FOOD FOR THOUGHT: CRISIS MANAGEMENT
On-line Discussions with Nonprofit Board & Executive Staff Members

Raising Revenues: Gifts and Grants

Thought Leaders:
Krystine Sipple, CFRE, Principal at Krystine Sipple Consulting
Corrine Sylvia, CFRE & Connie Carter, CFRE, Principals at Sylvia/Carter and Associates
Stewardship has rarely been more important. Reach out and talk to major donors.

Diversify revenue streams by seeking new sources of funding that will be available because of the pandemic. Keep an eye out for rapid-response funding efforts by foundations, United Ways, and others during this crisis, and apply as appropriate.

Step up fundraising to respond to this crisis, recognizing that economic market decline and uncertainty will concern most donors. Listen to donors; let their feedback guide you as to when to restart the solicitation of both big and small gifts.

Talk to foundation program officers, both those who have supported you and those who might. Seek to loosen restrictions on current grants to deal with this crisis.

Design and implement virtual special events, to take the place of in-person fundraising events. Brainstorm ways to keep them fun and sociable online.

Refine your longer term special events that require large in-person gatherings. Consider smaller groups and virtual options.

Advocate before public officials to restore aid, provide new types of funding, or both.
HOW AMERICANS GIVE IN A DISASTER

The Center for Disaster Philanthropy, Candid, and the Indiana University Lilly Family School of Philanthropy have released a comprehensive study on American household donations to disasters. Here are some statistics from that report:

• After 9/11, Americans donated $2.6 billion to charitable causes.

• In the nine days after the 2004 Indian Ocean tsunami hit, major American relief groups raised $1.8 billion.

• Americans contributed at least $4.2 billion to help victims of Hurricane Katrina.

• Americans donated $1.5 billion after the earthquake in Haiti in 2010.

• 30% of U.S. Households Made Disaster-Related Donations in 2017 and 2018.

• These disasters included Hurricanes Harvey, Irma, and Maria (2017), Hurricanes Florence and Michael (2018), and devastating wildfires in California both years—in addition to major flooding events, tornadoes, and winter storms. In the two years combined, the country was affected by 30 natural disasters that each caused more than $1 billion in damage.

• In 2008-9, when the market dropped 40%, charitable giving dropped just 4%.
WHY DO PEOPLE GIVE

People were asked to choose all of the reasons that mattered thus the percentages do not add up to 100%.

- Because I was asked: 95%
- I believe in the mission: 54%
- I believe my gift can make a difference: 44%
- I am personally fulfilled when I give: 39%
- I give to the same organizations each year: 36%
- I want to give to the community: 27%
EFFECTIVE FUNDRAISING STRATEGIES
DURING DIFFICULT TIMES

Stay in touch with your donors.

Tell your story: tell people what you are doing to help, what you need, and how they can help.

Don’t assume people don’t have money to give. Don’t make the decision for them by not asking, and don’t worry that people will be offended if you ask.

Focus your energy on the most likely givers.

Make sure your online giving capacity is working well and be sure you have a monthly giving option.
“Fundraising is the inspiration business, and however much we try to elevate and complicate it; at its heart it is little more than telling stories.”

Ken Burnett
Relationship Fundraising
COMMUNICATING WITH YOUR DONORS

• Now is the time to ramp up donor communication
• Check in with donors to see how they are doing
• Make thank you calls, write letters, video chat
• “Gratitude overcomes fear and rekindles hope”
• Be a calming presence while acknowledging that this isn’t business as usual
• Don’t apologize for asking
• Be persistent with your outreach
• Tell your story well
HOW TO CREATE COMPELLING FUNDRAISING VIDEOS DURING THE COVID-19 CRISIS*

• Use the resources you have.
• Keep it short.
• Download a video editing app.
• Tell your story.
• Show your impact.
• Make your call to action clear.
• Share your video far and wide.

*Laura Bucher, DonorPerfect
WAYS TO ENGAGE YOUR VOLUNTEERS

• Social media and data entry
• Create segmented lists of your closest constituencies
• Assign volunteers a list of donors to check in on and thank
• Create a mini case for support for what is most needed right now
• Provide board and other volunteers with talking points and scripts
• Discover new prospects
• Gather stories from both clients and volunteers
• Make communication relevant to your mission; get creative on your content
## Generational Differences in Philanthropic Giving

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<th>Generational Period</th>
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| **Silent Generation**       | 1900-1945   | WW II, Great Depression, Rise of Corps, Space Age                           | One on one mtgs, Traditional solicitation strategies: planned giving and financial management tools | One on one mtgs engage them so they find fulfillment, Your organization may be a place to volunteer in retirement, Offer more aggressive financial planning tools, Sometimes email engage them quickly (often with humor) let them see how they can make a difference, Connect with issues they care about: families and environment. Messages can be delivered by technology but need to be short and to the point.
| **Baby Boomers**            | 1946-1964   | Civil Rights, Vietnam War, Cold War/Russia, Space Travel                   | Letters and meetings engage them to use their networks to raise funds for causes that interest them and their peers. Text and social media vehicles | There are 75 million millennials in the US, Ask their opinions and engage them in focus groups, Encourage them to use their networks to raise funds for causes that interest them and their peers. Act fast on their interest or you will lose them. They will not wait for information and acknowledgement because they know they can get it elsewhere.
| **Generation X**            | 1965-1979   | Watergate, Energy Crisis, Moms work, Increased divorces                    | Telephone engage them quickly (often with humor) let them see how they can make a difference, Connect with issues they care about: families and environment. Messages can be delivered by technology but need to be short and to the point. | Engage them quickly (often with humor) let them see how they can make a difference.
| **Millennials or Generation Y** | 1980-1994  | Digital Media, School Shootings, AIDS, 9/11 and terrorist attacks          | Telephone engage them quickly (often with humor) let them see how they can make a difference, Connect with issues they care about: families and environment. Messages can be delivered by technology but need to be short and to the point. | Engage them quickly (often with humor) let them see how they can make a difference.
| **Generation Z**            | 1995-2012   | Smartphones and technological access, Globalization, AIDS                   | Telephone engage them quickly (often with humor) let them see how they can make a difference, Connect with issues they care about: families and environment. Messages can be delivered by technology but need to be short and to the point. | Text and social media vehicles                                                                  |
Corporate Philanthropy’s Response to COVID-19

U.S. corporate donations by industry

- Financial services: $1.2B
- Internet: $1.0B
- Technology: $0.8B
- Pharmaceuticals: $0.6B
- Healthcare: $0.4B
- Retail: $0.2B
- Insurance: $0

Source: Candid
National Foundation Giving Patterns 2020*

639 COVID-19-related funds established by 594 foundations has distributed $82 Million to fund:
- Human Services
- Public Safety
- Education
- Community and Economic Development

2.2% of grants focus on minority populations

1.6 Million has been donated in IN-KIND Gifts

67% of COVID-19 Funds are sponsored by Community Foundations

*Source: Candid.org
Greater Philadelphia Area Foundation COVID-19 Funds

Chester County Community Foundation’s COVID-19 Rapid Response Fund provides flexible resources to Chester County nonprofits that provide basic needs such as food, access to healthcare, and financial stability support have an immediate increased need for flexible, unrestricted funding to meet heightened needs. chescocf.org

Philadelphia Foundation prioritizes supporting people who are hardest hit by the coronavirus crisis, such as seniors, people experiencing homelessness, those with disabilities, low-income residents without health insurance, people with substance abuse disorder and survivors of abuse. The Fund currently totals more than $15.8 million in pledges and contributions. COVID-19 Fund.org

Brandywine Health Foundation’s Recovery phase of the Healthcare and Economic Relief Fund supports eligible nonprofit organizations with general operating grants. brandywinefoundation.org.

Phoenixville Community Health Foundation: COVID-19 Special Grant Fund are available to PCHF Grantee organizations providing critical services in support of the COVID-19 pandemic. Funding available ONLY to current PCHF grantee organizations. Services must be provided within the PCHF service area, e.g. the greater Phoenixville region. pchf1.org

ADDITIONAL RESOURCES


- More information about how Americans give after a disaster: https://www.Theconversation.com/american-generosity-after-disasters-4-questions-answered-83277


- Sources for COVID 19 Funding/Crisis Management Topics
  - Brandywine Health Foundation: www.brandywinefoundation.org
  - Candid - Funding for Coronavirus (COVID-19): www.candid.org
  - Philadelphia Foundation: www.PHLCOVID19Fund.org
  - Phoenixville Community Health Foundation: COVID-19 Special Grant Fund, www.pchf1.org
  - West Midland Family Center: Generational Differences in Philanthropy, www.wmfc.org
HOPE TO SEE YOU NEXT TIME!

PLEASE INVITE BOARD & SENIOR STAFF COLLEAGUES

Food For Thought
Online Video Discussion of Nonprofit Crisis Management Topics

Best Practices in Tough Times
Designed for Nonprofit Senior Staff & Board Members

Grab your computer & a drink
Log on from home
Weekly on Tuesdays
Starting 4/28 from 1:15-2:00 PM
Free

Topics

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REGISTER AT
chesocf.org/explore/food-for-thought/

www.chesocf.org 610.696.8211