



RE-IMAGINING YOUR FUNDRAISING

Navigating The Challenges Presented By Coronavirus

CCS is a strategic fundraising firm. We partner with nonprofits for transformational change.

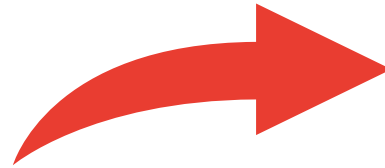


LOGISTICS

Audio will play through your computer. Please be sure your speakers are turned on.

Attendees will be in listen-only mode for the entire presentation.

Throughout the webinar please type your questions here for discussion later.



Questions

Want answers?

Ask the staff a question

Exit

Send

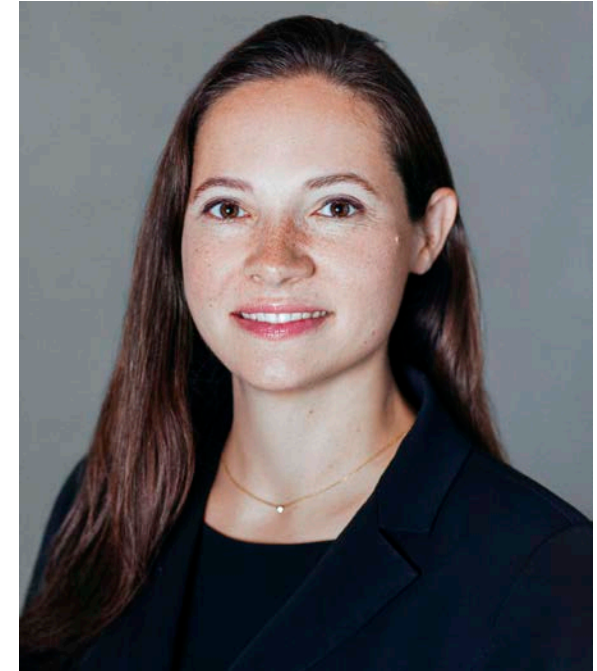
TODAY'S PRESENTERS



ROBERT KISSANE
Chairman
CCS Fundraising



PETER HOSKOW
Principal & Managing Director
CCS Fundraising



MIRIAM DROLLER
Managing Director
CCS Fundraising

1 OBSERVATIONS SINCE THE CRISIS BEGAN



CCS COVID-19 GUIDELINES



Increase
Communication



Communicate the
Immediate and
Short Term
Financial Impact



Consider Special
Fundraising
Initiatives



Consider Special
Briefings



Avoid Wholesale
Cancellation of
Fundraising Plans



Show Empathy
and Concern
for Your
Stakeholders



Develop a
Short-Term
Action Plan



Leverage
Technology



Increase Activity



Reaffirm Your
Mission and
Impact

ENCOURAGING PHILANTHROPIC RESPONSE

 **\$8 BILLION**
(and growing!)

Corporate
Response

Individual
Philanthropists

Foundation
Response

New Collaborative
Initiatives

WHAT STANDS OUT


Donors are funding programs and areas not previously high priorities

Philanthropists are providing:

- Food for hospital workers
- PPE
- Support for nonprofit employees
- Support for the initiatives of their beloved organizations responding in their own way to the crisis

COLLABORATIVE INITIATIVES

NYCT THE NEW YORK
COMMUNITY
TRUST



ABOUT THE
**NYC COVID-19
RESPONSE & IMPACT FUND**

“

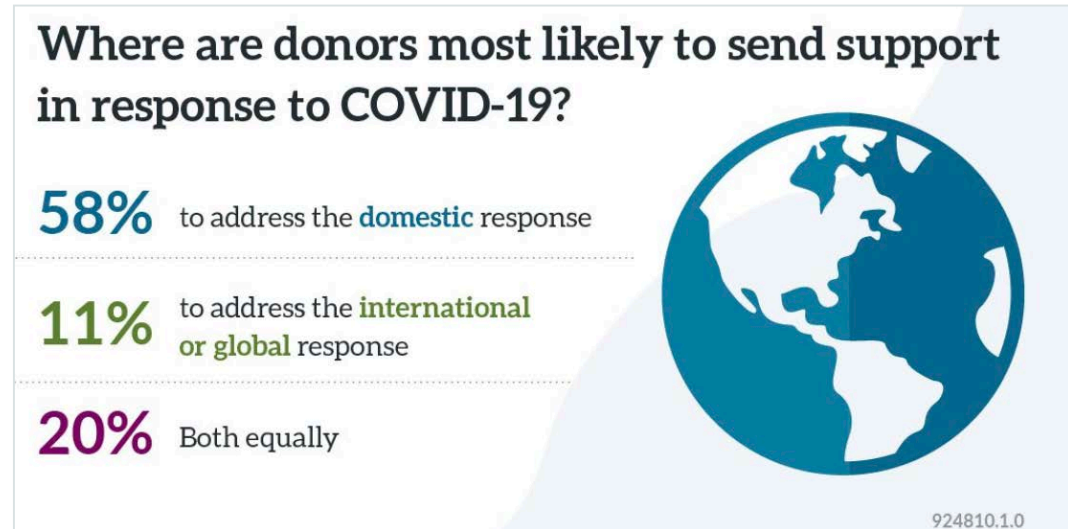
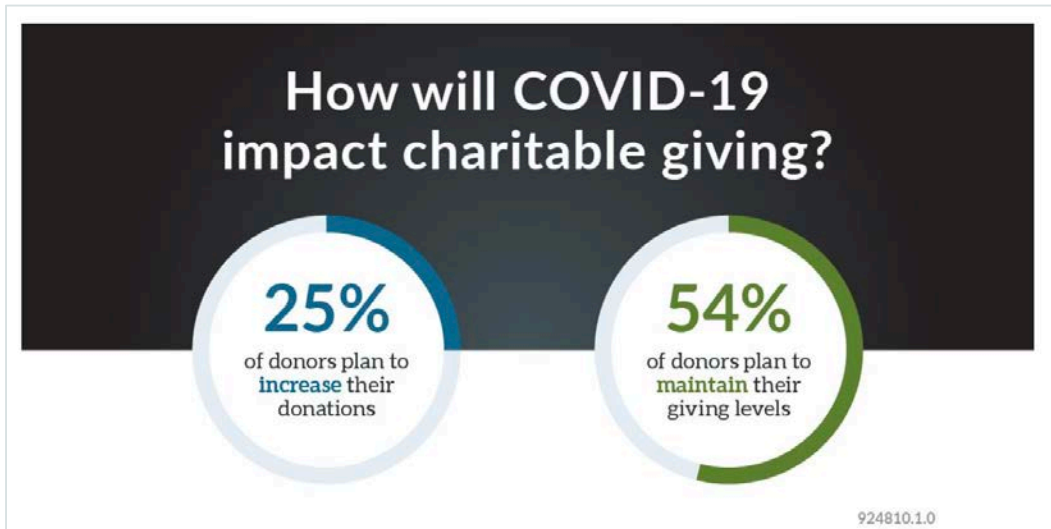
New vaccines should
prevent epidemics
from becoming global
health emergencies

John-Arne Røttingen
Interim CEPI CEO

CEPI

Coalition for Epidemic Preparedness Innovations

FIDELITY CHARITABLE FINDINGS



KEY FINDINGS

- 80 percent of donors are **concerned about their favored nonprofits' ability to operate**
- 1/3rd say they **don't have the information they need** to direct their COVID-19 support effectively
- 1/4th say they will **give to different organizations as a result** of the pandemic

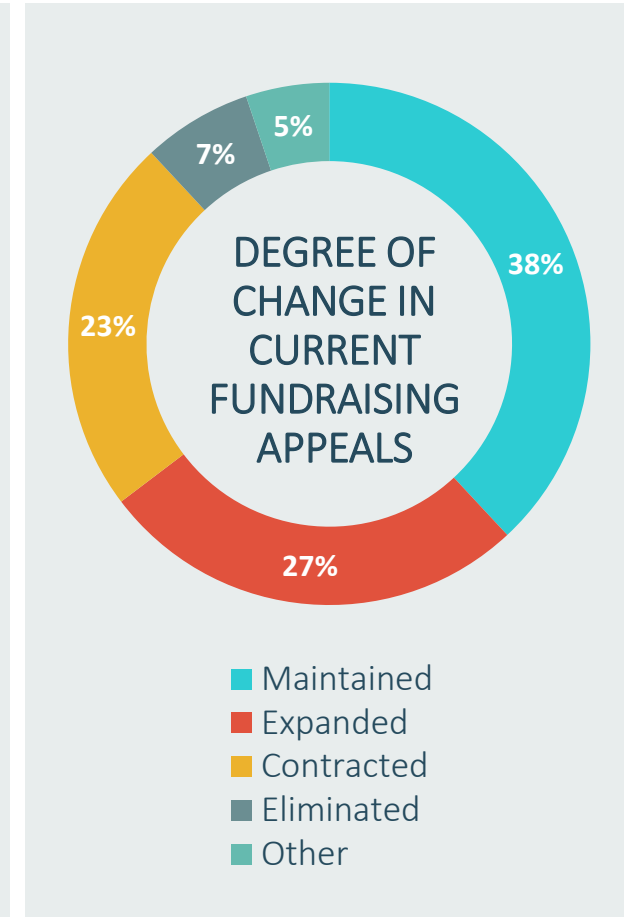
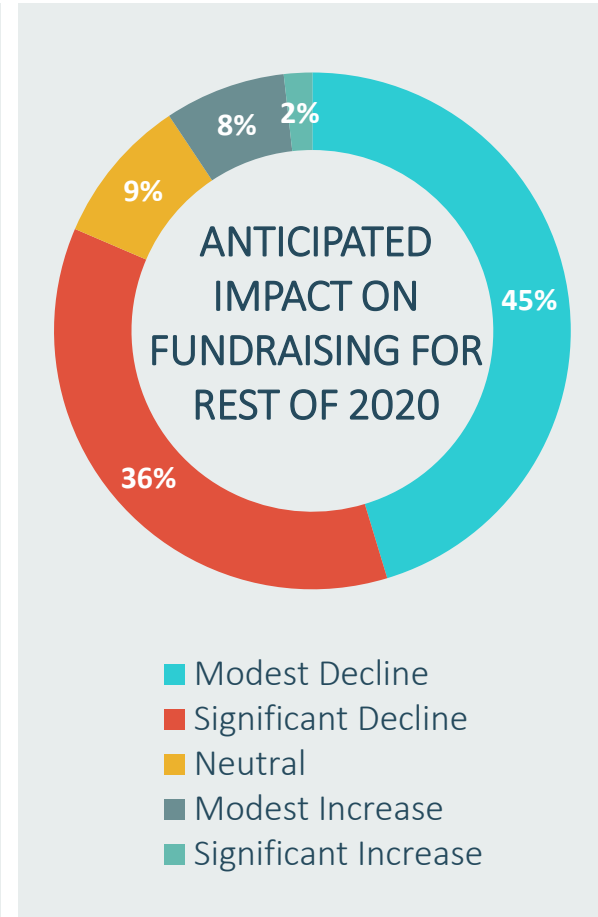
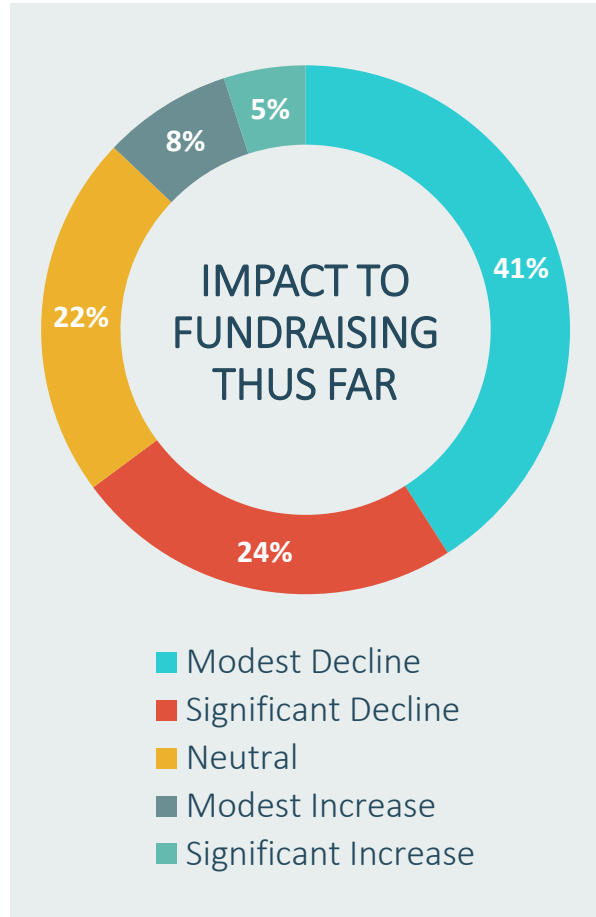
2 STAGES OF POST-COVID FUNDRAISING EVOLUTION



CURRENT NONPROFIT SENTIMENT

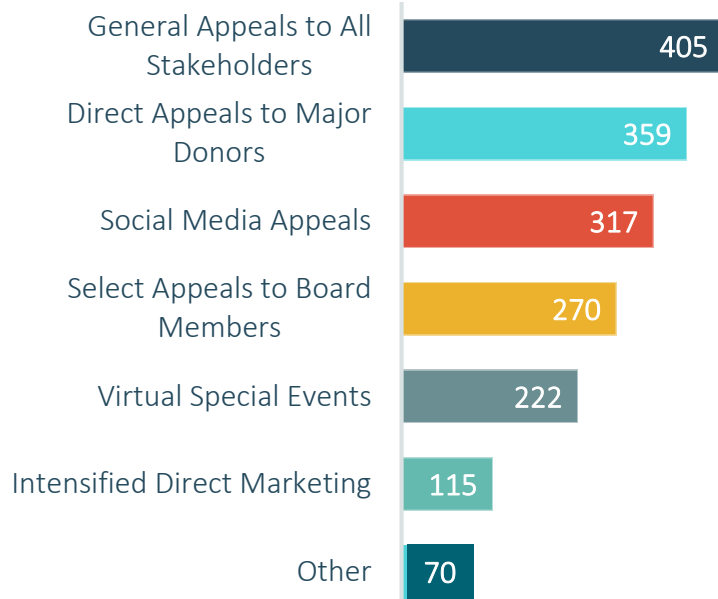


CCS distributed a **Philanthropic Climate Survey**. While this survey is still active, we are sharing a snapshot of responses to-date from more than **700 participants**.

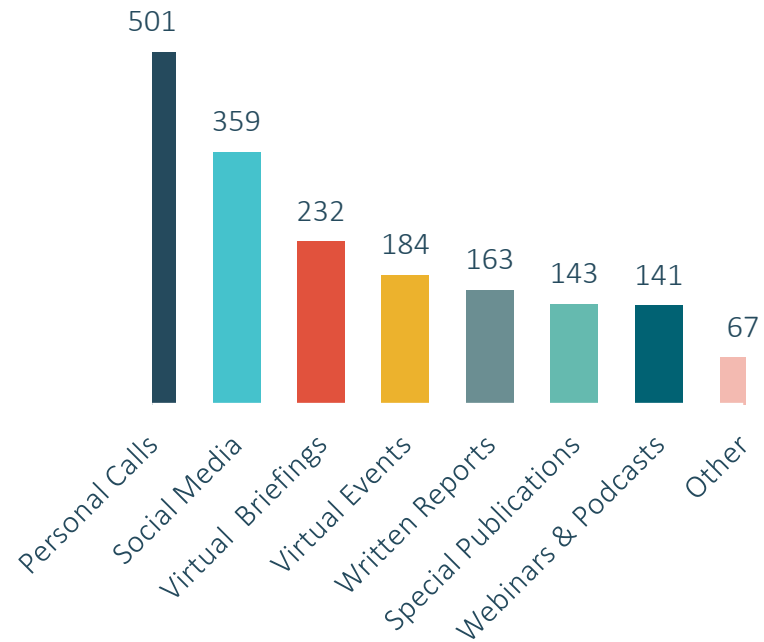


FUNDRAISING STRATEGIES EMPLOYED

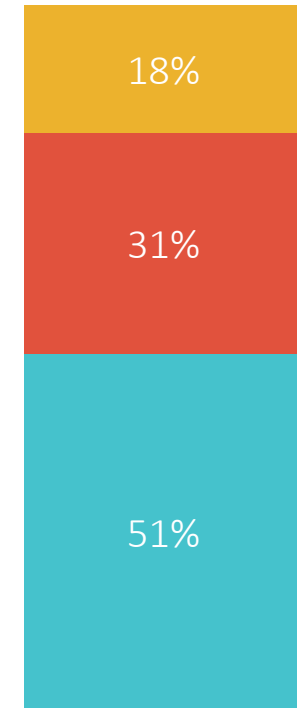
PRIORITIZED FUNDRAISING STRATEGIES



DONOR ENGAGEMENT METHODS



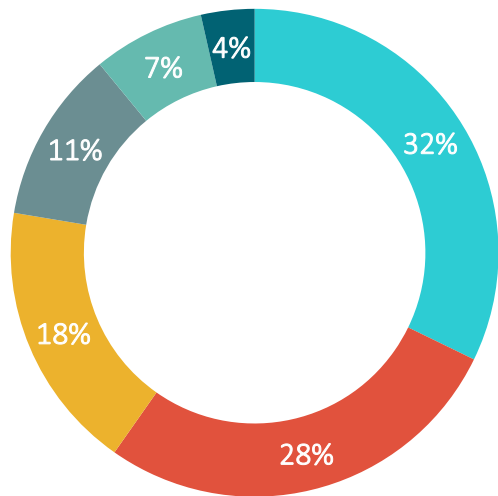
SPECIAL APPEALS / EMERGENCY FUNDS



■ Yes ■ No ■ Under Consideration

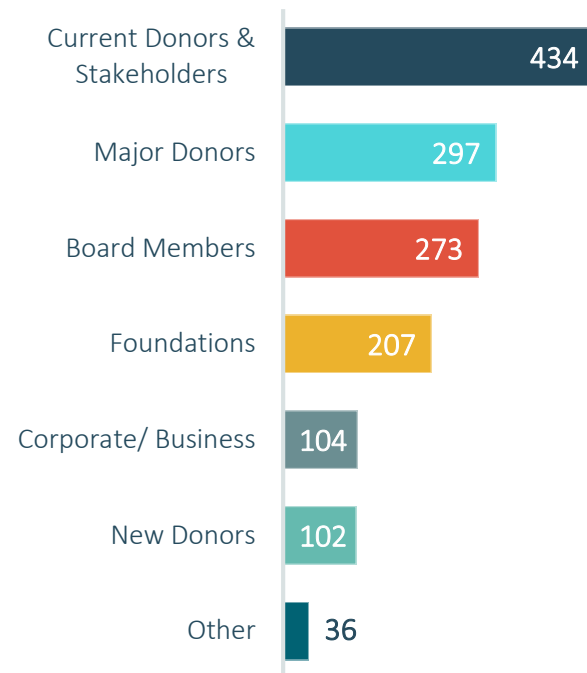
STAYING THE COURSE & INCREASING ENGAGEMENT

CHANGES TO CASE FOR SUPPORT

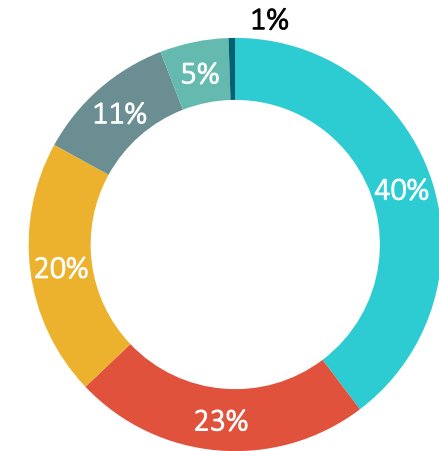


- Yes, with special focus on new COVID programs
- No, our case and needs are the same
- Yes, with special focus on current programs
- Our case and priorities are under review
- Yes, with special focus on staff support
- Other

PRIMARY SOURCES OF CURRENT SUPPORT



CHANGES TO MAJOR CAPITAL OR COMPREHENSIVE CAMPAIGNS

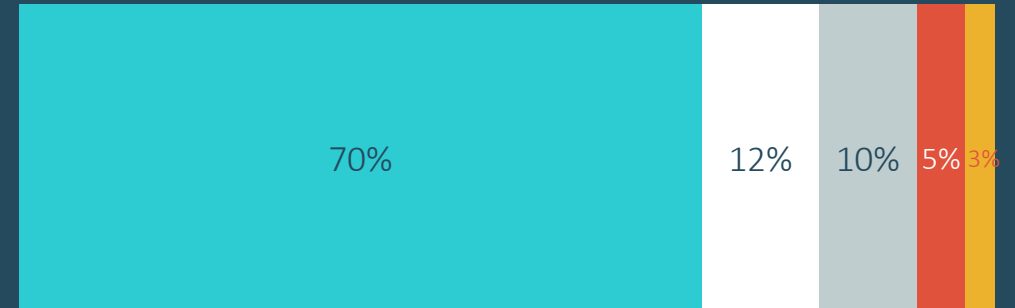


- Continue with Modification
- Under Review
- Continue as Planned
- Postpone Campaign
- Postpone Launch
- Cancel Campaign

HIGHLIGHTS: FUNDRAISING STAFF ACTIONS

- Our research shows that **less than 15%** of nonprofits have experienced fundraising staff reduction
- **4.8%** have reported significant reductions while **9.6%** have reported modest reductions
- An additional **12%** have staffing changes under consideration

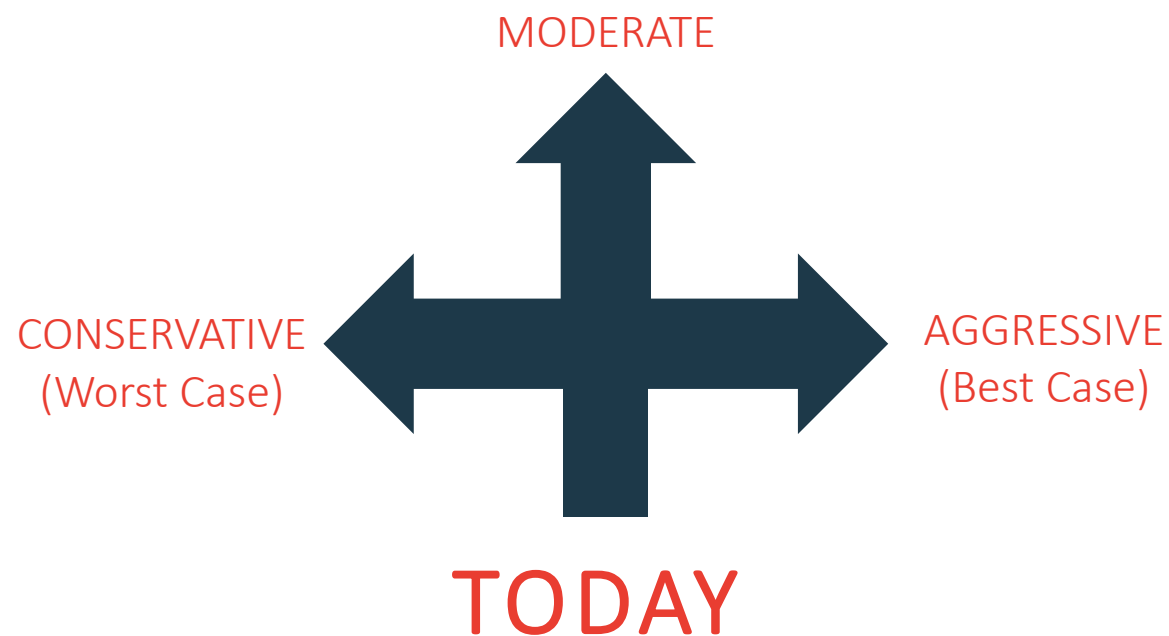
FUNDRAISING STAFF LAYOFFS/ FURLOUGHS



- No
- Under consideration
- Yes, modest reductions
- Yes, significant reductions
- No, some additions

RE-EMERGENCE SCENARIOS

The speed with which society emerges from this crisis will be impacted by continued community-wide actions



KEY CONSIDERATIONS

- Some of the most Aggressive models predict a **beginning of re-emergence during Q2 of 2020**
- More Conservative models suggest that **real re-emergence will not happen until Q2 of 2021**
- Your own organization will have to **consider sector-specific and region-specific elements** to craft your own scenario plans

SCENARIO PLANNING

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

COVID-RELATED FUNDRAISING EVOLUTION



I. IMMEDIATE CRISIS

CHARACTERISTICS:

- Chaotic
- Urgent
- Fast moving while immobile

AREAS OF FOCUS:

- Continued Operations
- Special Appeals



II. STABILIZATION

CHARACTERISTICS:

- Methodical and slowing
- Planful

AREAS OF FOCUS:

- Program modifications
- Stakeholder engagement



III. RE-EMERGENCE

CHARACTERISTICS:

- Resembling pre-COVID

AREAS OF FOCUS:

- Campaigns and fundraising plans
- Metrics and evaluation

3 CONSIDERATIONS FOR FUNDRAISING IN THE NEW ENVIRONMENT



CORE FUNDRAISING ELEMENTS IN EACH STAGE



CASE

Rationale behind the initiative – the “why”



LEADERSHIP

Those who advocate for the cause



PROSPECTS

Organization’s natural constituency



PLAN

Strategy and tactics for campaign

STAGES OF FUNDRAISING EVOLUTION

	I. IMMEDIATE CRISIS	II. STABILIZATION	III. RE-EMERGENCE
CASE FOR SUPPORT	<ul style="list-style-type: none"> Immediate Action Urgent funding requirements 	<ul style="list-style-type: none"> Interim funding plan and Case for Support Short-term funding impact and benefit 	<ul style="list-style-type: none"> Establish modified or new strategic priorities Draft Case for Support for the foreseeable future
LEADERSHIP	<ul style="list-style-type: none"> Special emergency working group Stakeholder outreach 	<ul style="list-style-type: none"> Assess crisis impact and recast short-term priorities Broaden role in fundraising 	<ul style="list-style-type: none"> Reconstitute Development Committee Reorganize fundraising leadership structure to support plan
PROSPECTS	<ul style="list-style-type: none"> Segment by giving level and relationships Determine the prospects most viable for immediate requests 	<ul style="list-style-type: none"> Reprioritize prospect pool Establish individual plans 	<ul style="list-style-type: none"> Full donor base review Screen, model, prioritize
PLAN	<ul style="list-style-type: none"> Intensify communication: connect, inform, and thank Implement special appeals to select donors and all audiences 	<ul style="list-style-type: none"> Survey donors Design strategies for each donor segment Offer short term gift payment options 	<ul style="list-style-type: none"> Rebuild capacity to support future efforts Reassess goal, timing & Case elements of major campaign



Q&A

THANK YOU!

For more resources on the impact of COVID-19 on philanthropy, visit <https://ccsfundraising.com/strategies-during-covid-19/>

To learn more about CCS Fundraising, visit us at <https://ccsfundraising.com/>

