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

- CRISSES 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
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

Ensure your constituents understand how you are responding and adjusting to the crisis.
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.”

Remind your constituents of your mission, services and impact.
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 storytelling, 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)

<table>
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<tr>
<th>Date &amp; Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>Wed 3/25 5pm</td>
<td>Magic Show with Ari Slomka <a href="#">Live on Facebook</a></td>
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<td>Wed 3/25 7pm</td>
<td>Nivonim Aidah Meetup. Camper Parents, check your email for link.</td>
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<tr>
<td>Thu 3/26 12am</td>
<td>Soccer with Ido Arama - Shabbach, Soccer 2019, <a href="#">Live from Israel on Facebook</a></td>
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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

Reconnect with a success story and make a specific and strategic ask.
EMERGENCY FUNDRAISING
Implement Emergency Fundraising Appeal/Campaign

Start:
- Determine who you are talking to, for what
- Schedule messaging, avoid chaos
- Time is of the essence
- Details! Details! Details!
• 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

RECONNECT WITH A SUCCESS STORY AND MAKE A SPECIFIC AND STRATEGIC ASK
REFRESH YOUR ‘HIGH-TOUCH’ PRACTICES WITH THE LATEST ‘HIGH-TECH’ TOOLS

- 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”
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”

Seize the opportunity to reimagine and reset your agency brand and marketing strategy
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

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

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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. **REMIND** — 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