



# Reframing COVID-19: The Opportunity to Grow Relationships with Donors

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Husband, Dad, Executive Director, Fun Guy

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## Webinar Presenter and Guests

## Webinar Norms

- Attendee audio/video off
- Presenter audio on (obviously!) and video on/off as needed
- Use chat to ask questions and share thoughts and resources
- Webinar recording and slides will be emailed and posted at <https://telluridefoundation.org/nonprofits/capacity-building/>



## Webinar Objectives



Understand current fundraising data and trends



Learn how to connect and communicate with donors during the pandemic



Hear what other organizations are doing to deepen relationships with donors



Gain knowledge on what donors want from the nonprofits they support



## Jacob Herald, Executive Vice President of Candid

*The Social Sector Can't Let the COVID Crisis Go to Waste, June 10, 2020*

"This moment offers the potential for transformation. In times of equilibrium, our institutions preserve the status quo. This is not a time of equilibrium. The flux around us offers a chance to rearrange and reimagine, to fix the problems we've long seen."

## Webinar Flow

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Current Fundraising Data and Trends

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Donor Cultivation and Communication

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Guest Executive Director: Luke Brown

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Guest Philanthropist: Katherine Borsechnik

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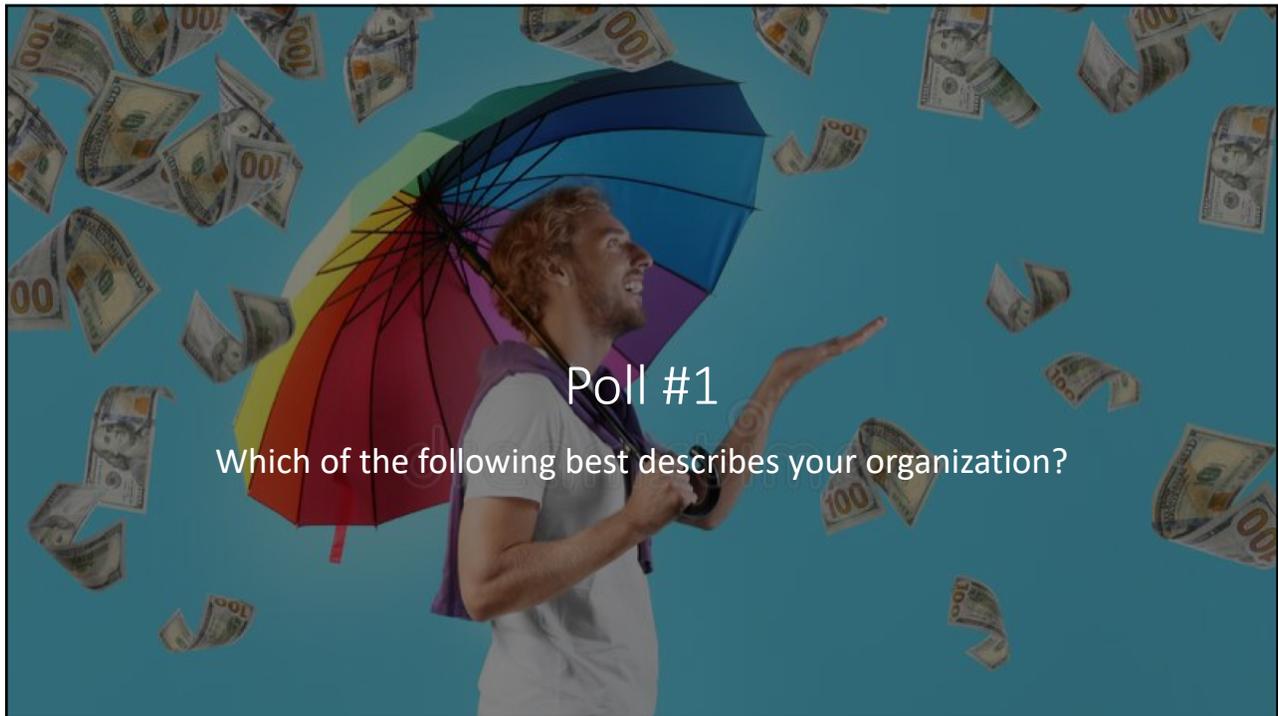
If I Were Running a Nonprofit

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Tools and Resources

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Q & A



# Current Fundraising Data and Trends

**In 2019, Americans gave \$449.64 billion to charity**

**\$449.64 billion**

## Where did the generosity come from?\*

Contributions by source (by percentage of the total)

Source	Percentage	Amount	Change from 2018
Individuals	69%	\$309.66 billion	4.7% increase
Foundations	17%	\$75.69 billion	2.5% increase
Bequest	10%	\$43.21 billion	0.2% increase
Corporations	5%	\$21.09 billion	13.4% increase

*Giving by individuals has grown in four of the last five years.*

## Where did the charitable dollars go?

Contributions by destination (by percentage of the total)

Destination	Percentage	Amount	Change from 2018
Religion	29%	\$128.17 billion	Decrease
Education	14%	\$64.11 billion	Decrease
Human Services	12%	\$55.99 billion	Decrease
Foundations	12%	\$53.51 billion	Decrease
Health	9%	\$41.46 billion	Decrease
Public-Society Benefit	8%	\$37.16 billion	Decrease
International Affairs	6%	\$28.89 billion	Decrease
Arts, Culture, and Humanities	5%	\$21.64 billion	Decrease
Environment/Animals	3%	\$14.16 billion	Decrease
Individuals	2%	\$10.11 billion	Decrease

*Education, public-society benefit, arts, culture, and humanities, and environment and animal organizations saw double-digit growth in 2019.*

*Giving to environment and animal organizations increased 11.3 percent in 2019, marking the sixth consecutive year of growth for this subsector.*

\* All figures on this infographic are reported in current dollars unless otherwise noted.

Visit [www.GivingUSA.org](http://www.GivingUSA.org) to learn more and to order your copy of *Giving USA 2020: The Annual Report on Philanthropy for the Year 2019*.

## AFP Coronavirus Response Survey 2020

### Second Quarter 2020

- 57% expect to see decreases in funding
- 25% expect an increase
- 23% will remain the same

## AFP Coronavirus Response Survey 2020, cont'd.

### For 2020

- 56% of respondents expect to raise fewer funds compared to 2019
- 21% predict organizational funding will increase
- 23% believe fundraising totals will remain the same

### For 2021

- 72% expect decreases in giving
- 12% think giving will increase
- 16% believe giving will be about the same

## AFP Coronavirus Response Survey 2020, cont'd.

### Fundraising Activity

- 49% will increase fundraising activity now because of COVID-19
- 44% will keep fundraising at normal levels

### Fundraising Strategies

- 82% donor retention and stewardship
- 78% social media
- 78% virtual events
- 78% online fundraising
- 75% email

## AFP Coronavirus Response Survey 2020, cont'd.

### Events

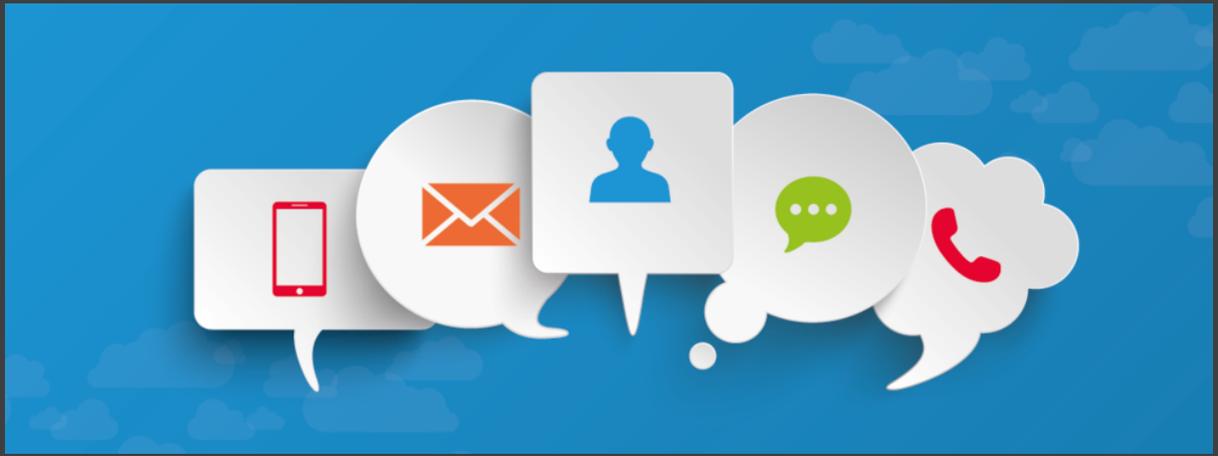
- 64% have cancelled at least one event
- 24% have cancelled three or more events
- 50% have switched at least one in-person event to a virtual event

## BBB Give.org Special Report 2020

- 48.2% will look for ways to support nonprofits through donations, volunteering, etc.
- 30.8% plan to give more to charities in 2020 (as compared to their average annual giving in the past 3 years)
- Younger generations intend to give more – 47.7% of Millennials and 60.8% of Gen Z respondents anticipating a rise in giving
- Participants living in large metropolitan areas are also more likely to say they intend to give more (36.9%) than those living outside large metropolitan areas (23.0%)
- 52.5% expect to give about the same, 8.8% say they expect to give less, and 8.0% do not know

## Connecting and Communicating with Donors





## Poll #2

What are the top three “channels” or methods your organization is using to communicate with donors during the pandemic?



## 7 Tips to Deepen Donor Relationships

1. Check in frequently
2. Show you care
3. Provide personal treatment
4. Relate to donors like they are friends
5. Reassure donors
6. Showcase your success through storytelling
7. Practice gratitude



## 1. Check In Frequently

- Email
- Social media
- Website updates
- Text messages
- Phone calls
- Video chats
- Newsletters
- Cards/Postcards

## 2. Show You Care

1. Say hello and let them know they are on your mind as we are all dealing with uncharted territory.
2. State your intention that in this time of social distancing you are making an effort to connect individually to let them know they are important. Let them know you care about them.
3. Share how your organization is doing and how you're navigating the changes in the current climate.
4. Ask how they are doing with all of the social changes.
5. Are they OK? Is their family OK?
6. Do they need anything?
7. Do they have any concerns?

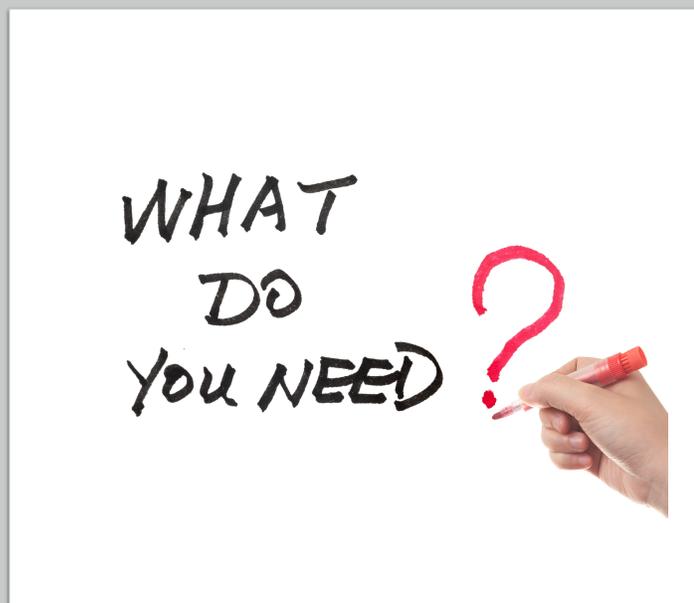
## 2. Show You Care, cont'd.

8. Reassure them that your organization will remain steadfast in its focus to achieve the shared mission.
9. Tell them people come first, so you are checking in to make sure they are OK.
10. Many nonprofit missions will be greatly affected, and you should be prepared to share concerns with your donors *only* if it is appropriate in the context of the conversation. These are not solicitation calls.
11. If you have the opportunity, invite the donor to attend a virtual town hall, virtual update, virtual talk-back panel, etc.

Source: *Wellness Calls: Check On Your Nonprofit's Supporters*, Karla Baldelli, VP of Donor Engagement, RKD Group, 2020

## 3. Provide Personal Treatment

- Why do they give to your organization?
- How did they first learn about your group?
- What aspects of your work interests them the most?
- What do they need from your organization?



## 4. Relate to Donors Like They Are Friends



Our friends care about us.

Our friends enjoy hearing from us.

Our friends want to know how we are doing.

Our friends support us.

Our friends want to know how they can help.

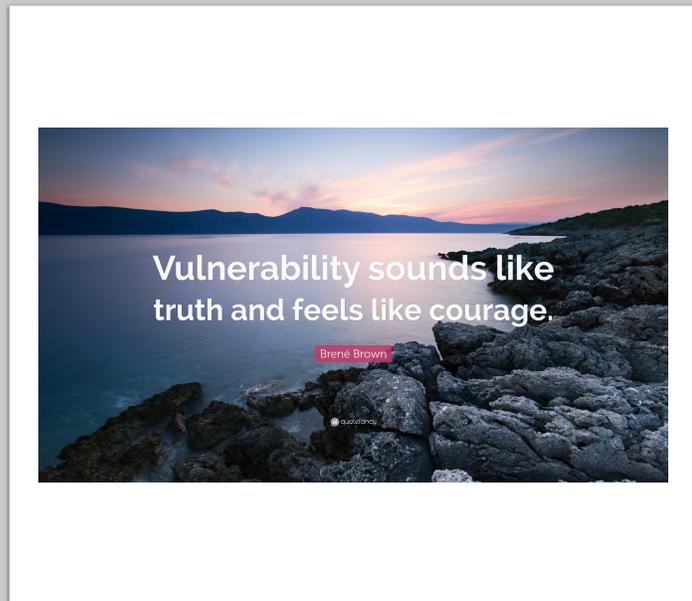


## 5. Reassure Donors

- Let donors know you are planning and thinking beyond this crisis
- Share highlights of your scenario plans and demonstrate that you are looking through the current uncertainty to the future
- Be available and responsive—answer emails promptly, return phone calls, show up like you did pre-pandemic
- Craft your communications to show how donor support can help you come out stronger on the other side

## 6. Showcase Your Success Through Storytelling

- Donors give because they feel they are helping change someone's life
- Go beyond telling donors about your impact
- Tell donors what they can do to help
- Be honest, transparent, and vulnerable
- Emphasize your efforts to be equitable and inclusive



## 7. Practice Gratitude

- Establish a procedure for tracking donations so you can easily follow how each gift was used.
- Send a thank you card or letter IMMEDIATELY to recognize the gift—ALWAYS thank before you bank!
- For single contributions of \$250 or more, make sure you meet IRS requirements in the acknowledgment letter.
  - <https://www.councilofnonprofits.org/tools-resources/saying-thank-you-to-donors>
- Follow up with an email, phone call, and/or thank you video (depending on the level of the gift).





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## If I Were Running a Nonprofit

1. Enlist board members to communicate with donors.
2. Use thank-you videos to maintain a personal connection to donors.
3. Focus on retention.
4. Keep a close eye on consumer trends and preferences.
5. Activate my personal networks.
6. Attract younger donors.
7. Grow my individual donor program.

## Tools and Resources

[AFP Coronavirus Response Survey—U.S. Findings](#)

[BBB Give.org Special Report: COVID-19 and the Charitable Sector](#)

[Wellness Calls: Check On Your Nonprofit's Supporters, RKD Group](#)

[Stories Worth Telling: A Guide to Strategic and Sustainable Nonprofit Storytelling, Georgetown University and Meyer Foundation](#)

[Virtually Amazing: Get Your Message to the Masses, Network for Good Webinar](#)

[How 6 Nonprofits Engaged Their Supporters During the COVID-19 Break, Network for Good Article](#)

[Nonprofit Resource List: #NPCOVID19](#)



## Q & A

“Humankind is resilient. Nonprofits exist to offer hope, help people, and make the world better. Let’s use this challenging time to do just that.”

*Fundraising During the Corona Outbreak: Answers to 5 Pressing Questions*, Rachel Cyrulnik, Chani Adams, Lauren Cotton, and Sharon Weiss Greenberg, *The Chronicle of Philanthropy*, March 19, 2020





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Next Webinar: Tuesday, September 1, 2020, 12:00-1:30 PM