

Strategies for Nonprofit Fundraising During a Global Crisis

May 20, 2020



CPAs & ADVISORS

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- This presentation will be recorded and made available to download at www.grfcpa.com/webinars.
- Technical questions about the survey can be addressed to Nathan McElveen at nmcelveen@grfcpa.com.

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Additional Information

| | |
|---|--|
| Learning Objective To help participants develop fundraising strategies that address the economic crisis with data, tactics and best practices. | Instructional Delivery Methods Group Internet-based |
| Recommended CPE 1.0 CPE Credit | Recommended Fields of Study Communications and Marketing – Non-Technical |
| Prerequisites None required | Advance Preparation None |
| Program Level Basic | Course Registration Requirements None |
| Refund Policy No fee is required to participate in this session. | Cancellation Policy In the event that the presentation is cancelled or rescheduled, participants will be contacted immediately with details. |
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Presenters

Meet the Instructors



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Agenda



Landscape:
Understanding
the Moment



Creating a Plan
and Resources



Resilience: Looking
Ahead

A background image of a business meeting with several people in professional attire. Pink streamers are falling from the top, creating a celebratory atmosphere. The image is slightly blurred to make the text stand out.

Landscaping: Identifying and Understanding this Moment

What You Need to Know Now

Polling Question #1

Since March 2020, characterize your organization's fundraising goals:

- A. *We will not achieve our fundraising goals.*
- B. *We will achieve (or have already achieved) our fundraising goals.*
- C. *We will have to change (or changed) our fundraising goals to meet increased need.*
- D. *We will have to change (or changed) our fundraising goals adjusting for decreased revenue projections.*

Understand the Moment

What do we know and what are we learning?



Nonprofits are experiencing **significant changes** in demand for services.

Overall, nonprofits are experiencing **reductions in revenue**.

Nonprofits are **struggling** with staff and volunteer availability.



700 foundations pledged to

- ease grant restrictions
- provide general operating support
- reduce site visits or written reports
 - flexibility regarding deadlines

\$120 million+ Donor Advised Funds

#GivingTuesdayNow

Universal Charitable Deduction

Understand Fundraising Crisis as Opportunity

What can we do to engage donors?

What we know:

- Organizations that stayed around after disruptive events:
 - focused on mission, stayed connected with donors, pushed fundraising
- Organizations that dropped off in previous crises were
 - lacking engagement and donor communication

Customizing your communications is as important as ever

--as the field for attention is crowded



Understand Your Donor

How are donors experiencing this crisis?



Engagement Opportunities

Individuals are actively seeking opportunities to engage with others.



Shifting Experiences

The places and spaces where interaction occurred are evolving: your donors lives are upended.



Listen and Empathize

Every donor is experiencing this moment differently: listen, demonstrate empathy and demonstrate compassion.

Understand Donor Communications as Critical

What is appropriate to share?

Program Updates

- How are program services being provided?

Operations

- Office hours/locations
- Resources for guidance, e.g. Centers for Disease Control
- How can donors make a secure gift?

Outreach

- How can donors communicate with individuals affiliated with your organization?



Polling Question #2

As a result of COVID-19, have you or will you have to cancel a revenue-generating event?

- A. *Yes*
- B. *No*
- C. *Unsure, at this time*

Engaging Your Donor

Best Practices in a Crisis

Events

Options for All Organizations

- If an event had to be cancelled or rescheduled, communicate with top donors and consistent attendees.
 - Establish that their support is still valued
- Transitioning an in-person event to virtual
 - Test platform
 - Focus on opportunity to have deeper engagement: smaller group and focused interaction.
- If an event is scheduled for the future, and can be transitioned as virtual, confirm donors/sponsors will permit you to keep their gift.
 - Event revenue is needed to cover operational costs and increased program demand.

Tactics to Engage Donors

Options for All Organizations

- People are looking for connections
 - Customize and personalize communications
 - Thank donors – it is important to recognize your appreciation for donors, including prospects
 - Vary the messenger: showcase a program, share a photo, host a phone town hall or video gathering
 - Specify the needs organization is experiencing: how has work changed?
 - Evolve volunteer program – reimagine volunteers for a ‘thank-a-thon’

Tactics to Engage Donors

Options for Rapid Response/ “Frontline” Organizations

- You are a trusted knowledge resource
 - As appropriate or permitted, share the moment-by-moment experience
 - Highlight emerging or evolving needs
 - Narrate ongoing needs; ensure ‘basics’ are not forgotten
 - Tell a story of impact: focus on positivity
 - Thank your supporters: shout-out a specific gift and its meaning

Tactics to Engage Donors

Options for Intermediary Organizations

- Affirm the need for your services and connect to pandemic
 - Storytelling is key: narrate the cumulative impact
 - Even if imperfect: ask those your organization serves to share their experiences
 - Focus on the need to address inequities now—to protect future greater harm
 - Shine a light on the linkages: e.g. what happens when individuals can't access a service?
 - Thank your staff and volunteers in messages to public and donors.

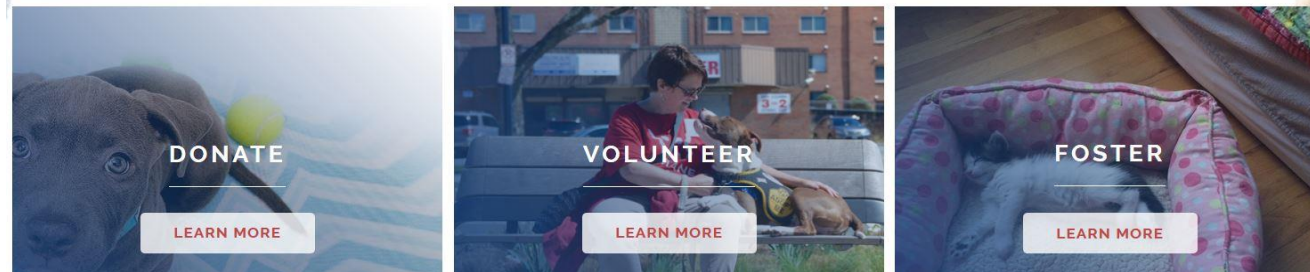
Engaging Donors

Highlight How Individuals Can Help

Update “Donate” web page to ensure full range of giving options, including

- Urgent Needs
- Donor Advised Funds (DAFs)
 - Stock Gifts
 - AmazonSmile
- Corporate Partnerships

Ways You Can Help



Customizing Your Message

Suggestions for Outreach

Communications from the organization should be on brand and conform with your mission

- Update email: “It’s been a while since we’ve been in touch”
 - Share where staff are working, and how programs have evolved
- Thank donors and showcase their impact
- Vary the messenger: ask program participants to upload video messages and emails from board members or volunteers

Engaging Your Board

Activities that take less than an hour



If you have 15 minutes:

Check the organization's social media properties and like or retweet



If you have 30 minutes:

Review your connections (Facebook, LinkedIn, etc.) to identify 1 person to introduce to your Executive Director/President



If you have 1 hour:

Prepare list of materials to share, and ensure you've reached out to your personal and professional networks

Board Member Role in a Crisis

A Strategic Partnership: Governance

| | |
|--|---|
| Monitor financial and program management | <ul style="list-style-type: none">- Manage potential risk- Consider any ‘disruptors’: contracts, equipment, safety- Vision and mission- Decisionmaking authority |
| Audit | <ul style="list-style-type: none">- Internal controls- Assessment evolution |

Board Member Role in a Crisis

A Strategic Partnership: Fundraising

Develop a plan that clarifies organization's role and responsibilities

- Explore opportunities to host virtual events in lieu of public gatherings
- Financial plan in sync with your board: identify urgent needs
- Encourage board to share their learnings—from work, other volunteer experiences, and their peers
- Hold conversations with partner organizations

Serve as messenger to donors and staff

- Communicate consistent messaging throughout platforms
- Share messages repeatedly

Communication Themes

Consistent Messaging

- Focus on patience and empathy; we're all in this together
- Be cognizant of individual anxiety due to impact on health, or personal finances
- When you ask for support, lead with empathy, and be honest about your needs



Polling Question #3

Has your organization received unsolicited donations, including in-kind support, i.e. services?

- A. *Yes*
- B. *No*
- C. *Unsure*

Communicating in a Crisis

Showcasing Organizations

As of this morning, the DMV area has over 41,000 confirmed cases of COVID-19. Unfortunately, the rate of infection has continued to increase over the past several weeks, upending the livelihood of thousands of our region's most under-resourced individuals.

During these challenging and uncertain times, Mary's Center is working to ensure that quality medical care, behavioral health services, and social support remain accessible to all.

That's why Mary's Center is participating in #GivingTuesdayNow on May 5th.

#GivingTuesdayNow is a global day of giving and unity as an emergency response to the unprecedented need caused by COVID-19.

At this moment, Mary's Center urgently needs to restock our supplies of N-95 masks and other Personal Protective Equipment (PPE) - such as face shields, gloves, and gowns. The PPE is essential in protecting our providers as they work tirelessly to test our uninsured and underinsured participants for COVID-19.

[Will you stand with our community and join our #GivingTuesdayNow campaign by making a gift or sharing our fundraiser with your friends?](#)

Count me in on #GivingTuesdayNow!

As an added bonus, our generous partners at **Washington Gas** have agreed to match all **#GivingTuesdayNow** donations up to \$5,000. This means your donation will have **double the impact!** So please, spread the word and join the movement next Tuesday, May 5th.





Holding Court: Justice Conversations with AFJ

Join us next week for the next event in our virtual series connecting our wonderful community of justice supporters with legal, activist, and political leaders: ***Holding Court: Justice Conversations with AFJ.***

Holding Court: A Justice Conversation with AFJ & Joyce Vance

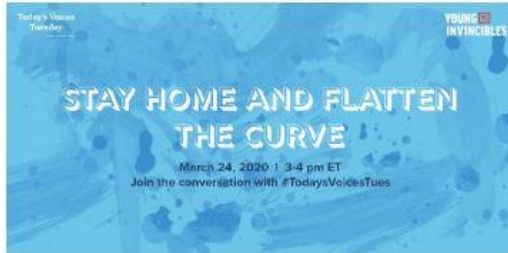
Defending the rule of law in the time of Trump and COVID-19

Join online Wednesday, April 29, 6:15 PM ET



Because of the COVID-19 outbreak, Young Invincibles' work has become more important than ever. Young adults are facing new threats. They have lost their housing, jobs, and health care in just a matter of weeks. These were pillars of stability, and now they are gone with too little in their place to help.

As an organization committed to expanding economic opportunity for young adults, Young Invincibles (YI) is working tirelessly to elevate the needs of young adults in the midst of the COVID-19 global crisis. YI has built a strong network of young adults who continue to advocate for the issues that matter most to them. Our mission to center young adults in the political process has never been more clear or more important.



COVID-19 Response

YI has asserted young adult needs by demanding our elected officials ensure health care access and affordability, food assistance access, and student loan and aid reform.



Feeding America  @FeedingAmerica · Apr 30

Already donated? Another easy action you can take from home is to help your neighbors get the information they need.

If you or someone you know is in need of food, here are some resources that can help: bit.ly/2W1Hc6A #ParksAndRec



Resources

Where to find the most current information?

- The Chronicle of Philanthropy
 - @Philanthropy
- The Non-Profit Times
 - @NonProfitTimes
- Nonprofit Quarterly
 - @NonprofitQuarterly
- The Foundation Center (Candid)
 - @FdnCenter
- Inside Philanthropy
 - @InsidePhilanthr

Questions?

Contact Us



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