

#### FUNDRAISING WEBINAR

## Fundraising in Crisis: What We Have Learned & What We May Have Forgotten

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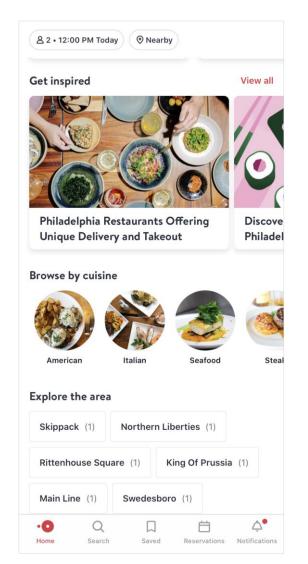


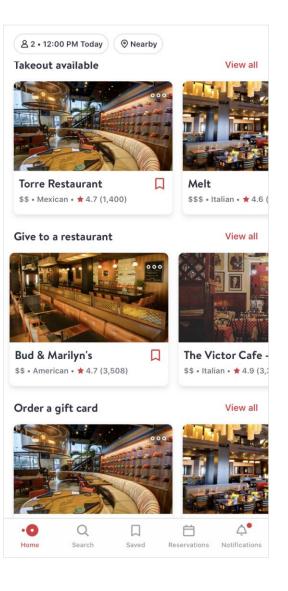
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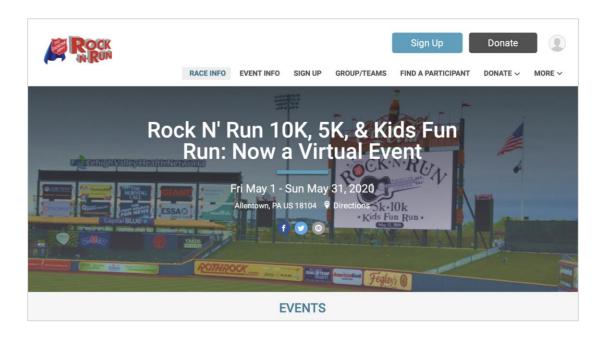
History shows that organizations that reduce fundraising efforts during times of crisis face a difficult future, whereas those that stay the course, make strategic adjustments and come out stronger.













## Things to Remember When Fundraising in a Crisis

- This is not our first crisis.
- Fundraising can be unpredictable because people can be unpredictable.
- Don't make drastic changes to your plan.
- Donors = loyal customers

### **Working Your Plan Under Pressure**

- 30-60-90 day goals
- Rank your donors
- Review and update your list of potential donors
- Keep accurate records of gifts and information shared
- Make sure you are providing clarity and transparency for your donors
- "Wait and see" is not a successful plan
- Don't say "no" for your donors
- Pray, Pray, Pray

# The Power of Story

"I've never asked anyone for a gift. Not ever. I let them know about my dreams and vision for the future. I explain how important the program is and about the lives it affects. When I finish, it seems I never have to ask. They always come forward with what they want to do. It has become their dream and vision." – Dr. Vartan Gregorian, former president of Brown University

- We need to be crafting our narrative to sell dreams.
- You don't need to feel compelled to connect your story to Covid-19.
- Story telling is one of the most powerful tools we have in our toolbox.

### **Ideas to Consider Implementing**

- 1. Set a goal for connecting with so many of your constituents each day:
  - 5 hand-written notes
  - 8 emails
  - 15 phone calls
- 2. If you aren't setup for online giving, now would be a great time to put that option in place for your donors.
- 3. If your church or organization has never done face-to-face soliciting, or in this current environment phone-to-phone solicitation, it might be a good time to challenge your organizational paradigms.
- 4. This is a particularly good time to have conversations around planned giving. Your constituents may be thinking about end of life issues more than normal. It is a way for some who feel like they may not be in a position to make a gift now to do so.
- 5. The Cares Act makes provision for donors who itemize to contribute up to 100% of AGI for 2020 in cash gifts. In all likelihood, there are some in your circles who are still in a position to make significant gifts and this might just be the time for them to give more than they normally do. Check with your tax advisors.

### **Ideas to Consider Implementing**

- 6. Use technology Phone calls, video calls, sending videos, texts, emails, etc.
- 7. Use snail mail...yes, snail mail
  - Handwritten notes are still appreciated.
  - Direct mail, while expensive, is driving in revenue.
- 8. Keep building trust with donors Building trust with donors is one of the most important jobs, and "staying with" a donor during a time of crisis will give you and the organization.

## Q&A

Refuse good advice and watch your plans fail; take good counsel and watch them succeed.

- Proverbs 15:22

If you would like to talk to a member of our consulting team, contact Sarah at 215.723.2325 or <a href="mailto:sderstein@centerconsulting.org">sderstein@centerconsulting.org</a>.