

*AFP MA, CCS Fundraising, and WID
Monday Webinar Series*

ONE MONTH DOWN: LESSONS LEARNED & PLANNING FOR THE NEXT 100 DAYS

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Today's Presenters



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Poll Questions

Three Challenges to Take This Week



Take Stock

What's worked well in month one, and what's fallen flat?



Recalibrate

Where does our fundraising focus need to be in the next 100 days?




Reimagine

How can we be prepared as the crisis continues to evolve?

Take Stock: How are we doing?

Have we reframed our case for support (beyond just an emergency fund) in response to the current environment?



Have we connected with all of our donors in a way that is representative of their level of current engagement?

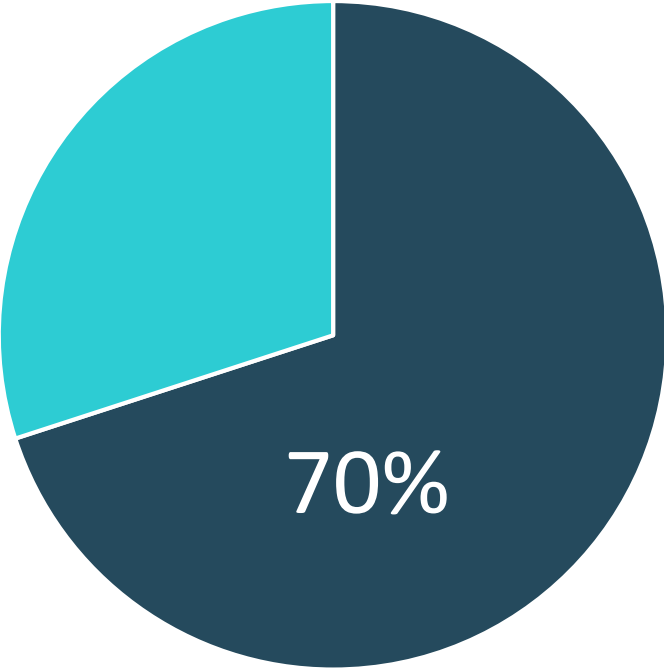


Have we convened our volunteer leadership virtually?

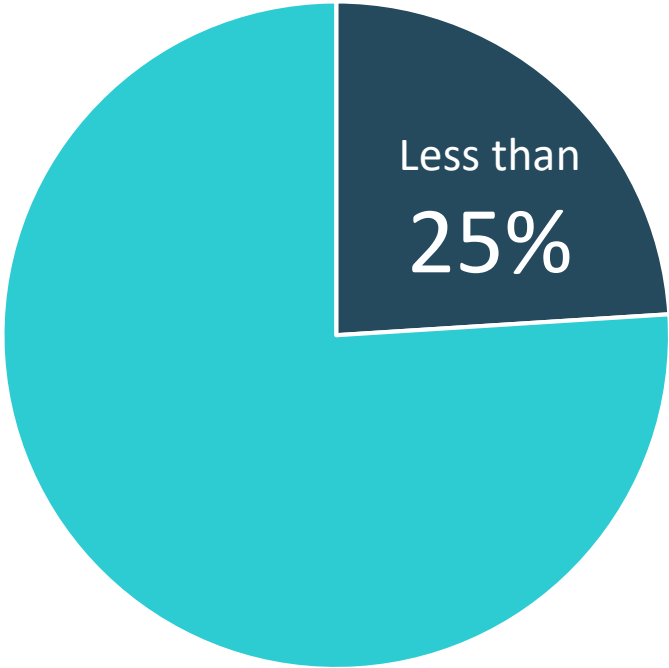


Have we addressed our own psychological hurdles about asking in the current environment?

A Common Disconnect



Primary concern
immediate revenue
generation challenges



Experimented
with a virtual prospect visit

Recalibrate:

What do the next 100 days look like?



Experiment with Virtual Donor Visits

- They are working!
- Don't make decisions on behalf of your donors



Articulate What Success Looks Like

- Acknowledge it will look and feel different than in previous years
- Design a mini-campaign with a major gifts mentality; even with event-focused or annual fund donors



Resource New Initiatives Appropriately

- Your fundraisers are not professional virtual event producers or IT people; invest in professional guidance where needed

CARES Act from a Donor Perspective

High-Impact Opportunities

- All taxpayers can deduct up to \$300 for qualified charitable contributions made in 2020 and beyond, including those using the standard deduction
- For itemizers (accounting for nearly all taxpayers with an income of \$200,000+), the amount of charitable giving deductible is raised to 100% of AGI for 2020
- Gifts to DAFs and private foundations do not qualify for these provisions, but remember...
 - **Keep lines of communication open with foundation partners.** Foundations are still required to make their minimum 5% distribution.
 - **Talk to donors with DAFs first.** Gifts from those funds won't impact donors' current financial situation

Potential New Challenge

- Required Minimum Distributions from IRAs and 401(k) plans (at age 72) are suspended for tax year 2020. **Communicate early and directly with donors who give through a charitable rollover.**

Other Special Opportunities

- Provision for real estate investors to use depreciation of real estate holdings to offset capital gains earnings, in effect lowering investors' overall federal taxes this year
- The CARES Act raises the amount of charitable giving that corporations can deduct from 10% of taxable income to 25% of taxable income

Engagement During Covid-19 From a Donor Perspective

46%

Believe their time spent volunteering will decrease during the public health crisis.

32%

Reported that they still don't feel they have the information they need to direct their philanthropic support most effectively.

43%

Plan to continue regular giving to their usual charities during the pandemic.



Reimagine: What scenarios should we plan for?

MCKINSEY *DELAYED RECOVERY* SCENARIO:

- Outbreak comes under control by late in Q2 2020 and public sentiment is more optimistic by May
- Possible resurgence in the Fall, but better preparedness enables continued economic activity
- Economic slump continues until the end of Q3 2020. European and US economies start to see genuine economic recovery in Q4 2020

MCKINSEY *PROLONGED CONTRACTION* SCENARIO:

- Outbreak does not peak in the Americas until May
- Social distancing is not maintained and stymies public health response
- Global economic impact is severe, and the full recovery doesn't begin until Q2 2021

How to Evaluate: “What if…”



Gather key decision makers, including a trusted Board member or two



Identify critical streams of philanthropic revenue over the next 6-9 months (e.g., major gifts, grants, fall events, fall appeals)



Identify a best case, worst case, and middle ground scenario that applies to your sector, region, and organizational dynamics



Assign primary decision-makers for each revenue stream

The Helpfulness of Best/Worst Case

Example Scenario Planning	Best Case	Worst Case	Somewhere in Between
October Gala	Social distancing requirements are eased and people are comfortable gathering in groups by the time October 17 th arrives.	Full social distancing requirements are still in place and we have did not pivot quickly enough to a revenue replacement plan.	We facilitated conversations this summer with major sponsors as the situation evolved and had a clear picture of revenue impacts by September 1.
Major Gifts Program	Virtual visits keep most prospect plans on track through Q3, and travel and social distancing requirements are eased in time for the year-end push.	We don't see or have an opportunity to solicit our top donors until January 2021.	Some of our significant donors are impacted by the public health crisis or economic challenges, but we have enough information to reframe our plans.



Comments and Discussion

Thank You for Joining Us

<https://ccsfundraising.com/strategies-during-covid-19/>

