



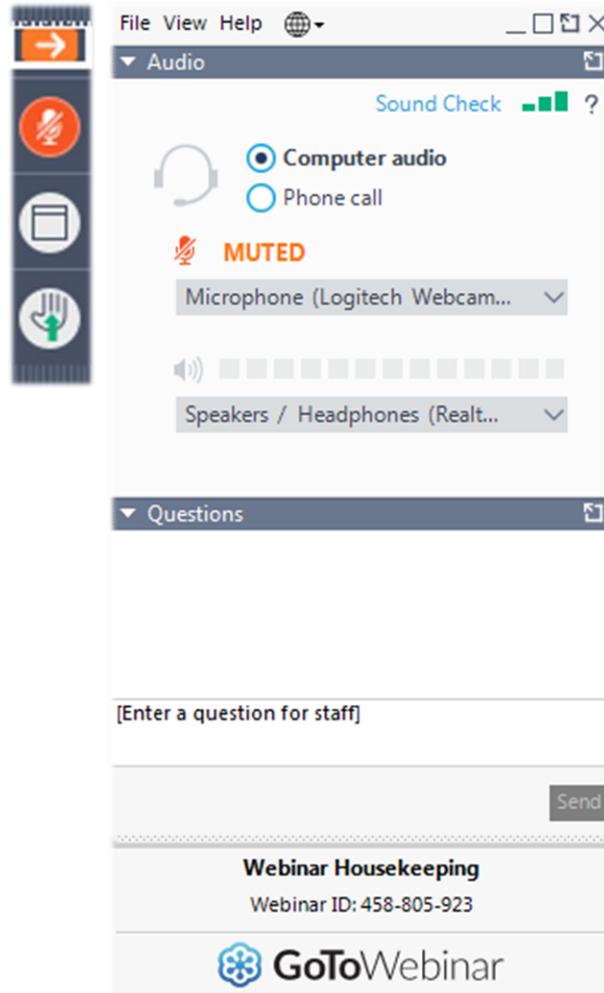
PRINCIPLES OF FUNDRAISING:

NAVIGATING THE CHALLENGES PRESENTED BY CORONAVIRUS

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



Logistics



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Today's Presenters



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LESSONS LEARNED IN TIMES OF CRISIS





UNIQUE IMPLICATIONS OF THE CURRENT SITUATION



IMMEDIATE STRATEGIES TO IMPLEMENT

Timeless Principles for Fundraising

Concerns about the impact of Coronavirus (COVID-19) underscore the nonprofit sector's vital leadership role in the welfare of our communities. In light of the current and rapidly evolving circumstances, CCS offers the following timeless fundraising principles to remember and reinforce:



1. Increase Communication



2. Communicate Financial Impact



3. Leverage Technology



4. Consider Special Fundraising Initiatives



5. Consider Special Briefings



6. Avoid Wholesale Cancellation of Fundraising Plans



7. Develop a Short-Term Action Plan



8. Reaffirm Your Mission and Impact



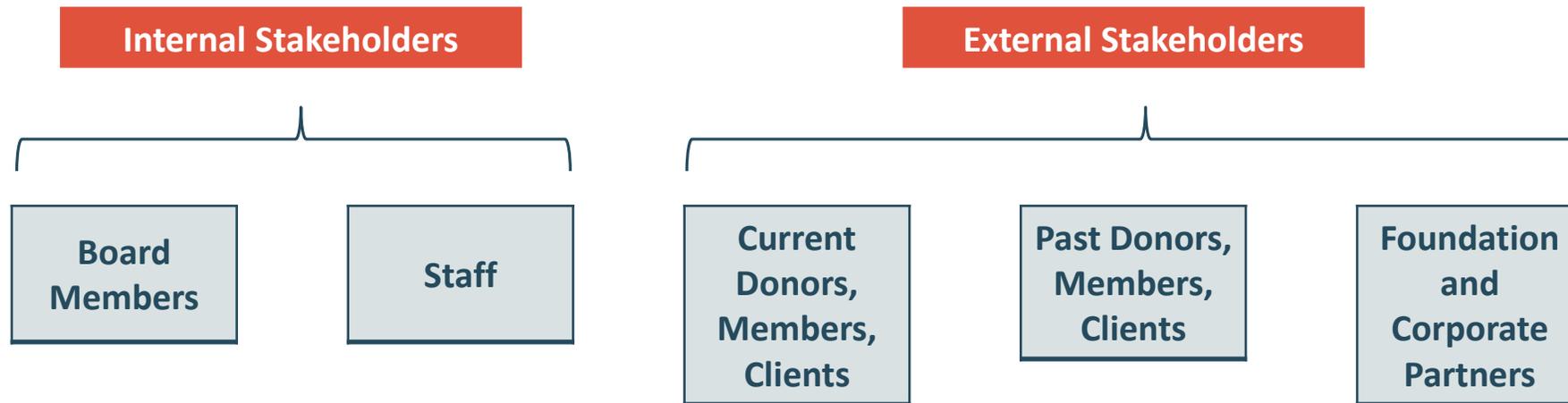
9. Motivate Your Stakeholders



10. Show Empathy and Concern for Your Stakeholders

1. Increase Communication
2. Communicate the Financial Impact

Keep your stakeholders fully informed and deeply engaged. Donors and stakeholders are interested in how organizations are affected by the current situation, and what actions are being taken.



Utilize targeted, tailored messaging through video calls, phone calls, email, text, and/or mail.

Make it personal where possible. Phone calls and personal outreach are ideal.

3. Leverage Technology

Find ways to more effectively incorporate video conferencing, podcasts, or virtual briefings that make meetings more dynamic and create more personal experiences regardless of distance. Consider how social media or other virtual platforms can serve as temporary alternatives to in person convenings.



4. Consider Special Fundraising Initiatives

Where appropriate and in special instances, certain organizations should consider special appeals targeted towards immediate relief and special initiatives directly related to a crisis response.

1.

- Your personal contact may yield an opportunity to explore donor interest.

2.

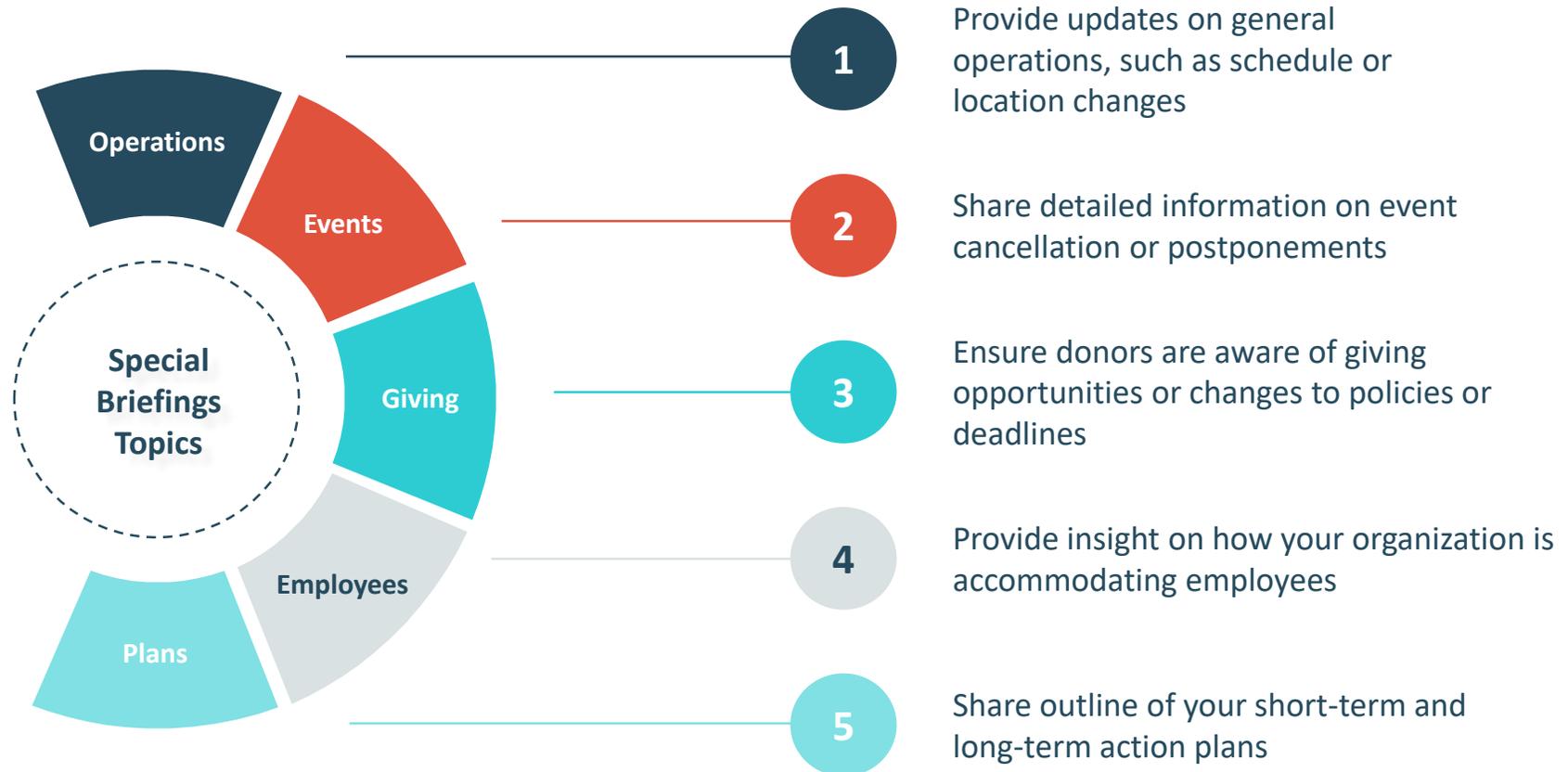
- Special email appeals can be timely and low budget.

3.

- Highlight the intersection of your mission and the needs arising in response to the crisis.

5. Consider Special Briefings

Consider hosting a series of teleconference briefings with stakeholders on issues pertinent to the current situation. Donors and constituents are interested in knowing how a nonprofit is responding to the current situation.



6. Avoid Wholesale Cancellation of Fundraising Plans

Adhere to your overall fundraising plans and strategies, with reasonable adjustments to your day-to-day meetings, events, and activities, depending on your local circumstances.

Event	Alternate Option
Donor Lunch/Meeting	Donor video or phone call
Weekly Team Meeting	Zoom meeting, shared Google document/Sharepoint, daily phone calls
Forum/Conference	Webinar with emphasis on chat and polling features to increase interaction
Gala/Fundraising Event	Online fundraising page/silent auction, request to convert tickets to donation, share creative and relevant content to registrants that demonstrates your organization's mission through email and on website

7. Develop a Short-Term Action Plan

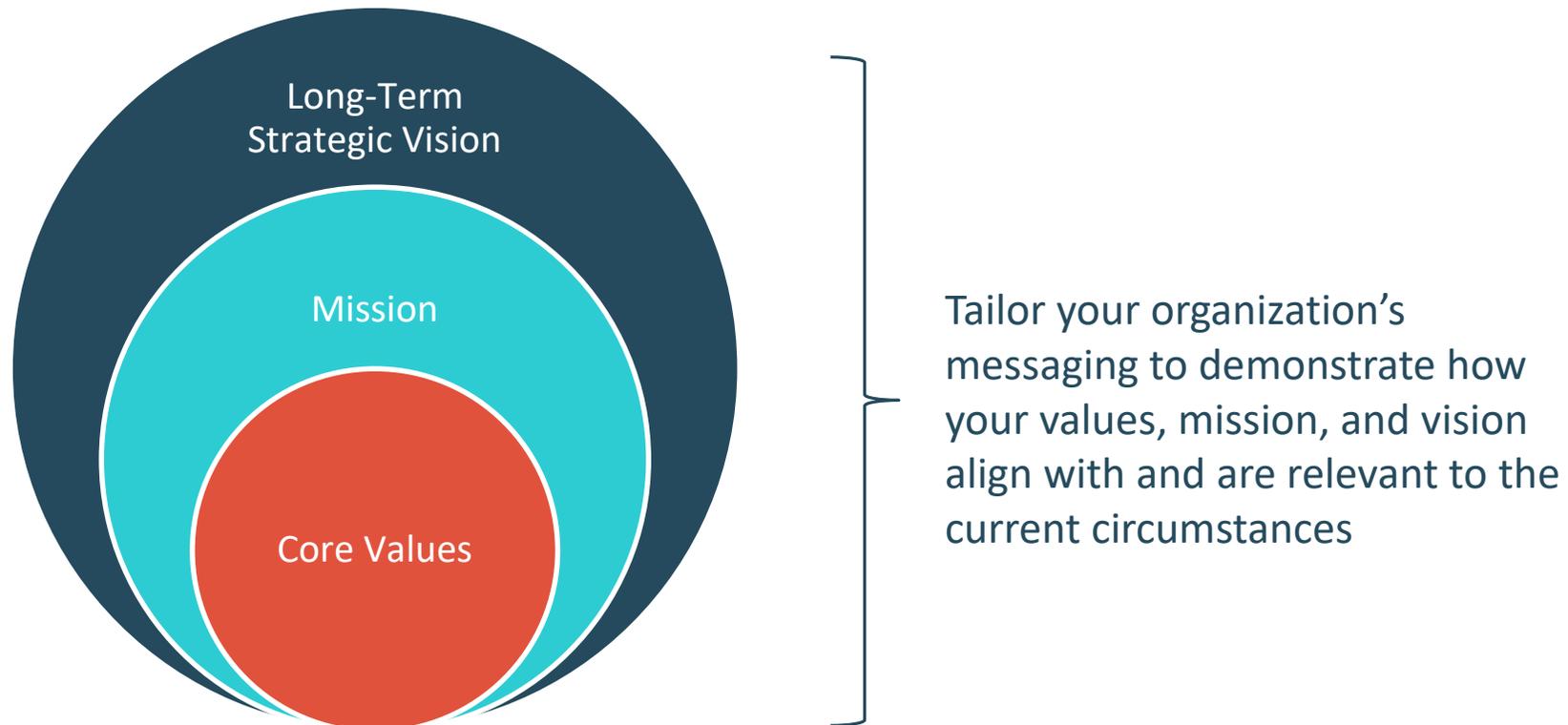
Develop a plan of action, including a communications plan over the next several weeks, featuring an outreach initiative of personal calls and emails to key donors and friends.

Sample 30-60-90 Plan

Task		Month 1				Month 2				Month 3			
		Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
1	Conduct video calls with all Board members												
2	Send email to entire database with updates												
3	Make personal calls to donors												
4	Make personal calls to key stakeholders												
5	Conduct webinar with donors and key stakeholders												
6	Write and post blog regarding current landscape												
7	Share updates on social media												

8. Reaffirm Your Mission and Impact

Reaffirm your organization's mission and continuously remind donors of the impact of your work. If you have a special role to play in the current public health issue, explain it.



9. Motivate Your Stakeholders

Redouble efforts to help motivate trustees, administrative leadership, and staff by reminding them of the resilience of philanthropy in difficult times. Donors who feel engaged and connected will continue to support their beloved institutions, especially in times of crisis.



10. Show Empathy and Concern for Your Stakeholders

We have all been impacted by COVID-19 in some way. Giving is a two-way street and donors want to know that you value them and are concerned about their welfare. Offer any resources that might be helpful to your stakeholders.

Four Qualities of Empathy

Putting yourself in
someone else's shoes

Staying out of judgement
and listening

Recognizing emotion in
another person that you
have maybe felt before

Communicating that you
can recognize that emotion

Q&A

THANK YOU

