



Fundraising During a Pandemic: More Best Practices & Lessons Learned So Far

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OVERVIEW

- Presentation Based on Past & New Best Practices
 - Tactics for donor communication, emergency campaigns, & managing virtual events
 - Strategies for longer-term donor engagement
- Q&A & Group Discussion

WHAT WE HAVE LEARNED OVER THE PAST FEW WEEKS

Non-profits are smart. Under the most difficult of circumstances, you have:

- Developed Coronavirus fundraising plans
- Emphasized empathy
- Called your major donors to check-in
- Conducted asks where appropriate
- Re-scheduled, re-tooled, &/or reimaged your events
- Have been transparent about your needs
- Figured out how to maximize technology

IMMEDIATE TACTICS THAT SEEM TO BE WORKING

- Communication
 - Yes, written pieces likely won't be read, but are necessary
 - Key messaging: empathy & you are “one of us”
 - Combination of data & storytelling
 - Utilize email blasts with embedded video
 - Involve program staff & social workers: your frontline people
 - Describe your vulnerable populations
- Large sponsor & donor management
 - “Credit” toward future support
 - Supplemental support (especially if donor has a DAF or foundation)
 - Leverage & matching
 - “Asks”
 - Phone, Zoom & FaceTime

TACTICS, CONT.

- Small Donor Management

- Focus on current donors
- You should keep asking, but timing is everything
- Text messaging & social media
- Recognize the scope/complexity of the crisis, but stress that “your gift *will* make a difference” (“Your \$100 can pay for....”)

- Case for Support

- Your unique value proposition
 - How you are uniquely addressing client & community needs
 - Address social disparities & the most vulnerable: op-eds & blog posts
- Expressing urgency but not panic
 - You have serious need, but are not in immediate jeopardy
- Demonstrating good citizenship
 - E.g. become a meals distribution site

TACTICS, CONT.

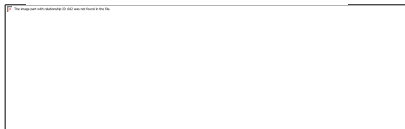
- Board member deployment: as fiduciaries, board members are obligated to help you preserve/gain revenue
 - 100% board participation in special campaign
 - Board/staff steering committee
 - “Require” phone calls to major donors (& especially related to canceled events)
 - Provide talking points
 - Budget discussion: if/how reserves should be used to bolster fundraising. (It might be a good time to hire....)

VIRTUAL EVENTS

- Zoom & YouTube events
 - Combined events
 - Value of videos & testimony
 - Feature list of virtual supporters. Update daily
- Table captain & other “competitions”
 - Adopt-a-program
- Roll-up gifts
 - No baby-sitters, no salon visits, no Ubers, no parking...
- On-line auctions
 - Post-pandemic fun
 - Roll-out slowly. Add gifts everyday

POST-IMMEDIATE STRATEGIES

- Stewardship
 - Service provision updates
 - More storytelling & data
 - All communication platforms
 - Segmentation, if possible
 - Offer services (& continued empathy)
 - Fundraising updates
 - Major donor assessments



STRATEGIES, CONT.

- Diversification
 - If resources allow, begin new prospect identification, cultivation, & solicitation. (Ask institutional donors to recommend you to peers)
 - Renew lapsed donors
- Institutional Donor Management
 - Most grant-makers want to help & have established emergency funds
 - Start communicating when you're ready
 - Combined emergency grant proposals
 - Provide “good” corporate citizen acknowledgement to corporate supporters

AND A FEW MORE IDEAS

- Re-deploy your volunteers
 - Do you have volunteers who can no longer carry out their usual tasks?
 - Ask them to be your AMBASSADORS by calling your donors to see how they are & thank them for their past support
- Show the delta
 - Have you lost earned income while your mission-related expenses are increasing?
 - Create a graph to show the delta between the two & show it to your donors. It's a visual demonstration of your challenges

MORE IDEAS

- Donor meet-ups
 - The “herd mentality” in giving means that donors want to feel they are part of a larger group. It validates their giving by associating with others who do, as well
 - Invite your donors for a zoom “favorite snack” party. 30-minutes of facetime munching, when you & your donors can informally get together with no agenda other than getting to know one another

AND FINALLY (FOR NOW)

- Put your best listening tools to work
 - Ask what your stakeholders need and want from you – it might not be what you think!
 - Use online surveys, crowdfunding platforms, & social media to collect information
- Show impact
 - It's been over 8 weeks since the pandemic began. Show how your work has had positive impact on your community
 - Use a combination of data & story-telling

ADDITIONAL IDEAS & MORE

- These ideas served as a platform for brainstorming & problem solving
- Let's move on to discussion/Q&A
- How to reach me:

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