



CHESTER COUNTY  
**community**  
FOUNDATION

## *Online Discussions for Nonprofit Board & Executive Staff Members*



## RAISING REVENUES: EVENTS & VIRTUAL FUNDRAISING

### Thought Leaders:

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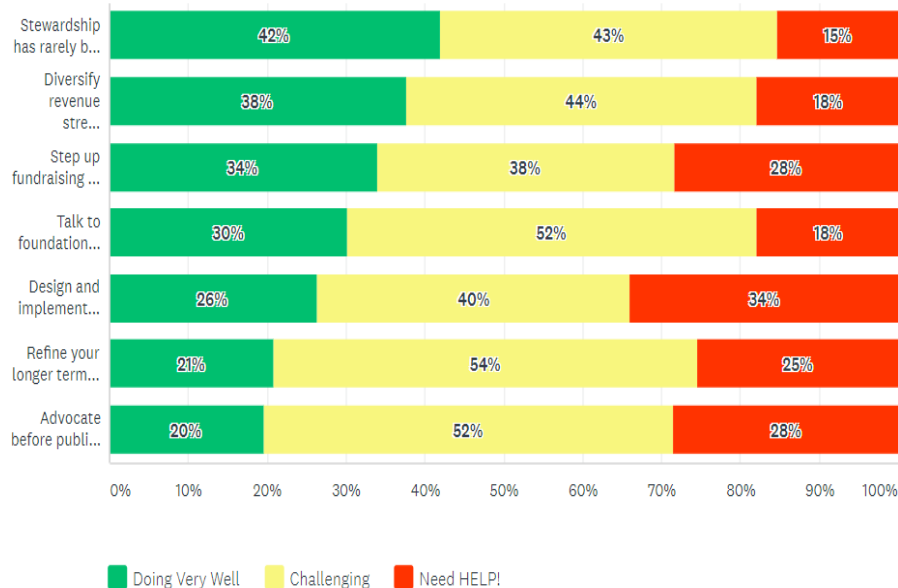
# CHESCO NPO CRISIS MANAGEMENT - SURVEY RESPONSES

SURVEY = <https://www.surveymonkey.com/r/CCCF-NONPROFITCHECKLIST>

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

## RAISING REVENUES

Answered: 106 Skipped: 20



CHESCO NONPROFIT MANAGEMENT SURVEY: A CHECKLIST

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## From Nonprofit Crisis Management Checklist: Raising Revenues

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.

## *Overview:* **RAISING REVENUES: EVENTS & VIRTUAL FUNDRAISING**

- COVID-19 has drastically changed the way society must approach events & nonprofit fundraising.
- There is an increased demand for essential programs & services.
- Nonprofits are scrambling to raise the funds to operate.

### ***Our aim in this session:***

- ***Navigate event cancellation***
- ***Explore event re-design***
- ***Refine online fundraising options***



## EVENTS TO DO:

### 1. STAY CALM & CONTINUE FUNDRAISING!!

- Let donors know how COVID-19 is affecting your nonprofit. Ask for what you need.
- Accept online donations. Make sure you are receiving, depositing, & thanking for checks.
- Use video acknowledgements, personal emails, hand-written notes, & phone calls to acknowledge contributions.



*How has your nonprofit been communicating  
with donors during this crisis?*



## EVENTS TO DO:

### 2. COMMUNICATE TRANSPARENTLY

- Remind supporters that event cancellation does not remove the need for program & service funding.
- Before refunding tickets for cancelled events, provide the opportunity to convert each ticket purchase to a donation to your nonprofit. Simply send a contribution receipt for the full amount.



## EVENTS TO DO:

### 3. INSTEAD OF CANCELING, POSTPONE OR GO VIRTUAL

#### Postponing

- Puts the health & safety of your guests first.
- Uncertainty of when social restrictions will be lifted & even after they are lifted, many people will not want to congregate.

#### Going Virtual

- Able to reach a broader audience.
- New experience for guests.
- Any event can be turned virtual, as long as you look at key components, use creativity, & re-design the plan!

***What fundraising events can you EASILY turn virtual?***



## VIRTUAL FUNDRAISING TO DO:

### 4. GET CREATIVE AND HAVE FUN!

- Create an experience for your guests that makes them feel like they are attending an in-person event.  
Ex. dress up  
Ex. crack open a bottle of wine



[Virtual Reality: Making an Online Fundraiser Connect with Donors](#) Upaya Social Ventures

- Use the virtual format to your advantage.  
Market your virtual fundraiser as unique, new & exciting!



## VIRTUAL FUNDRAISING TO DO:

### 5. DEVELOP A VIRTUAL FUNDRAISING PLAN

- Involve your staff, board, & volunteers in the planning process.
- Determine target audience & how to best connect with them virtually.  
Ex: social media, Zoom
- Research digital tools.  
Ex: Give Smart, text-to-give, Facebook Live
- Have your staff/board/supporters film videos for the fundraiser.  
Ex: Board Chair introduce the event, nonprofit director outline the program, and community members toast to the success of the event





## VIRTUAL FUNDRAISING TO DO:

### 6. USE DIGITAL COMMUNICATIONS TO ENGAGE YOUR AUDIENCE

- Ex. Social media, email marketing, video messaging.
- Use this opportunity to build & strengthen your nonprofit's presence on social media – try out new platforms!
- COVID-19 is forcing the world to go digital – don't get left behind.

*What digital platforms have you had the most success with?*

*What digital platforms do you want to learn more about?*



## VIRTUAL FUNDRAISING TO DO:

### 7. COLLABORATE WITH COMMUNITY PARTNERS/VENDORS

- Every organization & business is feeling the impact of COVID-19.
- Reach out to organizations your nonprofit has a strong relationship with to collaborate on virtual campaigns.
  - Ex. Film your auctioneer auctioning off items
  - Ex. Share recipes from your food vendors for guests to make at home



# EXAMPLES OF SUCCESSFUL VIRTUAL FUNDRAISERS FROM LOCAL CHESTER COUNTY NONPROFITS

- Barn at Spring Brook Farm  
[Virtual Spring Fundraiser](#)
- Chester County Fund for Women & Girls  
[Virtual Making a Difference Luncheon](#)
- French & Pickering Creeks Conservation Trust  
[Forge Your Own Adventure Iron Tour](#)



*Please describe how your nonprofit is planning a virtual fundraiser.*

## CHESCOCF.ORG/LIFE-DURING-AFTER-COVID-19/

- [8 Steps for Successful Fundraising During the Coronavirus Crisis](#) (Amy Eisenstein)
- [Coronavirus Impacting Your Nonprofit? Here's What to Do](#) (Network for Good)
- [Challenge our Thinking – Events Amid COVID-19](#) (Hilborn: Charity News)
- [COVID-19 is Accelerating Our Move to Digital — Charities Must Act Now to Keep Up](#)  
(Canada Helps)
- [Events Strategy: Maintaining Momentum in Uncertain Times](#) (KCI)
- [Pro Tip | Your Unexpected Coronavirus Opportunity](#) (Hilborn: Charity News)
- CCCF Resources for Virtual Fundraising: [chescof.org/life-during-after-covid-19/](#) & [mailchi.mp/chescof.org/virtual-fundraising](#)



# 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**



**REGISTER AT**

[chescocf.org/explore/food-for-thought/](https://chescocf.org/explore/food-for-thought/)

[chescocf.org/covid-19](https://chescocf.org/covid-19)

| Topics   | Thought Leader  |
|--|---|
| 4/28 Crisis Management: Survey Results<br>Crisis Communication | Karen Simmons<br>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<br>Fundraising         | Beth Krallis & Jamison Ludgate                                |
| 5/26 Raising Revenues: Gifts & Grants                          | Connie Carter CFRE, Krys Sipple CFRE &<br>Corrine Sylvia CFRE |
| 6/2 Raising Revenues: Stewardship                              | Beth Harper Briglia, CPA, CAP                                 |

Take Survey: [www.surveymonkey.com/r/CCCF-nonprofitchecklist](https://www.surveymonkey.com/r/CCCF-nonprofitchecklist)  
Register: [tiny.cc/cccfonline](https://tiny.cc/cccfonline)  
[info@chescocf.org](mailto:info@chescocf.org) (610) 696-8211 [www.chescocf.org](https://www.chescocf.org) [growing philanthrop](https://growingphilanthrop.org)

