

The background of the slide is a dark green gradient with several large, detailed, green coronavirus particles. These particles are spherical with a textured surface and numerous spike-like protrusions extending from them. They are scattered across the frame, with some appearing larger and more prominent than others.

Fundraising in the Time of COVID-19 and Beyond

Jeff Brooks
Hartford Foundation for Public Giving
May 11, 2020

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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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?

Group #2

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.)



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

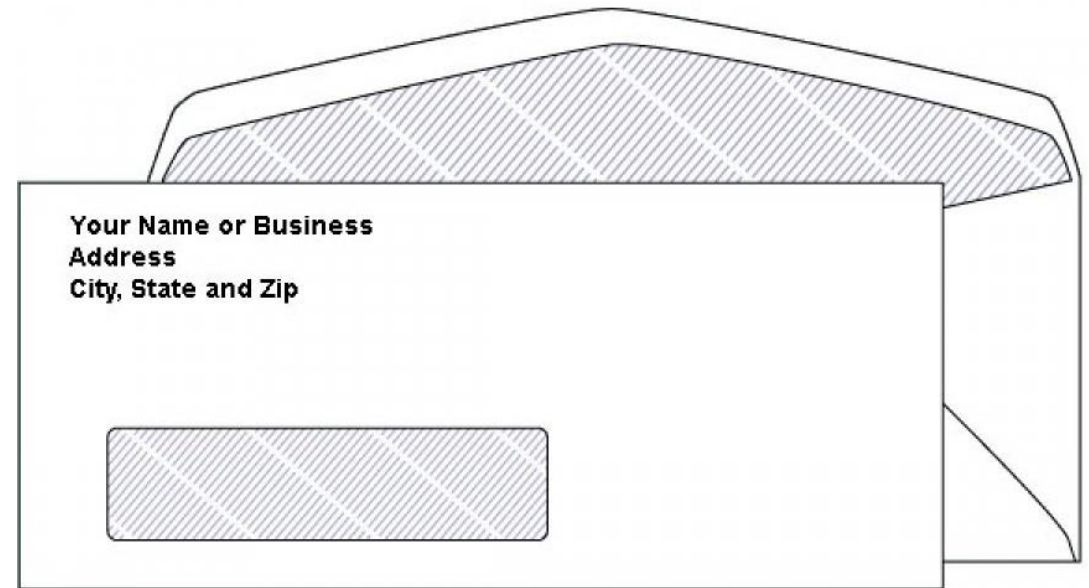
Speed is vital!



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



Many wounded veterans especially need Service Dogs right now.



**Donate online at
www.ecad1.org/crisis**

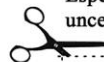


decisions that could leave many people living with disabilities to go without the help they need.

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.



☒ **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.

Spike only happens if an organization moves quickly with a relevant message.

Phase 2

"The Slump"

Medium length period of lower-than-normal giving.

Lasts weeks or months, maybe more

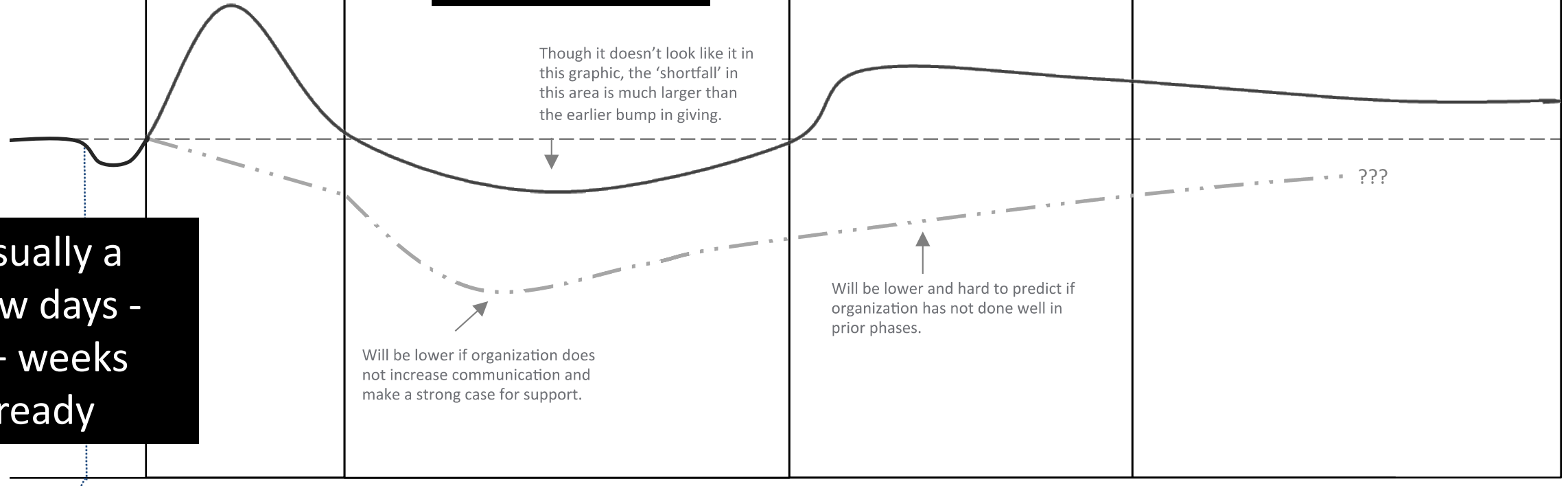
Phase 3

"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.



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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