



COMMUNICATING AND FUNDRAISING IN A CRISIS

PRESENTERS



ANDREW M. ROSE

Andy is President and CEO of Rose Marcom with 30 years of experience as a business owner, volunteer leader and a senior-level executive at the Jewish Federation of South Palm Beach County.



SUSAN LEVINE

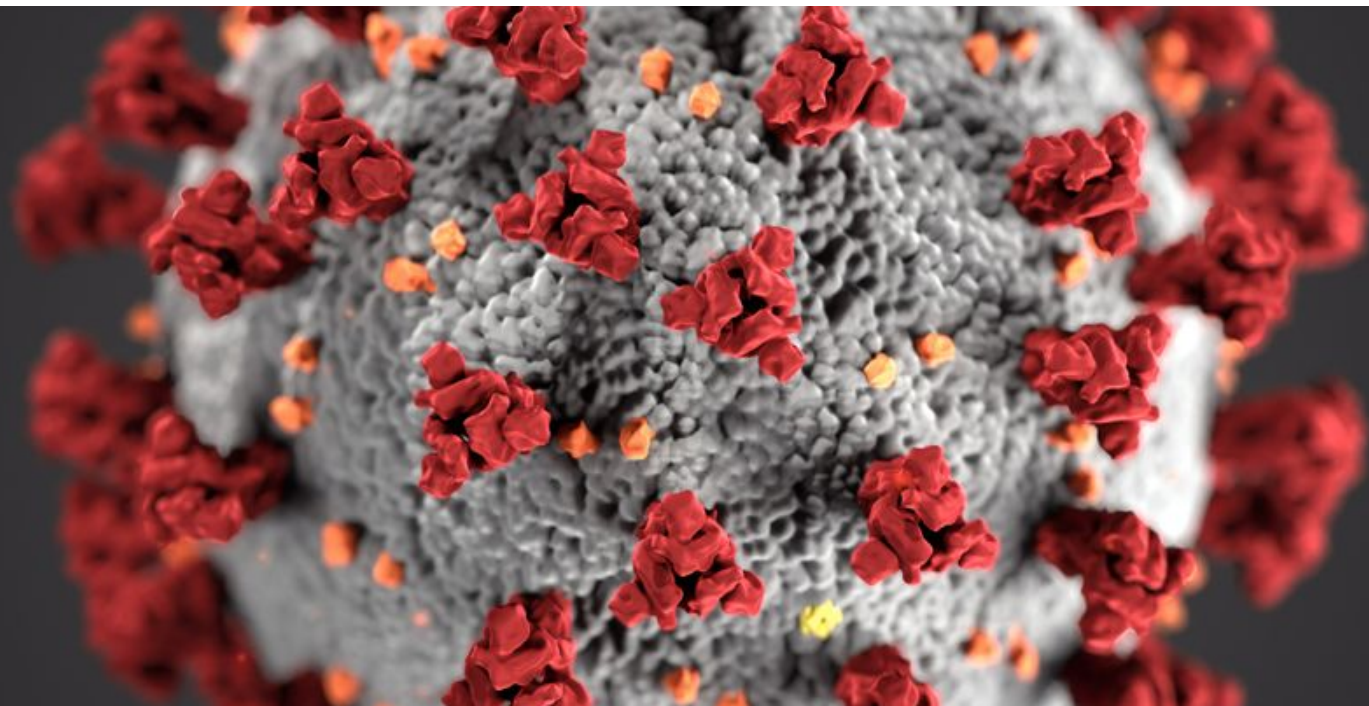
Susan has held numerous senior-level positions in the Jewish communal world, including Chief Marketing Officer of the Jewish Federations of MetroWest and Philadelphia.



MARY ANN KNAUS

Mary Ann is a consumer products veteran with more than two decades of operating experience delivering transformative growth results for industry-leading brands and businesses.

CRISIS NO STRANGER TO NON-PROFITS - IT'S TIME TO STAY FOCUSED AND PROACTIVE DURING CORONAVIRUS PANDEMIC





INTRODUCTION

- **CRISES ARE NOTHING NEW TO NON-PROFITS - SOME DEAL WITH IT EVERY DAY**
- **HOW YOU RESPOND COULD MAKE OR BREAK YOUR ORGANIZATION**
- **THE WAY WE COMMUNICATE WILL CHANGE FOR A LONG TIME - IF NOT FOREVER!**



THE FIVE R'S OF COMMUNICATING AND FUNDRAISING IN A CRISIS

REMINDE
RESPOND
RECONNECT

REFRESH

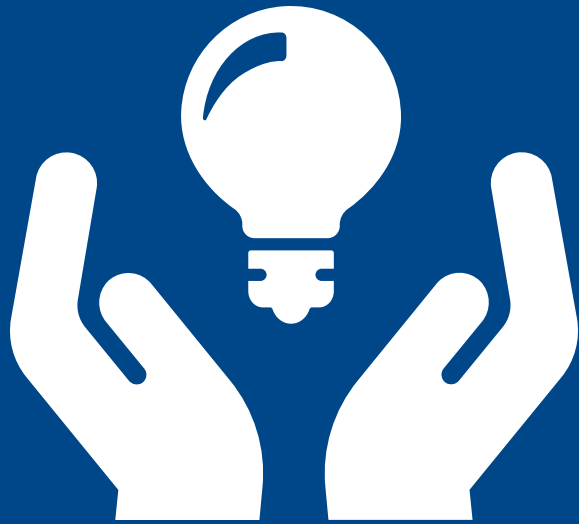
RESET



**ENSURE YOUR CONSTITUENTS UNDERSTAND HOW
YOU ARE RESPONDING AND ADJUSTING TO THE CRISIS**

RESPOND

- **ACKNOWLEDGE THE SITUATION AND ITS IMPACT ON EVERYONE**
- **DUST OFF YOUR CRISIS COMMUNICATIONS KIT**
- **FOLLOW CDC GUIDELINES**
- **COMMUNICATE HOW YOUR ORGANIZATION AND PROGRAMS ARE CHANGING AND ADAPTING GIVEN THE SITUATION**



REMIND YOUR CONSTITUENTS OF YOUR MISSION, SERVICES AND IMPACT

REMIND

- **ACKNOWLEDGE THE PAST SUPPORT OF YOUR STAKEHOLDERS AND THE IMPORTANCE OF YOUR PROGRAM/SERVICE TO THE COMMUNITY**
- **TAILOR YOUR MESSAGE BY AUDIENCE OR SEGMENT**
- **“BUSINESS AS UNUSUAL”**

VIRTUAL PROGRAMMING



CAMP RAMAH DAROM

PROSPECTIVE FAMILIES +

CURRENT FAMILIES +

SUMMER OFFERINGS +

[➤ RAMAH DAROM AT HOME](#)

CAMP LEADERSHIP

DATES & RATES

EVENTS & MEET UPS

WORK AT CAMP +

ALUMNI



Ramah Darom is now streaming exceptional Jewish experiences for every age and stage right into your living room. With content for kids, adults and families it's virtually the next best thing to being together on our Clayton campus. Throughout the week we will be offering everything from fun kids crafts and storytime, to Passover preparation, to cooking demos, to Jewish studies, to adult art projects to Havdallah from the homes of our staff and friends. Most of our programs will be live on our Facebook page. Below is a list of our upcoming programs and how you can join in. If you have any questions please reach out to our Camp Program Director, [Michael Fingerman](#).

Coming Up (All Times Listed in EDT)

DATE & TIME	PROGRAM
Wed 3/25 5pm	Magic Show with Ari Slomka Live on Facebook
Wed 3/25 7pm	Nivonim Aidah Meetup. Camper Parents, check your email for link.
Thu 3/26 12pm	Soccer with Ido Arama - Shaliach, Soccer 2019, Live from Israel on Facebook



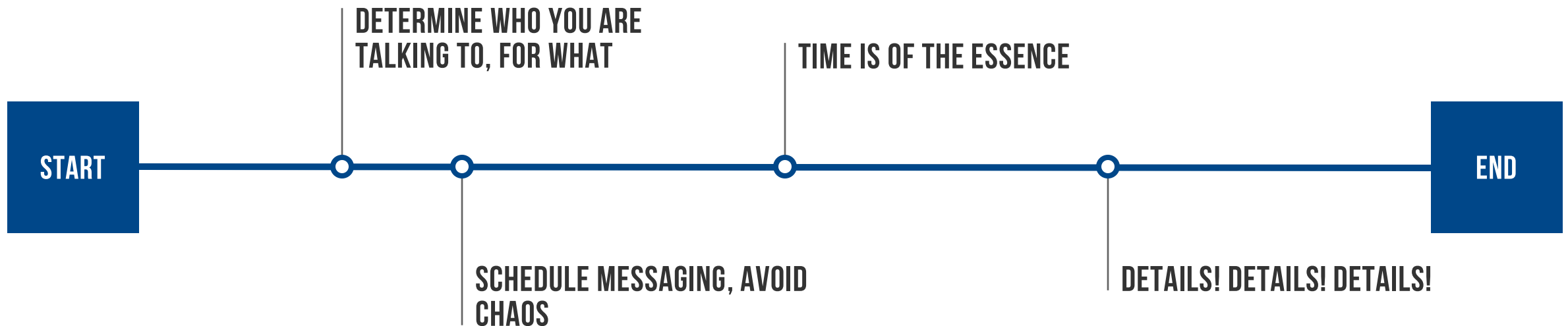
**RECONNECT WITH A SUCCESS STORY AND MAKE
A SPECIFIC AND STRATEGIC ASK**

RECONNECT

- **CONNECT TO YOUR CONSTITUENCY WITH A STORY OF SUCCESS**
- **LEAVE AN UPLIFTING MESSAGE OF HOPE, OPTIMISM AND CONTINUED COMMITMENT TO YOUR MISSION**
- **MAKE A SPECIFIC APPEAL THAT WILL HELP GET YOU THROUGH THIS IMMEDIATE CRISIS**

EMERGENCY FUNDRAISING

IMPLEMENT EMERGENCY FUNDRAISING APPEAL/CAMPAIGN



DETAILS! DETAILS! DETAILS!



RECONNECT WITH A SUCCESS STORY AND
MAKE A SPECIFIC AND STRATEGIC ASK

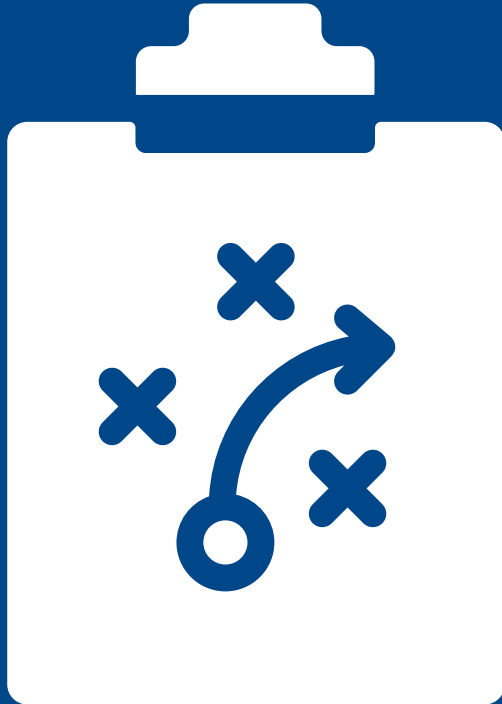
- **MAKE THINGS REAL- HAVE 15 SECOND VIDEO CLIPS OF SERVICE RECIPIENTS**
- **WE'RE ALWAYS BEEN THERE FOR OUR _____, WE CANNOT FAIL THEM NOW.**
- **INVEST IN US, SO WE CAN KEEP THE COMMUNITY STRONG.**
- **MAKE DETAILS ACCESSIBLE**



**REFRESH YOUR 'HIGH-TOUCH' PRACTICES
WITH THE LATEST 'HIGH-TECH' TOOLS**

REFRESH

- **EXPLORE CREATIVE APPROACHES TO YOUR PLANNED FUNDRAISING - I.E. VIRTUAL EVENTS AND AUCTIONS**
- **SET UP A SYSTEM OF DIGITAL STRATEGIES TO MAXIMIZE DONOR RETENTION**
- **THINK OF NEW WAYS YOU CAN CONNECT TO KEY AUDIENCES THROUGH TECHNOLOGY**
- **MASTER THE NEW ART OF “VIRTUAL SOLICITATIONS”**



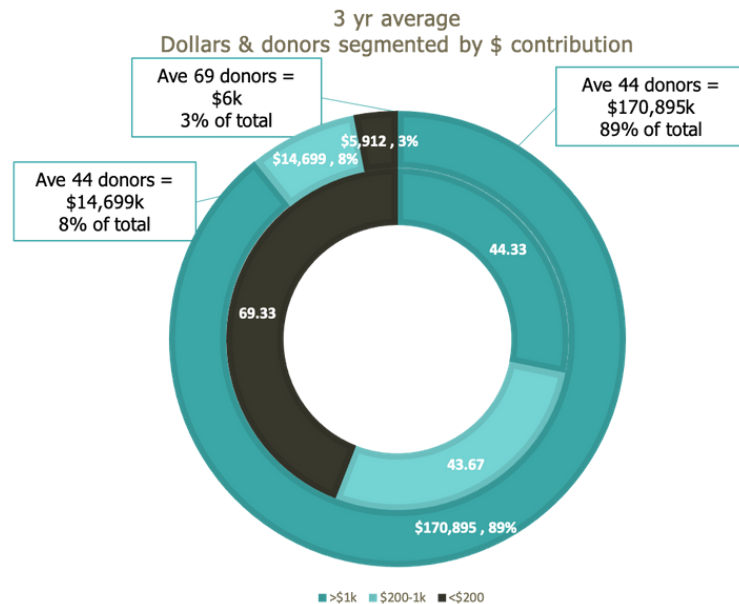
**SEIZE THE OPPORTUNITY TO REIMAGINE AND RESET
YOUR AGENCY BRAND AND MARKETING STRATEGY**

RESET

- **USE YOUR DOWN TIME TO PLAN FOR THE FUTURE**
- **SOME TIME: REFRESH OR REIMAGINE YOUR EXISTING MATERIALS**
- **MORE TIME: BEGIN PLANNING FOR THE NEXT YEAR AND BEYOND**
- **A LOT MORE TIME: TAKE A DEEP DIVE INTO A COMPLETE “DONOR ANALYSIS”**

DONOR ANALYSIS

WHAT IS A DONOR ANALYSIS



- **REVIEW OF DATA ORGANIZED AND SORTED BY KEY METRICS RELATED TO YOUR DONOR ACTIVITY SUCH AS:**

- Trends over time
- Frequency of giving
- Dollar value of gifts
- Impact analysis of events/activity

**UNDERSTAND YOUR DONOR BASE BY
ANALYZING THEIR GIVING PATTERNS**

WHY YOU NEED A DONOR ANALYSIS

- PROVIDES AN OBJECTIVE, DATA-DRIVEN ASSESSMENT OF TRUE DONOR ACTIVITY
- UNLOCKS PATTERNS, INSIGHTS AND NEW OPPORTUNITIES
- ENABLES STRATEGICALLY SEGMENTED APPROACH TO ENGAGING DONORS
 - High value donors
 - Dormant donors
 - New donor targets

Individual Donor Segments					
Segment	Recognition – Top 44	Retention – Current Donors	Cultivation – New Donors	Education – Prospects	Reactivation – Dormant
Potential activity/strategy	<ul style="list-style-type: none">• White Glove program<ul style="list-style-type: none">• in-person contact 1x/Qtr• Board / Staff ambassadors• Target asks• Parlor events & campaigns	<ul style="list-style-type: none">• Maintenance program<ul style="list-style-type: none">• Mailings• Event invites• Solicitations	<ul style="list-style-type: none">• Cultivation program<ul style="list-style-type: none">• Introduction – events, board & ambassador buddies• Parlor events	Define targets & specific events to appeal to them <ul style="list-style-type: none">• High net worth individuals<ul style="list-style-type: none">• Parlor events• Young Professionals<ul style="list-style-type: none">• Happy hour mixer	<ul style="list-style-type: none">• Reactivation program<ul style="list-style-type: none">• Reintroduction via ambassadors• Events• Parlor events
	<ul style="list-style-type: none">• Ask for Introductions<ul style="list-style-type: none">• Tap their network• Host parlor events• Site visits with friends		<ul style="list-style-type: none">• Special attention program<ul style="list-style-type: none">• Special invitations & events• More personalized• Exclusive ask campaigns		
	<ul style="list-style-type: none">• Ask them to become ambassadors<ul style="list-style-type: none">• Ask for help with reactivations• Ask them to buddy NEW donors				
	2019-20 \$ Goals				

DEVELOP A SEGMENTED DONOR
STRATEGY BASED ON BEHAVIOR

OUTCOMES FROM A DONOR ANALYSIS

- COMMUNICATION AND FUNDRAISING PLAN TARGETED TO EACH SEGMENT
- SPECIFIC ACTIVITY TARGETED TO GROUPS WITH MOST GIVING POTENTIAL
- MORE EFFECTIVE ALLOCATION OF RESOURCES AND FUNDRAISING ACTIVITIES
- IDENTIFICATION OF NEW DONOR SEGMENTS AND CULTIVATION PROGRAMS

DONOR GROUP	January	February	March	April	May	June	July	August	September	October	November	December
Top 44 - White Glove	Parlor event + matching AGK	TBD	Parlor event	Thank you	TBD	Parlor event	TBD	TBD	Solicitation	Ticket pre-sold	TBD	Solicitation
Retention Group - Maintenance	TBD	TBD	TBD	TBD	TBD	TBD	Special request	TBD	Solicitation	TBD	Tickets on sale	Solicitation
NEW Group - Cultivation	Parlor event - special invite	TBD	Parlor invite	TBD	TBD	Parlor event	TBD	TBD	Solicitation	TBD	Tickets on sale	Solicitation
Dormant Group - Reactivation	Parlor event - special invite	TBD	Parlor invite	TBD	TBD	Parlor event	TBD	TBD	Solicitation	TBD	Tickets on sale	Solicitation
Prospect Group - Education	TBD	Special Event	TBD	TBD	Special Event	TBD	TBD	TBD	Solicitation	TBD	Tickets on sale	Solicitation

**TARGET FUNDRAISING PLANS WITH
ACTIVITIES SPECIFIC TO EACH DONOR SEGMENT**

CONCLUSION

- 1** **RESPOND** — ENSURE YOUR CONSTITUENTS UNDERSTAND HOW YOU ARE RESPONDING AND ADJUSTING TO THE CRISIS
- 2** **REMIN** — REMIND YOUR CONSTITUENTS OF YOUR MISSION, SERVICES AND IMPACT
- 3** **RECONNECT** — RECONNECT WITH A SUCCESS STORY AND MAKE A SPECIFIC AND STRATEGIC ASK
- 4** **REFRESH** — REFRESH YOUR 'HIGH-TOUCH' PRACTICES WITH THE LATEST 'HIGH-TECH' TOOLS
- 5** **RESET** — SEIZE THE OPPORTUNITY TO REIMAGINE AND RESET YOUR AGENCY BRAND AND MARKETING STRATEGY



**THANK
YOU**

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