

Transitioning Crisis to Mission Donors

Tuesday, March 30, 2021



Overview of Content

The worldwide COVID-19 pandemic has had an unprecedented impact on our organizations, families, and communities, particularly among already marginalized populations. In a response unlike any other, philanthropists showed incredible generosity in 2020 and 2021, with donations surging from “crisis donors,” many of whom were giving for the first time. Read below for ideas and action steps that you can take to turn these crisis donors into long-term mission champions. To learn more, you can watch the full webinar recording here: [Transitioning Crisis to Mission Donors](#).

3 Key Actions to Transition Donors From Crisis to Mission-Based

- **Segment donors in your database** to plan and automate communication with many donors at once
- **Educate crisis donors on the mission** of your organization and utilize compelling story telling to retain donors
- **Simplify the digital donation process** and continue to use online mechanisms for innovative outreach

Ideas From Our Discussion

- More time and energy must be invested in **retaining crisis donors** than we might typically give to traditional donors. In particular, we must repeatedly educate new donors on the organization’s mission and demonstrate the impact of their gift as a long-term solution. Consider investing in database management by segmenting donors by source, qualifying, and prioritizing these new donors for outreach plans. Finally, **be clear about your strategic goals** for these donors– consider aiming for a renewed gift at certain giving levels by donor segment.
- You can **influence donor behavior** by following the McKinsey Influence Model, which includes: fostering and understanding conviction, reinforcing changes through formal mechanisms, developing talent and skills, and role modeling.
- It is important to **simplify the digital donation process** to retain and acquire donors. Because this new digital world will not be going away after the pandemic, it is important to **adapt and adopt creative digital fundraising mechanisms and communication streams**.