

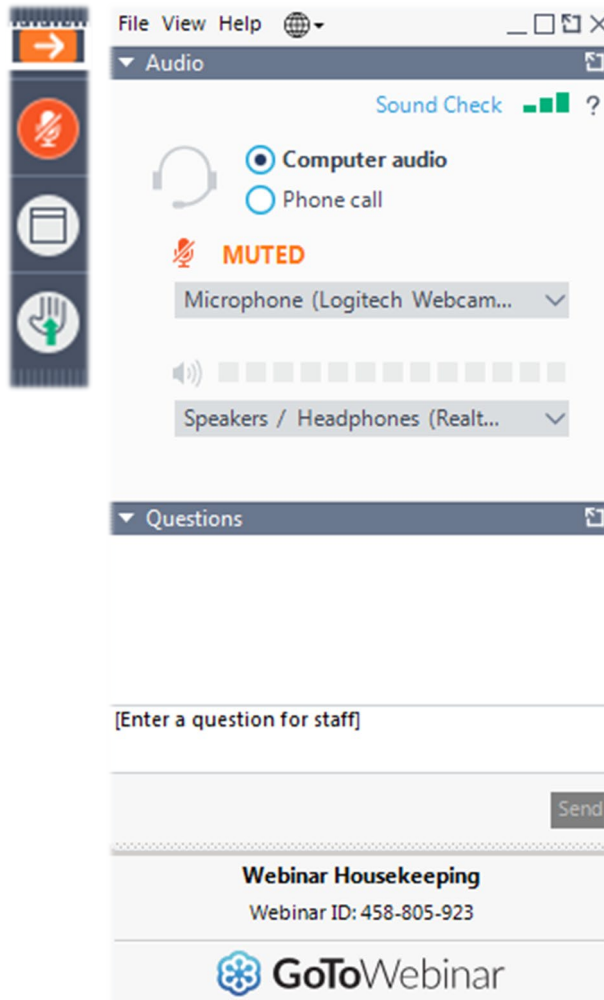


TRANSITIONING CRISIS TO MISSION DONORS

CCS Fundraising | March 30, 2021



LOGISTICS



To join audio:

- Choose “Computer audio” to use VoIP and listen through your computer
OR
- Choose “Phone call” and dial using the information provided. International numbers available.

Throughout the webinar please type your questions here.

PRESENTERS



Dan Nisbet
(he/him)

Vice President of
Development



Larissa Rydin
(she/her)

Vice President,
Strategic Partnerships



Lindsay Blok
(she/her)

Senior Vice
President



Dominic Pepper
(he/him)

Vice President



OVERVIEW

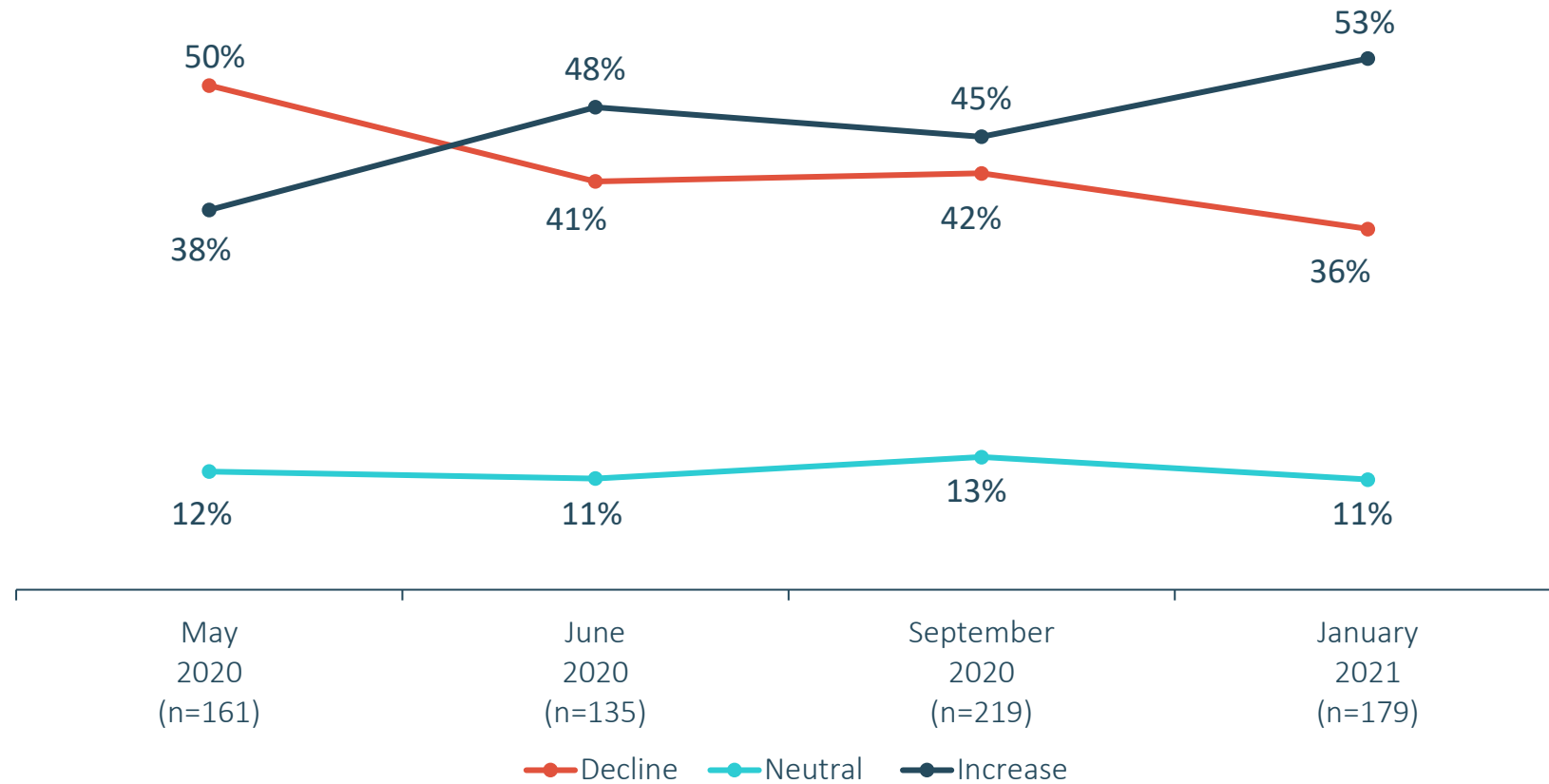
DATA AND FRAMEWORK

PHILANTHROPIC RESPONSE FOR COVID-19

Global Response Compared with Recent Disasters



IMPACT OF COVID-19 AND FORECAST OF FUNDRAISING



What's next for total charitable giving?

Best Case

Spike transitioning to overall continued growth

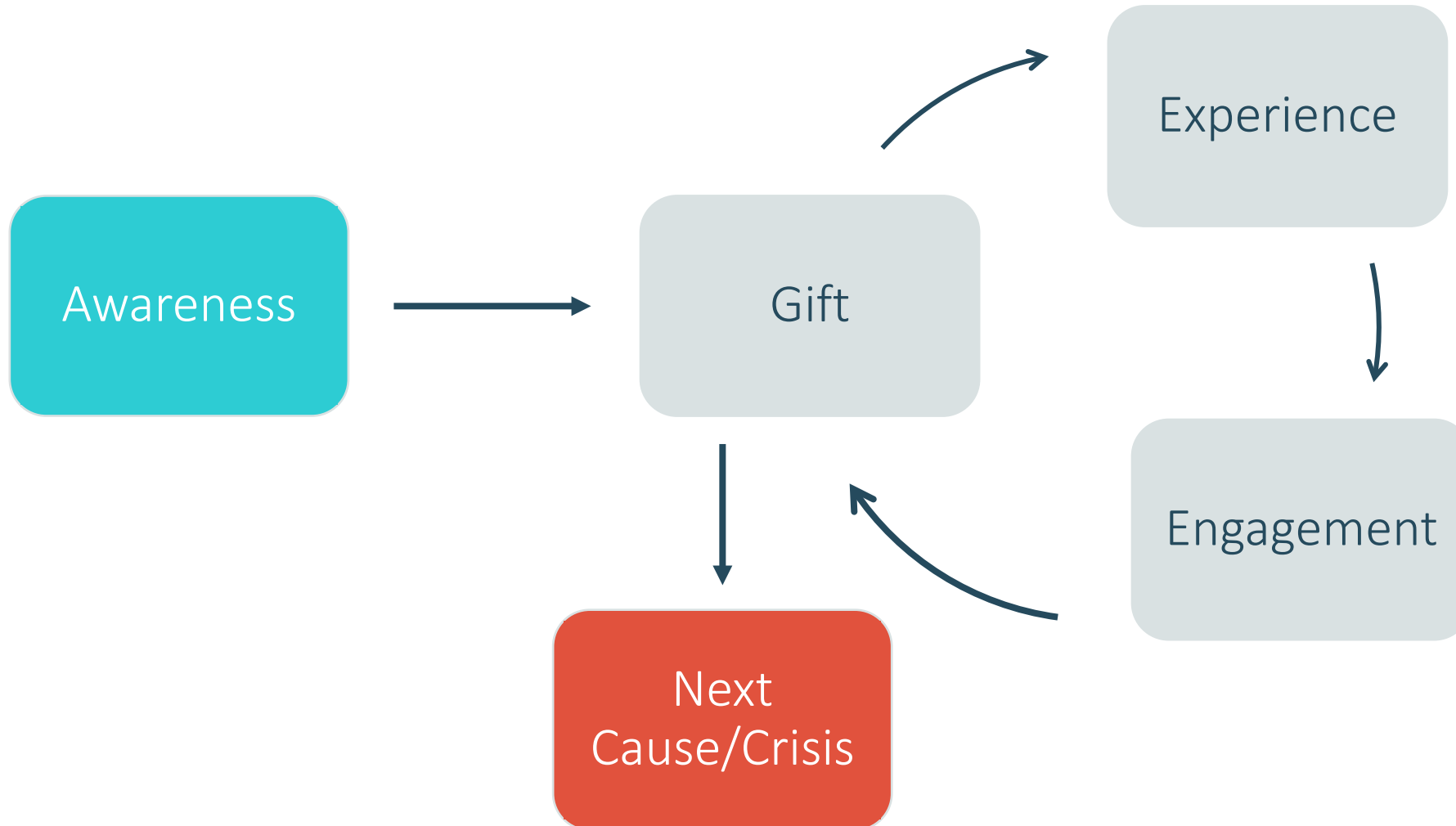
Likely Case

Spike followed by decrease then growth at a higher rate

Worst Case

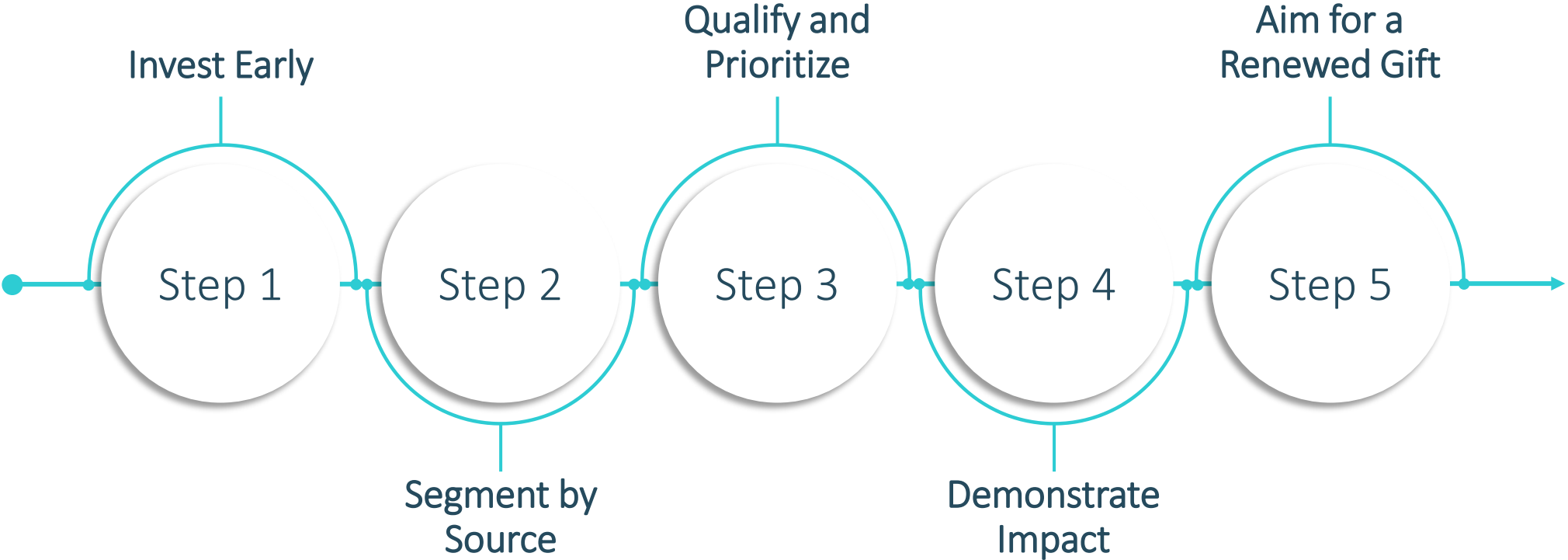
Spike followed by dramatic dip, then recovery growth

NOT ALL CRISIS DONORS ARE THE SAME



GET MOVING AND ORGANIZED SIMULTANEOUSLY

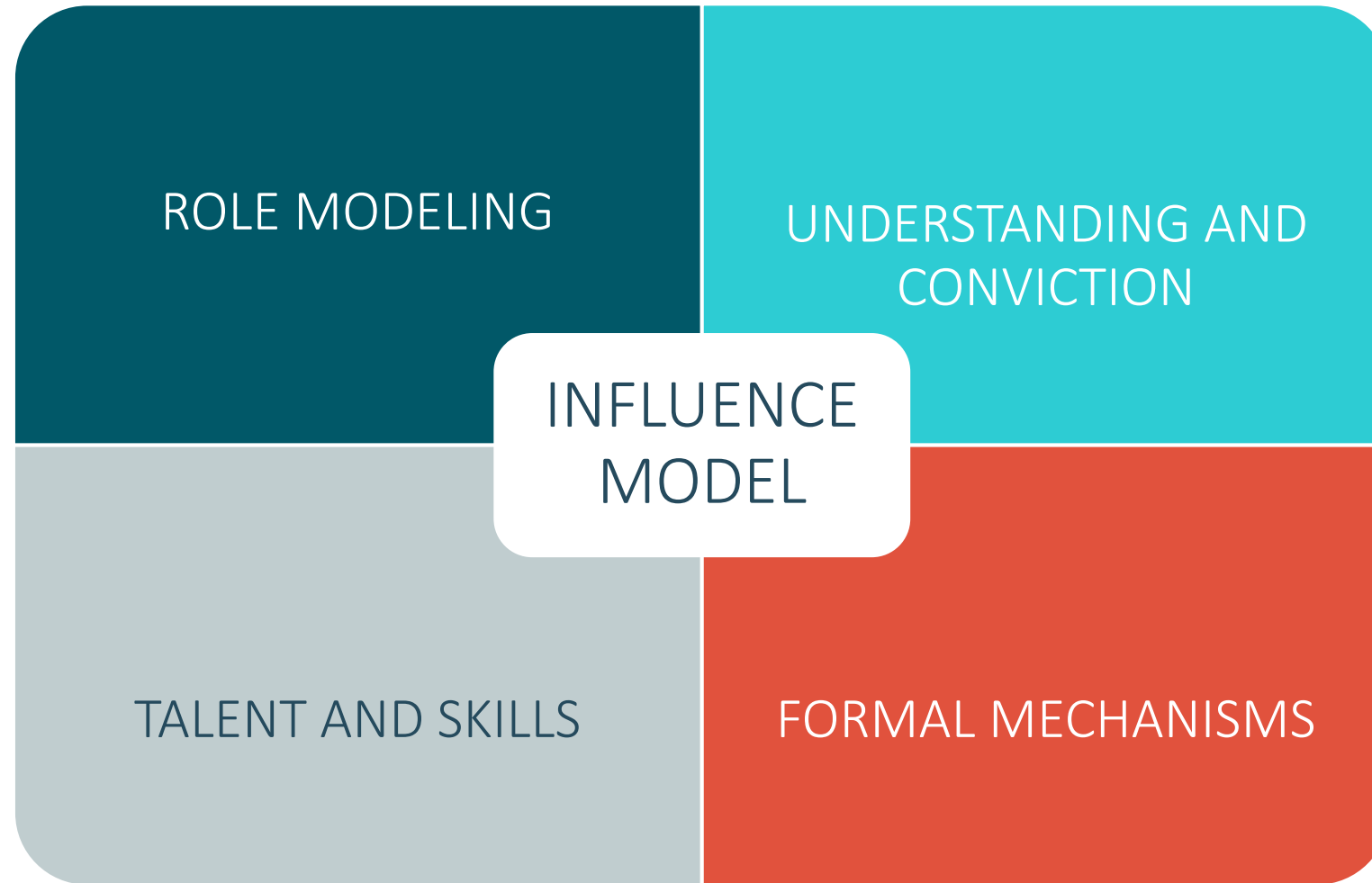
Zero acquisition costs before a gift = higher retention costs after a gift!



IMPLEMENTATION

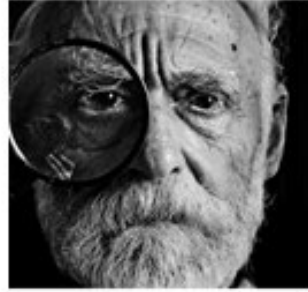
TOOL AND CASE STUDIES

INFLUENCING DONOR BEHAVIOR



ROLE MODELING

“ Giving is fundamentally a **social act**. When donors see that **the donor before them** has made a large donation, they **make a larger donation themselves**. ”



TELL A STORY

Understanding and conviction

A

Know your audience

- Knowing the motivations and entry point for how a donor came to give
- Speak to them in the way they want to hear from you

Impact stories may serve as an effective influencing tool

B

Avoid communication blind spots

- False consensus effect – we presume your donor is aligned on why/your mission
- Curse of knowledge – we find it hard to imagine that others don't have the same facts as we do

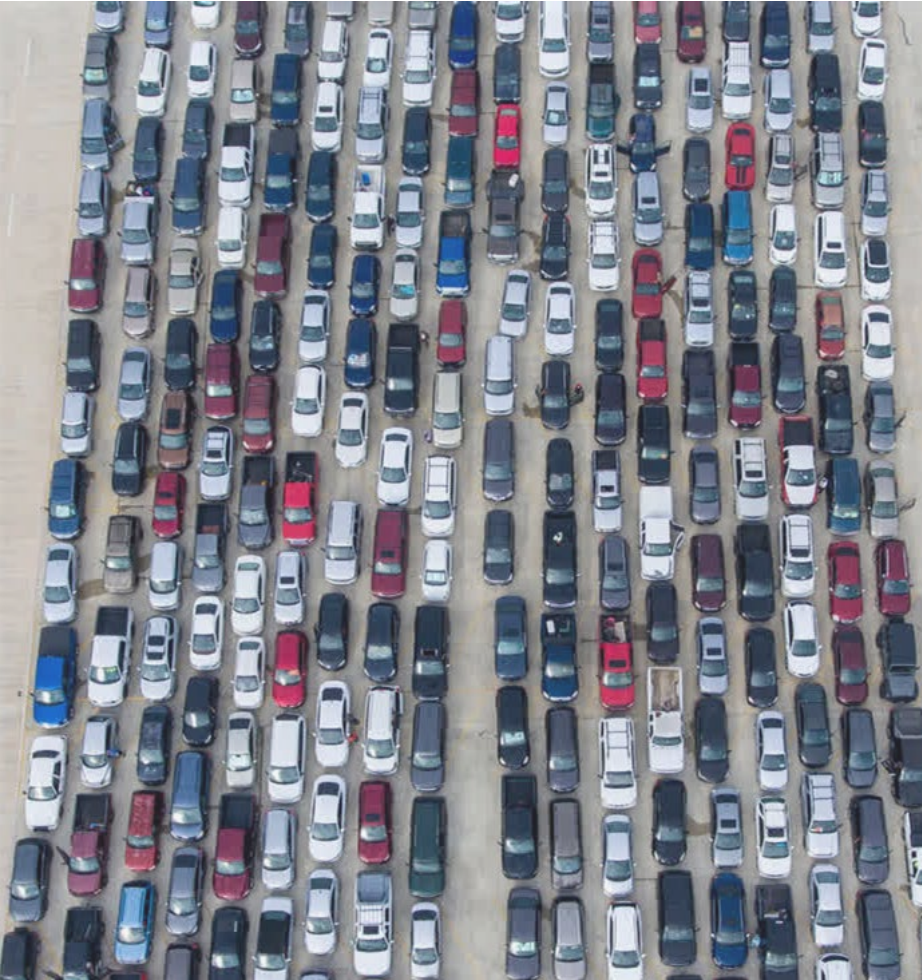
We frequently assumed a shared basis of knowledge

C

Relate common human experience and expand

- While thousands of families were waiting in line at food banks, Uber Eats, GrubHub, etc. delivered nearly 1 million meals
- This is a spike in need, but systemic food insecurity remains

DoorDash and RideUnited brought meals to over 100K families



April 2020: People wait in their cars for the San Antonio Food Bank to begin distributing food. The coronavirus pandemic has put millions of Americans out of work, and more and more families have turned to food banks to get by.

NONPROFITS SHOULD

SURPRISE AND DELIGHT DONORS WITH SIMPLICITY

How these reinforcements are delivered also matters. It has long been clear that predictability makes them less effective; intermittent reinforcement provides a more powerful hook, as slot-machine operators have learned to their advantage.

FORMAL MECHANISMS

1 Repeat the mission



2 Simplify the donation page

Qty: 1



Swipe to buy with 1-Click

1-Click options - Free shipping once available

Add to Cart

TALENT AND SKILLS

Donor Realization



SENSE OF AGENCY

People are more likely to be passive if they believe that developing new skills won't change a situation.

SENSE OF CONTROL

Nonprofits should work to instill a sense of control and competence to promote an active engagement in the solutions needed for complex problems.

THANK YOU!



APPENDIX



ABOUT CCS FUNDRAISING

CCS is a **strategic fundraising consulting firm** that partners with nonprofits for transformational change. We are the **leading consulting experts** in campaign and development strategy.

With a global presence, CCS has conducted over **10,000** projects in over **500** locations to elevate missions and create meaningful impact.

Global Presence

300+ Staff Members

70+ Year History

Diverse Expertise



DAN NISBET

Vice President of Development, Feeding America



About Dan:

Dan Nisbet has served as Vice President of Development at Feeding America since 2012. Prior to joining Feeding America, Nisbet worked at CCS Fundraising for 10 years, most recently as Corporate Vice President. Nisbet also worked as a Content Manager at Near North National Group from 1999-2002. He holds a B.A. in Psychology and Sociology from the University of Notre Dame (1999).

LARISSA RYDIN

Vice President, Strategic Partnerships, Tiltify



About Larissa:

Larissa Rydin joined the Tiltify team in 2020 as the Vice President of Strategic Partnerships. With her, she brings over 20 years of experience in marketing, corporate development, and non-profit leadership.

After quickly moving up the ranks at ALSAC/St. Jude Children's Research Hospital, she held the position of Mid-Atlantic Regional Director, overseeing two offices and an annual budget of \$13.5M. Following her time in that role, she held executive positions at both Autism Speaks and the Alzheimer's Association, before becoming the Vice President of Strategic and Brand Partnerships at United Way Worldwide.

In that role, she led a team responsible for securing \$4.8B in annual revenue and supporting a corporate portfolio that included 427 of the Fortune 500. During her tenure, she secured hundreds of new enterprise-level partnerships including Lyft, Starbucks, Google, Pepsi and DoorDash, established the brand partnerships function for the organization, supported the development of a network-wide innovation program, and served as a key leader in driving the organization's global strategy and digital transformation.

Larissa received a B.S. in Social Science and Economics from Florida State University. Originally from Tampa, she now lives in Northern Virginia with her husband and two children.

Case Studies:

- Hope From Home Sizzle Reel Link: <https://www.youtube.com/watch?v=-i0OHTeNS6I&t=2s>
- Door Dash Program Info: <https://blog.doordash.com/100-000-deliveries-with-united-way-c3343db727e2>
- Kendall Jackson Program Info: <https://www.prnewswire.com/news-releases/kendall-jackson-in-partnership-with-united-way-launches-the-grocery-workers-relief-fund-301121082.html>

About Tiltify:

Tiltify is the fundraising platform for the digital generation, providing live, interactive & telethon-style technology that engages donors to invest in the cause. Tiltify harnesses the power of both traditional fundraising and modern digital livestream engagement with platforms like Twitch, TikTok and YouTube, enabling any organization and fundraiser to dramatically expand audience reach. Organizations like United Way Worldwide, St. Jude Children's Research Hospital, Save the Children, No Kid Hungry, Make-A-Wish and hundreds more use Tiltify to engage the socially active Millennials and Gen Z communities for single signature events and large DIY campaigns that launch in minutes. To learn more visit <https://tiltify.com>.

LINDSAY BLOK

Senior Vice President, CCS Fundraising



About Lindsay:

Senior Vice President Lindsay Blok is passionate about bringing the best of for-profit strategy and acumen to support transformational change in nonprofit organizations. In her 10 years of service with CCS she has worked side-by-side with leadership, staff, and volunteers at a broad spectrum of organizations – from Catholic parishes to University research institutes – and a variety of development efforts such as annual operational support and capital projects.

Lindsay combines strategic thinking, project management, and fundraising best practices with her energy and enthusiasm for helping those who help others.

Lindsay serves as a member of the Board of Trustees for St. Anne’s – a social service agency helping vulnerable young women and children rebuild their lives and create brighter futures. Lindsay graduated from Santa Clara University with a bachelor’s degree in economics, and she secured her MBA from the UCLA Anderson School of Management.

FEATURED MEDIA

- [Donor Dialogues](#) Video Interview Series

FEATURED PROJECTS

- Diocese of Honolulu
- Children’s Institute, Inc. (Los Angeles, CA)
- Loma Linda Ronald McDonald House (Loma Linda, CA)
- St. Anne’s (Los Angeles, CA)
- LA Chamber Orchestra (Los Angeles, CA)
- UC Davis MIND Institute (Sacramento, CA)

DOMINIC PEPPER

Vice President, CCS Fundraising



About Dominic:

Dominic has a decade of experience in the non-profit sector. With a focus on fundraising strategy development, program expansion, diversification, and execution. His CCS career has spanned a range of clients across multiple sectors.

Driving change both at the systems and grassroots levels, Dominic has advised strategic growth and turnaround strategies for clients to further capacitate each with a path to achieve new levels of measurable impact. Organizations that have benefitted from Dominic's counsel include United Way Worldwide, Nationwide Children's Hospital, the National Constitution Center, the Arch/Dioceses of Brooklyn, NY and Toronto, ON, and various family foundations.

Prior to CCS, Dominic built a practice group for family education, governance, and philanthropy with the Society of Trust and Estate Practitioners' International Boutique Law Firm of the Year. There he advised families on innovative and effective philanthropy. He has been published for his writing on estate planning and has spoken at several planned giving conferences and nonprofit organizations.

Dominic serves on the board of several social service and education non-profit organizations including: New Jersey School Choice and Education Reform Alliance, National School Choice Week, the Tri-County Scholarship Fund, and Generation Citizen. He has served in an advisory role and committee member for: amfAR, Antiviolence Project, HRC, and the Audubon Society Young Members, among others.

Dominic earned his BA and M.Ed from the University of Notre Dame. A native New Jerseyan, Dominic loves Yankees baseball, Notre Dame sports, New England beaches, good coffee, and *Wait, Wait Don't Tell Me*, the NPR news quiz.

FEATURED MEDIA

- NEXUS US Annual Summit: Philanthropy & the SDGs: Putting Your Passion into Action
- Yale Philanthropy Conference: Vehicles for Change
- Community Impact and Learning Conference: Fundraising through transformation
- Alliance Bernstein: Empowering Philanthropy 2020
- Bloomberg Practical Tax Strategies, "Planning Vehicles for Detouring Around Estate Tax Pitfalls"
- AFP Greater Philadelphia Chapter: Gift Planning in a Campaign: The Consultant Perspective