

How to Fundraise in the Time of COVID-19



Welcome



Who is this guy?

And why does he think
he knows what he's
talking about?

career
fundraiser



CFRE™



productive
FUNDRAISING



The logo for AFP icon, featuring a stylized yellow and orange arc to the left of the text.

AFP **ICON VIRTUAL**

March 29-31

afpiconvirtual.com

ICON Presenting Sponsor:
blackbaud

AGENDA

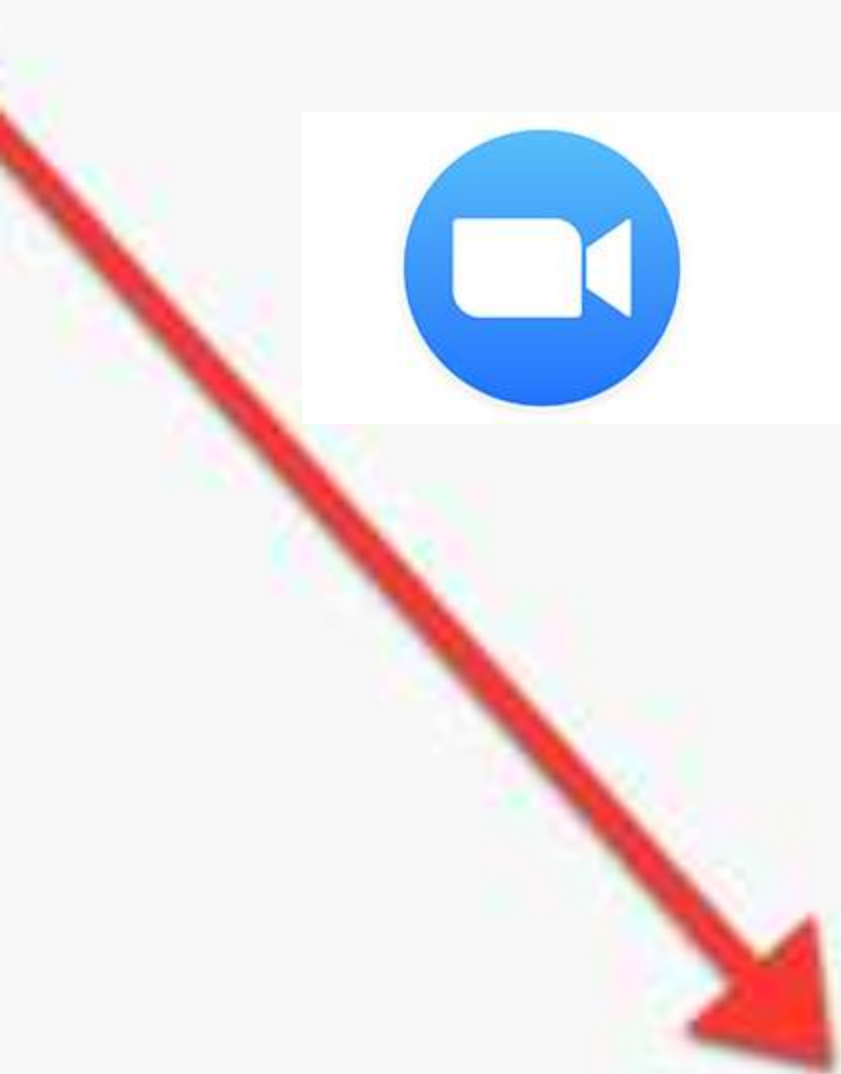
- 1) What Do Past Events Tell Us?
- 2) Communicating Now
- 3) Fundraising Now
- 4) Sample Language / Resources
- 5) Q&A





zoom

Video Conferencing



Participants



Q&A



Polling

Share

SLIDES + RESOURCES

productivefundraising.com/resources

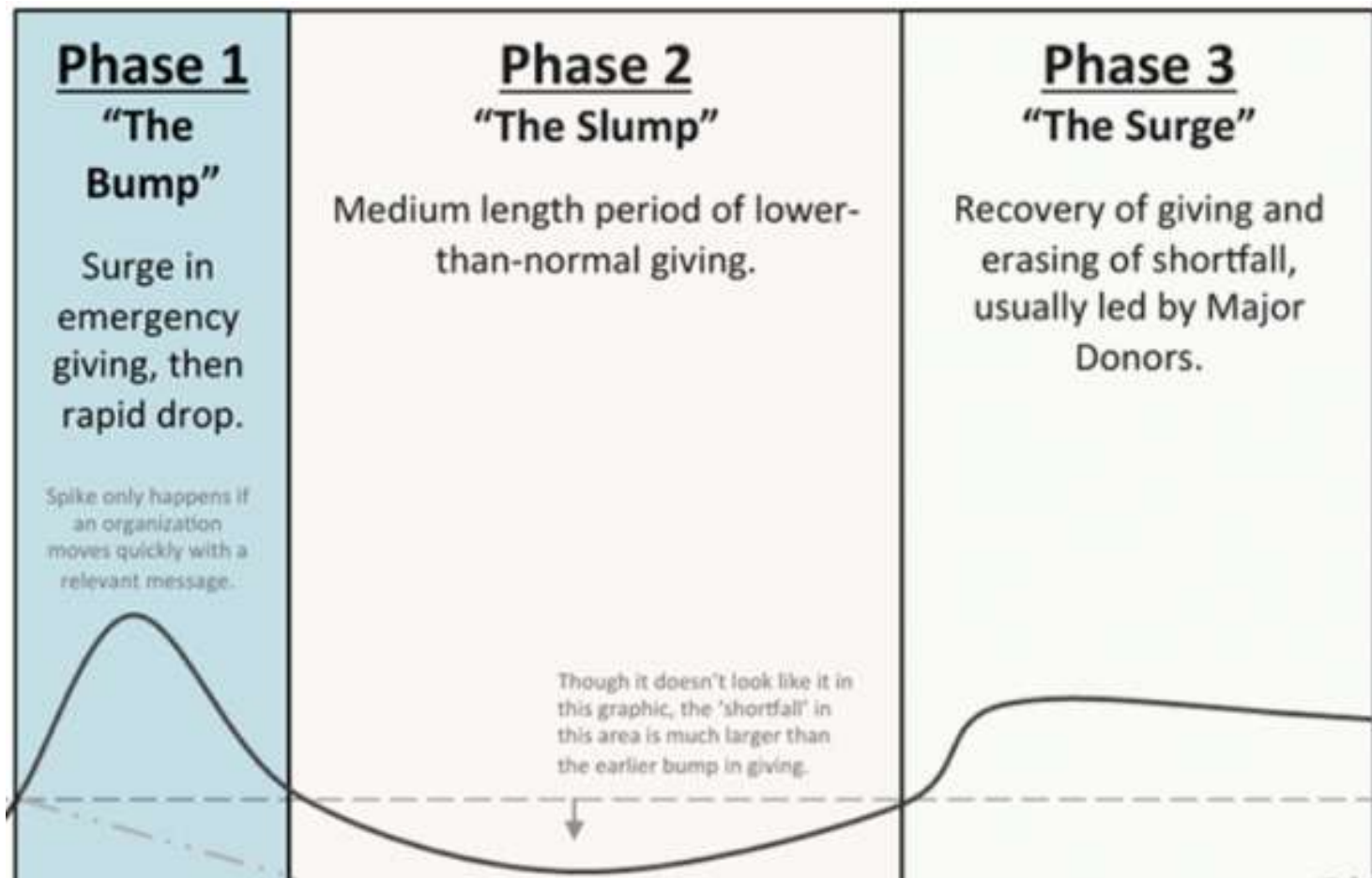


What Do Past Events Tell Us?



PAST EVENTS WITH MAJOR IMPACT ON FUNDRAISING

- 9/11
- Tech Bubble Burst
- Great Recession
- Major Domestic Natural Disasters
- Major Election Years



source: The Better Fundraising Co. (Steven Screen)

During the Great
Recession the S&P 500
dipped 39 percent, but
giving only dropped by
8 percent.

source: Pursuant

LONG TERM IMPACT

- Influx of first time donors (especially younger donors)
- Some will retreat, but other donors will step up (fewer donors, more \$)
- Crises teach people to give & give more generously
- Long term growth for the sector

Communicating NOW



silent =
forgotten

transparent

not tone deaf

NOT THIS

Update on How We're
Responding to COVID-19

DO THIS INSTEAD

“Because of you, we are
able to respond.”

(or “weather the storm”)







CALL YOUR DONORS

- Call to check in – people are home and answering their phones
- NO ASK (“We’re just reaching out to our supporters to see how they’re doing in this difficult time.”)
- People are starving for social interaction
- Prioritize donors that live alone
- A rare chance for us to HELP them



Fundraising NOW



FIX YOUR MINDSET

Your donors are amazing, and they want to help. Let *them* decide what is relevant and important to them. Your job is to clearly state how your beneficiaries and your organization are being impacted by this situation. And how the donor can help. Share a current need that they can act on. Don't let your unease with asking take away from a donor the chance to make an impact and feel better about the world.

IN APRIL

- Only ask if it's truly urgent
 - Organizations on the front lines (healthcare, social services, etc.)
 - Organizations with urgent operating needs (arts organizations)
- No urgent need = hold off (BUT STILL COMMUNICATE)

IN MAY

- Assuming the situation is starting to improve, and you are still not in dire financial straights...
 - Make a soft ask
“Because of your past support, we’ve managed to weather the storm. But we need funds to get our programs running again. Are you able to help?”
 - Tell them it’s okay not to give
“If you have been personally impacted by the crisis please disregard this request and take care of your family.”



Together
we give.

May 5, 2020

GI  ING TUESDAY | NOW

CARES ACT GIVING INCENTIVES

- Temporary Universal Charitable Deduction (\$300) ... you can tell them!
- Corporate Giving = increased annual limit from 10% to 25% of taxable income
- But what about the stimulus incentives that charities are eligible for ... won't that deter giving?

All organizations
need to make an
ask by 6/30 (or you
will be forgotten).

FUNDRAISING EVENTS

For all events before fall, pick your poison...

- Cancel (but try to keep the money)
- Postpone
 - VERY crowded fall
 - When will folks be comfortable in crowds?
- Go virtual
 - Could be the new normal, if it works
(rotation: year 1 = in person, year 2 = virtual)



Dear Rob,

Thank you for being a part of the Paws + Claws Animal Rescue Community.

While it was a difficult decision, our team decided to cancel The Pup-arazzi Gala which was scheduled for April 4, 2020 at 7:00 PM because we care about your safety and wellbeing.

Although we won't be gathering in person, Paws + Claws Animal Rescue is offering 5 ways you can support our goal of raising funds for our Puppy Park renovation and join in on the fun from wherever you are.

We believe that with your help, we can lessen the impact of coronavirus on our mission of finding forever families for homeless pets. Thank you for your support during this challenging time for our organization and our community as a whole.

5 Ways You Can Continue to Support Paws + Claws

#1. Let Us Know If You'd Like to Donate Your Ticket

While The Pup-arazzi Gala was cancelled, you can choose to donate the cost of your ticket to benefit our Puppy Park or let us know if you'd like us to provide you with a refund. Please tell us your preference in this single-question survey.



COMPLETE SURVEY

CAPITAL CAMPAIGN IMPACT

- Stay the course
- Extend payment windows
- Delay going public
- It's the perfect time for planning and donor conversations
- The market will determine GO TIME

Preserve
FUNDRAISING STAFF
at all costs.

Sample Language / Additional Resources



FOR INDIVIDUAL DONORS

"While it is certainly not ideal to be asking you for support at this time, I feel as the leader of this organization that I have the obligation to offer you the opportunity to invest in us again during this critical time."

Source: Laura Fredricks

FOR CORPORATE DONORS

"We can only image the decisions you and your company must make during this time of crisis. What can we do to help you? If there are any opportunities for us to partner together now, we would be more than willing to work with you as we have in the past."

Source: Laura Fredricks

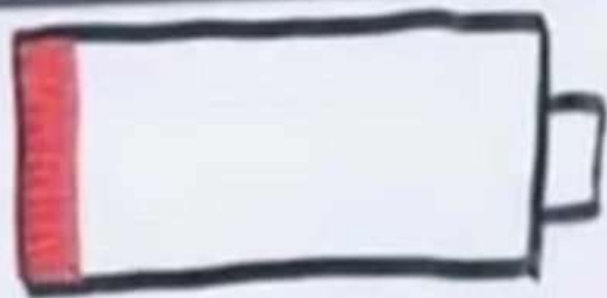
FOR FOUNDATION DONORS

"Your foundation has so generously supported us this year with a grant of [amount] for [program]. While we are most certain you are receiving numerous requests right now, may we have your permission to use the remainder of the grant for our general operations? Attached please find our crisis response plan detailing our operating shortfall and how this conversion would allow us to narrow the gap and preserve our valuable programs."

Source: Laura Fredricks

TOP ARTICLES FROM GURUS

- [12 Tips for Fundraising Right Now](#) (Steven Screen)
- [5 Tips, 25 Ideas & 3 Tools to Take Your Nonprofit Events Virtual in the Age of Coronavirus](#) (Julia Campbell)
- [10 Ways to Participate in #GivingTuesdayNow Without Asking for Money](#) (Julia Campbell)
- [COVID-19 Nonprofit Resource Library](#) (The Nonprofit Partnership)



You wouldn't let this happen to
your phone.

Don't let it happen to you either.

Self care is a priority.
Not a luxury.



The End!

@fundraiserchad





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FUNDRAISING
with Chad Barger, CFRE

@fundraiserchad

morechad.com

free monthly webinar



4/23 @ 2pm (eastern)

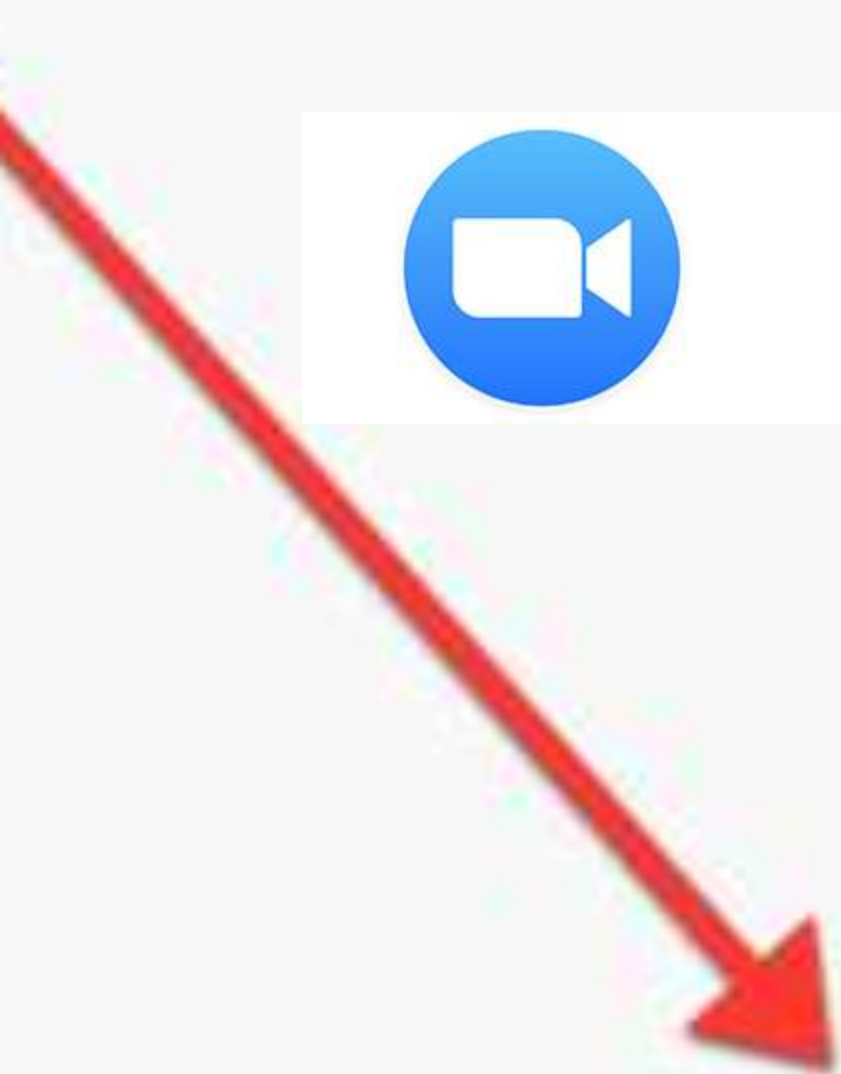
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