



FOOD FOR THOUGHT: CRISIS MANAGEMENT

On-line Discussions with Nonprofit Board & Executive Staff Members

Raising Revenues: Gifts and Grants



Thought Leaders:

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CHESCO NPO CRISIS MANAGEMENT - SURVEY RESPONSES

Survey = <https://www.surveymonkey.com/r/CCCF-nonprofitchecklist>

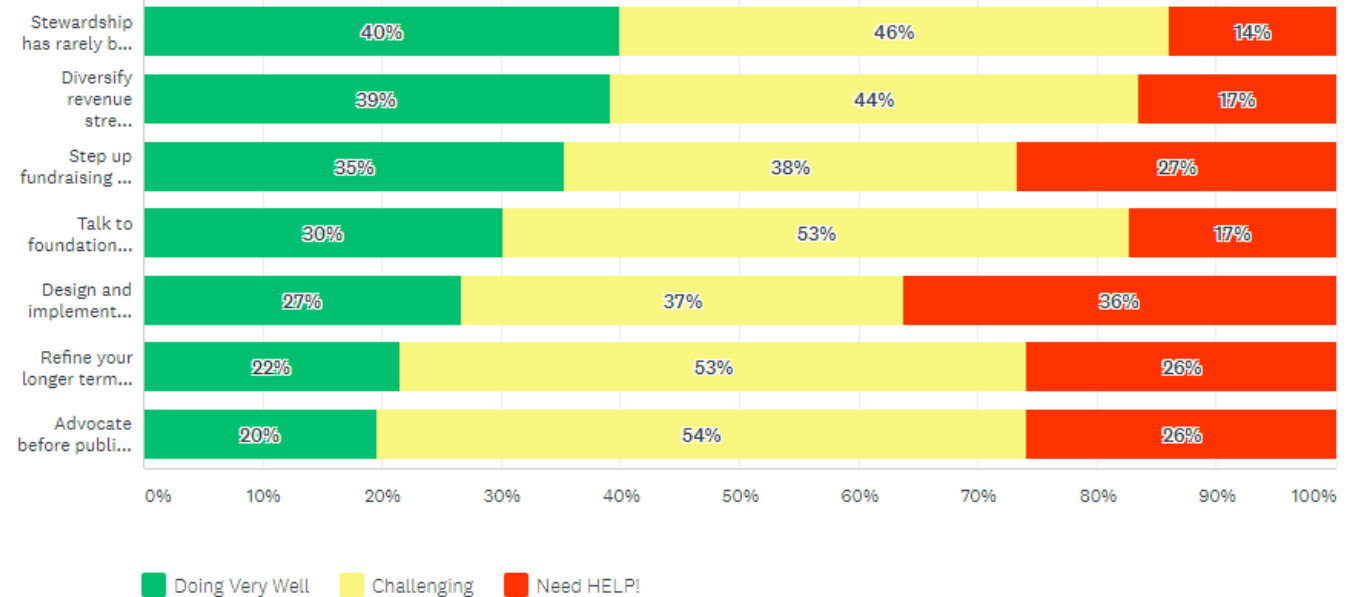
RESPONSE SUMMARY = <https://www.surveymonkey.com/stories/SM-83VLV3B9/>

□ Doing Very Well □ Challenging □ Need Help

- 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.

RAISING REVENUES

Answered: 116 Skipped: 21



CHESCO NONPROFIT MANAGEMENT SURVEY: A CHECKLIST

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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%.

How much did Americans give in 2018?

\$427.71 billion

Americans gave \$427.71 billion to charity in 2018 in a complex year for charitable giving.

Giving to foundations decreased the most, after experiencing strong double-digit growth in the year prior.



Where did the generosity come from?

Contributions by source (by percentage of the total)

Giving by Foundations

\$75.86 billion
(4.7% up when inflation adjusted)

↑ 7.3% over 2017

18%

Giving by Bequest

\$39.71 billion
(2.3% down when inflation adjusted)

0.0% same as 2017

9%

Giving by Corporations

\$20.05 billion
(2.9% up when inflation adjusted)

↑ 5.4% from 2017

5%

Giving by Individuals

\$292.09 billion
(3.4% down when inflation adjusted)

↓ 1.1% from 2017

68%

Giving by individuals declined in 2018, comprising less than 70 percent of overall giving for the first time in at least 50 years.

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

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2019: The Annual Report on Philanthropy for the Year 2018*.



Where are all the charitable dollars going?

Contributions by source (by percentage of the total)

% of total giving in 2018 % change from 2017 inflation adjusted

29% to Religion | \$124.52 billion ↓ -1.5% -3.9%

14% to Education | \$58.72 billion ↓ -1.3% -3.7%

12% to Human Services | \$51.54 billion = -0.3% -2.7%

12% to Foundations | \$50.29 billion ↓ -6.9% -9.1%

10% to Health | \$40.78 billion = 0.1% -2.3%

7% to Public-Society Benefit | \$31.21 billion ↓ -3.7% -6.0%

5% to International Affairs | \$22.88 billion ↑ 9.6% 70%

5% to Arts, Culture, and Humanities | \$19.49 billion = 0.3% -2.1%

3% to Environment/Animals | \$12.70 billion ↑ 3.6% 1.2%

2% to Individuals | \$9.06 billion - -

■ indicates growth in current dollars with a decline after adjusted for inflation



Giving USA™
Shared intelligence for the greater good.
A public service initiative of the Giving Institute



THE Giving Institute™
Shared intelligence for the greater good.

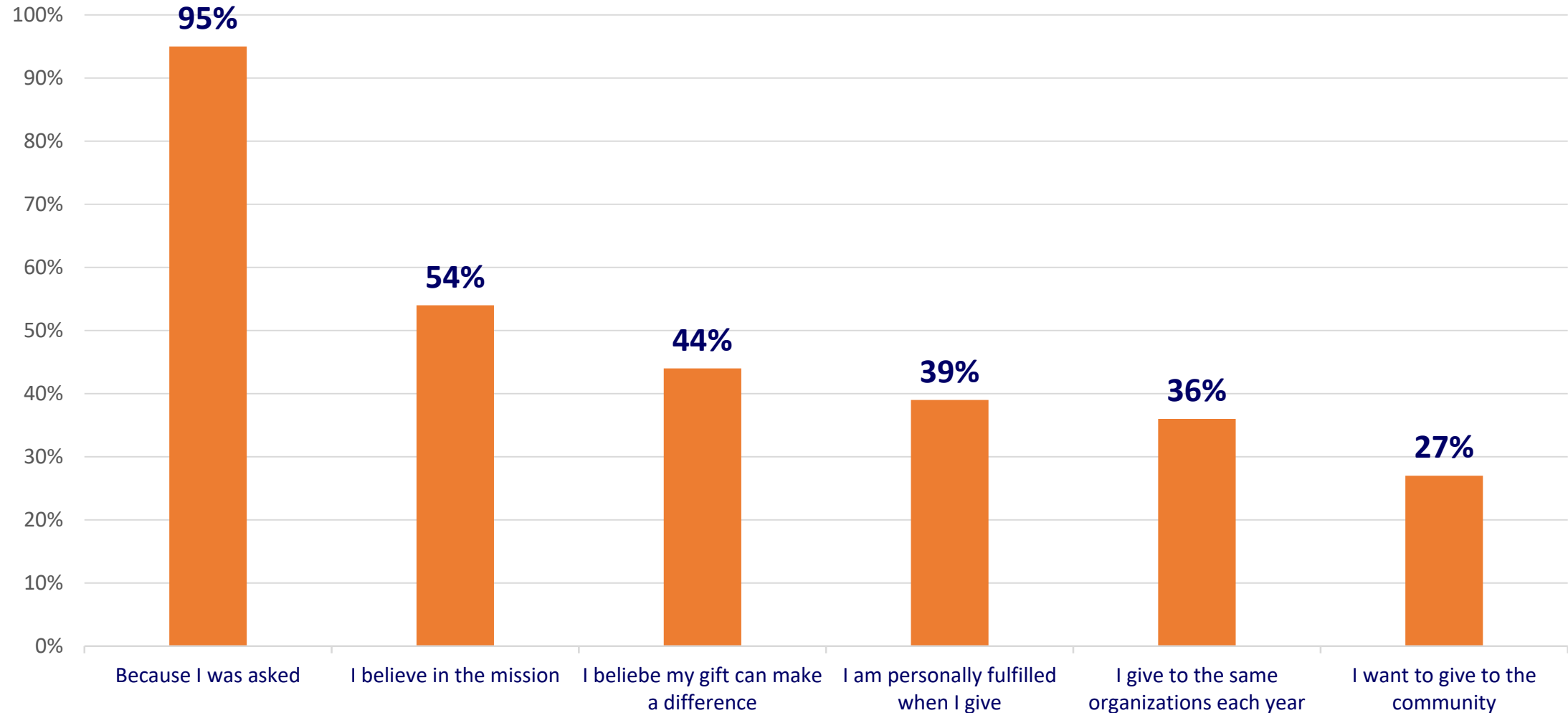


IU Philanthropy
LILLY FAMILY SCHOOL OF PHILANTHROPY

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on the generosity of Americans and related historical trends on U.S. charitable giving.

WHY DO PEOPLE GIVE

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



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

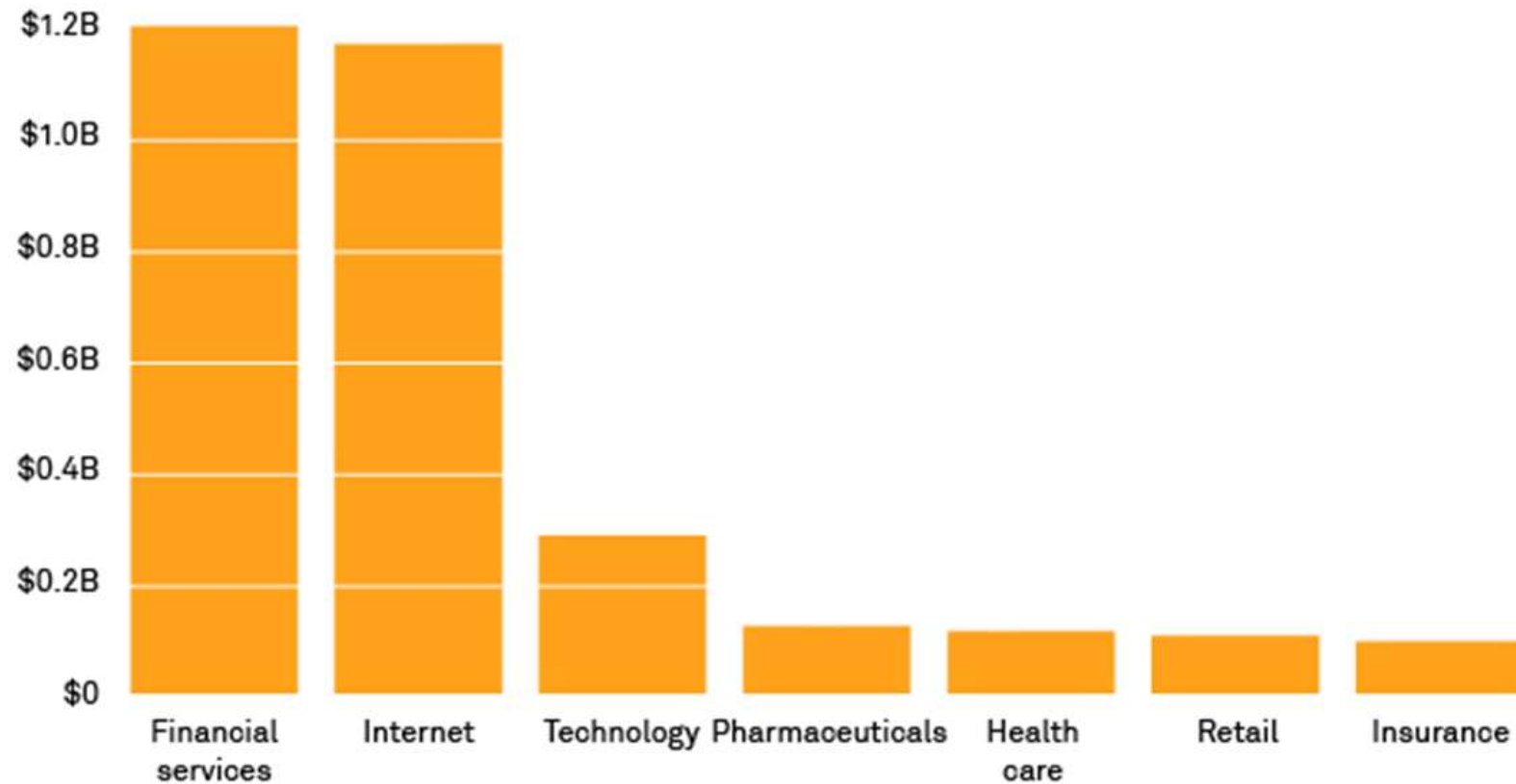
- Social media and data entry
- Create segmented lists of your closest constituencies
- Assign volunteers a list of donors to check in on and thank
- Create a mini case for support for what is most needed right now
- Provide board and other volunteers with talking points and scripts
- Discover new prospects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

Generational Differences in Philanthropic Giving

	Silent Generation	Baby Boomers	Generation X	Millennials or Generation Y	Generation Z
Birth Years	1900-1945	1946-1964	1965-1979	1980-1994	1995-2012
Influencers	WW II Great Depression Rise of Corps Space Age	Civil Rights Vietnam War Cold War/Russia Space Travel	Watergate Energy Crisis Moms work Increased divorces	Digital Media School Shootings AIDS 9/11 and terrorist attacks	Smartphones and technological access Globalization Terrorist attacks
Fundraising Tips	One on one mtgs Traditional solicitation strategies: planned giving and financial management tools No email fundraising Letters and meetings	Engage them so they find fulfillment Your organization may be a place to volunteer in retirement Offer more aggressive financial planning tools One on one mtgs Telephone Sometimes email	Engage them quickly (often with humor) let them see how they can make a difference Connect w/issues they care about: families and environment. Messages can be delivered by technology but need to be short and to the point.	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. Encourage them to use their networks-to raise funds for causes that interest them and their peers. Text and social media vehicles

Corporate Philanthropy's Response to COVID-19

U.S. corporate donations by industry



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. chescofcf.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](http://COVID-19Fund.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

Philanthropy Network Greater Philadelphia: COVID-19 Philanthropic Response Funds for Greater Philadelphia. Additional Regional COVID-19 Rapid Response Funds. philanthropynetwork.org.

ADDITIONAL RESOURCES

- ❑ The Center for Disaster Philanthropy, Candid, and the Indiana University Lilly Family School of Philanthropy report on US Household Disaster Giving: <https://www.issuelab.org/resources/34757/34757.pdf>
- ❑ More information about how Americans give after a disaster: <https://www.Theconversation.com/american-generosity-after-disasters-4-questions-answered-83277>
- ❑ A TechSoup Roundup for Fundraising in the Time of COVID: <https://blog.techsoup.org/posts/fundraising-in-the-time-of-covid-a-techsoup-roundup>
- ❑ Sources for COVID 19 Funding/Crisis Management Topics
 - Brandywine Health Foundation: www.brandywinefoundation.org
 - Candid - Funding for Coronavirus (COVID-19): www.candid.org
 - Chester County Community Foundation: COVID-19 Rapid Response Fund, www.chescocf.org
 - Philadelphia Foundation: www.PHLCOVID19Fund.org
 - Phoenixville Community Health Foundation: COVID-19 Special Grant Fund, www.pchf1.org
 - Philanthropy Network Greater Philadelphia: COVID-19 Philanthropic Response Funds for Greater Philadelphia, Additional Regional COVID-19 Rapid Response Funds. www.philanthropynetwork.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	Thought Leader
4/28 Crisis Management: Survey Results Crisis Communication	Karen Simmons Beth Krallis & Jamison Ludgate
5/5 Strategy, Program & Service Modification	Karen Simmons & Mike DeHaven CPA
5/12 Managing Fiscal Stress	Bob Ferguson & Kathy Wileczek CPA
5/19 Raising Revenues: Events & Virtual Fundraising	Beth Krallis & Jamison Ludgate
5/26 Raising Revenues: Gifts & Grants	Connie Carter CFRE, Krys Sipple CFRE & Corrine Sylvia CFRE
6/2 Raising Revenues: Stewardship	Beth Harper Briglia, CPA, CAP

Take Survey: www.surveymonkey.com/r/CCCF-nonprofitchecklist
Register: tiny.cc/cccfonline
info@chescof.org (610) 696-8211 www.chescof.org

REGISTER AT

chescof.org/explore/food-for-thought/