Connecting the Dots: How to Raise Money If You Aren’t Focused on COVID-19
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Webinar Presenter and Guest
Webinar Norms

• Attendee audio/video off
• Presenter audio on and video on/off as needed
• Use chat to ask questions and share thoughts and resources
• Webinar recording and slides will be emailed within 24 hours and posted on Telluride Foundation website at: https://telluridefoundation.org/nonprofits/capacity-building/

Webinar Objectives

<table>
<thead>
<tr>
<th>Gain</th>
<th>Gain insight into the current fundraising landscape</th>
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<td>Discover</td>
<td>Discover why now is the time to fundraise</td>
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<tr>
<td>Hear</td>
<td>Hear what non-pandemic focused organizations are doing to raise money</td>
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<tr>
<td>Learn</td>
<td>Learn tips to connect with donors and make your fundraising relevant</td>
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Introductory Thought

NEVER have nonprofits been more important than right now!
The Impact

• Organizations with diverse revenue streams may be hit the hardest
• Lack of reserves, anticipated cuts in government spending, and social distancing rules make it difficult to generate revenue

Donor Devotion

> $2,500

• 70% of donors expect to give at least the same amount this year as they did last year
• 18% said they expect to give more this year than last year
• 12% said they expected to give less

Donor Devotion

< $2,500
• 64% said they plan to give at least the same
• 11% said they plan to give more
• 25% will give less


Donor Devotion

• 75% said they would be likely to consider donations tied to specific programs
• 55% said they would be likely to consider support requests for unrestricted funding
• Local charities ranked higher than internationally focused charities

Donor Devotion

• Donors are living in a different world too
• If your fundraising sounds the same as it did pre-pandemic, you run the risk of sounding out of touch or behind the times
• Now is the time to figure out how to modify your fundraising to stay relevant


Racial Equity

New York Times Article: Racial Justice Groups Flooded with Millions in Donations in Wake of Floyd Death
Shane Goldmacher, June 16, 2020
Don’t Stop Fundraising!

Current Donors
• Reach out to them thoughtfully
• Share what you are doing
• Tell them how they can help

Prospective Donors
• Reach out to them thoughtfully
• Introduce your organization
• Describe what you are doing
• Tell them how they can help

Making A Difference

one to one mentoring program

MY MENTOR... is my best friend. She helps me with my homework.
MY MENTOR... is the best because he helps me get better grades.
MY MENTOR... is my best friend. She help me with my homework.
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Doing Good Work

• Highlight the importance of the work you do and don’t stop communicating with donors
• Convene a small group of people to brainstorm with you
• Use their ideas to craft key messaging to donors

“None of us is as smart as all of us.”
~ Ken Blanchard

"It takes two flints to make a fire."
~ Louisa May Alcott
Brainstorming Questions

1. What aspect of our work stands out? What are we known for?
2. What do we do that you really value?
3. How has the work we do impacted your life?
4. What would happen to the people we serve if our programs had to be shut down?
5. How does the unpredictable nature of the pandemic affect the people we serve—both today and in the future?
6. What are we doing right now that positively impacts the lives of the people we serve?

The key is knowing how to connect what you do to this critical moment in time.
Connect the Dots

- Be courageous!
- Get creative!
- Keep communicating!
Donors As Advisors

• “If you want money, ask for advice. If you want advice, ask for money.”
• Use your inner circle of close donors as a “think tank” and be open to their advice

Asking During a Crisis

• Tell the donor that in normal times you would be approaching them for a gift, but you don’t know how they’re feeling right now
• Ask them if they want to talk about making a gift now or if they would rather wait until another time
• Even during a pandemic, it’s our job to ask, and the donor’s job to decide
• Frame the gift as a bridge from where you are now to what’s possible

Thank donors often and unexpectedly!
Fundraising Tools

- Video
- Text
- Email
- Direct mail
- Phone
- FaceTime
- Text
- Zoom
- Surveys
- Webinars
- Town Halls

Thank You Video Software

- https://thankview.com/
- https://www.causevid.com/

Recent Direct Mail Appeal

“As we navigate the new reality of social distancing, it’s vital that we stay connected to our communities and each other. We’re evolving and adjusting our strategies to ensure that our members’ collective voices are heard in the decisions that affect our lives.”

“We need you support. Will you give to XYZ to ensure we can keep moving our work forward?”

“None of this would have been possible without the support of people like you.”

“Can we count on you to contribute to making our community a better place?”
Recent Direct Mail Appeal

“Here are a few ways your donation makes a huge impact:”

• $35 pays for two monthly Zoom video conferencing accounts for staff and leaders to stay connected to communities
• $50 pays for a webcam for video conferences
• $150 helps pay for laptops, routers and other equipment needed to work remotely

“Please don’t set this letter aside. Your support—no matter what size—matters a lot.”

Six Tips to Connect with Donors

1. Tell an authentic story.
2. Select your top 25 donors.
3. Have your technology ready.
4. Be completely transparent.
5. Uncover what your donors care about.
6. Understand what motivates donors to give.
Tools and Resources

Candid: Philanthropic response to coronavirus (COVID-19)

Candid Learning: How can I learn about researching and cultivating individual donors?

Network for Good: Our Digital Dilemma: How Netflix Changed the Way We Need to Fundraise

Candid Learning: Reimagining Individual Giving During and Beyond COVID-19

Candid: Resources to advance your work during the coronavirus crisis

Making a Difference

“What counts in life is not the mere fact that we have lived, but what difference we have made in the lives of others.”
~ Nelson Mandela