Fundraising in the Time of COVID-19 and Beyond

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Thanks for coming!

• We have a large group today, so all attendees have been set on mute and with their videos off
• We’re saving questions till the end of the presentation. If you have a question, please type it into the Chat box at the bottom of your screen
• Depending on the volume of questions we may not be able to get to all your questions, but we’ll do our best
The biggest threat to your fundraising:

Fear!
Lost Revenue

• Fundraising events cancelled
• Ticket sales/revenue
• Personal visits with donors
• Underperforming campaigns?
Skyrocketing need for services

You need more revenue than usual!
Is fundraising down?

Stock market
Job loss
Distraction?
Record-breaking fundraising

Major donor
Direct Mail
Email
Telephone
Donors still donate!

... and they still love your cause!

Giving is empowering and comforting in times of crisis
One large group of nonprofits is suffering devastating losses...

Those who have gone silent!
“Be fearful when others are greedy and **bold** when others are fearful.”

Warren Buffett

This is the time for the bold!
Don’t cancel fundraising activities that you don’t have to cancel.
Seriously, Don’t.
What will happen to those who stay silent

- Immediate lost revenue
- Increased donor attrition
- No new donors
- Reduced revenue for next 7+ years
- Donors miss opportunity to be heroes!
What to do

1. Donor love
2. Emergency campaigns
3. Pivot to the new normal
1. Donor love

- Check in with your donors
- Be there for them with information
- Ask!
- Thank
- Report
2. Emergency campaigns

- Direct mail
- Email
- Social
- Phone
Emergency campaign message

• Simple, focused
• Strongly urgent message
• Fast
Which of these is true about your organization?

1. We serve in ways that help people impacted by COVID-19.
2. We are losing (or will lose) revenue because of COVID-19.
3. Both #1 AND #2.
4. Neither of the above is at all true about us.
5. Other
1. We serve in ways that help people impacted by COVID-19

• Direct, frontline service (hospitals, clinics, working with the poor etc.)
• Indirect frontline (economic distress, food, shelter, social isolation, etc.)
• Indirect, not frontline (arts, religious, environment, etc.)

“Sniff test”
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5. Other
Group #1

We serve in ways that help people impacted by COVID-19

Ask donors to step up with you and help save the day during this crisis.
Group #1
We serve in ways that help people impacted by COVID-19

So many people urgently need help as they come down with the virus. Will you please help them with a special gift today?
We are losing revenue because of COVID-19

Ask donors to help make up the lost income
We are losing revenue because of COVID-19

Please help make up for this disastrous drop in income. Our work continues and will be needed long after this crisis is behind us.
Group #3

We serve and we are losing revenue because of COVID-19

Tell your donors both things!

(But focus on one or the other at a time.)
Your crisis messaging

Group #4

No impact on our work or our revenue

Ask donors to continue their vital support of the work.
No impact on our work or our revenue

Our work is just as important now as it ever was, even in this time when so many are focused on something else.

This works too!
Emergency campaign

Speed is vital!
Emergency campaign, Step #1

Direct Mail Pack

• Keep it simple
• Choose speed over “nice”
• Yellow envelope (unless that’s slow)
• Streamline approval process
Emergency campaign, Step #2

First Email

• Copy and paste from the direct mail letter (light revisions)
• Keep it simple, no images
Emergency campaign, Step #3

Second Email

• Revise first email to about half the length
• Keep it simple, no images
Emergency campaign, Step #4

Third Email

• Revise second email to very short, emphasize need for quick donation
Emergency campaign, Step #5

Optional

- Parallel campaign on Facebook
- Phone calls to some donors
URGENT! Puppies Needed NOW!

Local residents wait for Service Dogs

As the COVID-19 crisis sweeps through all aspects of daily life, people struggling with disabilities urgently need trained Service Dogs.

Many of them are living in even greater isolation and desperately need the support and assistance a Service Dog provides. Imagine living life in a wheelchair, limited to get around and do daily tasks. And now, with greater restrictions — no visitors, no outings, less care. It is almost unbearable.

ECAD (Educated Canines Assisting with Disabilities), the Winchester, CT, based not-for-profit that provides expertly trained Service Dogs to people with a wide variety of disabilities, is calling on the community to help in this emergency. These dogs can give practical and emotional help that can literally save lives.

The COVID-19 crisis has put ECAD in an unprecedented financial crisis, forcing decisions that could leave many people living with disabilities to go without the help they need.

Please help by May 10, 2020. Your donation will give people living with disabilities a fighting chance in these desperate times. A chance to live a life of independence and less isolation than they are suffering now.

Will you join others in our community to help people living with disabilities get through this crisis?

You may be facing challenges of your own, but please, if you can, take a moment to help those less fortunate gain the lives they deserve. Especially now when fear, isolation and uncertainty are at an all-time high.

Donate online at www.ecad1.org/crisis

Many wounded veterans especially need Service Dogs right now.

[Donate button]

[Yes! I want to ensure that people with disabilities are able to get a Service Dog as soon as possible.

$25  $50  $75  $100]

Name: _______________________
Email: _______________________
Address: _____________________

Donate by Mail: PO Box 831, Torrington, CT 06790
Donate by Phone: (860) 489-6550
3. Pivot to the new normal

The **CRISIS** will transition into a crisis
Phase 1
"The Bump"
Surge in emergency giving, then rapid drop.

Phase 2
"The Slump"
Medium length period of lower-than-normal giving.

Phase 3
"The Surge"
Recovery of giving and erasing of shortfall, usually led by Major Donors.

New Normal
Higher than the old normal IF the organization is effective at Phases 1-3.

Usually a few days - 6+ weeks already

Lasts weeks or months, maybe more

Will be lower if organization does not increase communication and make a strong case for support.

Though it doesn’t look like it in this graphic, the ‘shortfall’ in this area is much larger than the earlier bump in giving.

Will be lower and hard to predict if organization has not done well in prior phases.

*All dates estimated, based on experiences with previous natural disasters and economic collapses.
Pivot to the new normal

• Transition back to a “normal” plan
• Keep doing donor love
• Plan 60-90 days out, not much more
• Don’t ignore the elephant in the room
• Remember, our job is to make the donor the hero!
• Speed is important
• Don’t let perfection block progress
• This is the time for the bold
• Be ready for change
• Remember: This is your time to do your best work!
Questions

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