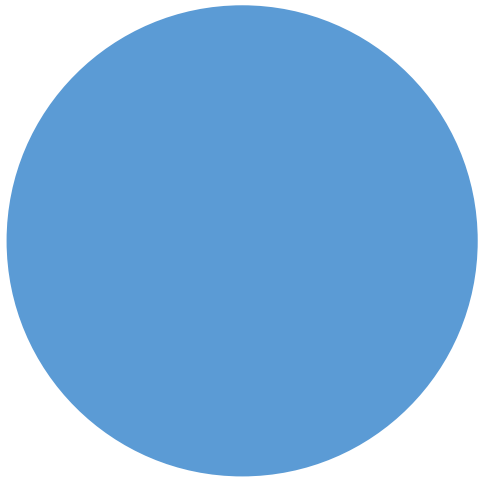
- Understand *Cares Act* and subsequent legislation.
- Prepare for *Giving Tuesday NOW* promotions.
- Know how the new '*Universal*' deduction works.
- Talk to your donors about giving through *DAFs*.
- Research and follow...
 - AFP
 - Chronicle of Philanthropy
 - National Council of Nonprofits





Questions & Discussion





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