During Fear & Uncertainty
HOW to Fundraise?

Thank You For Your Work!

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We are Stronger Together
Lori L. Jacobwith

- Master Storyteller & Fundraising Culture Change Expert
- Help NPOs raise $350 million from individual donors…And counting
- Named one of America’s Top 25 Fundraising Experts
- Author, Speaker, Trainer, Coach

www.ignitedfundraising.com

Steven Shattuck

Contributor: Fundraising Principles and Practice (Second Edition)

Author: Robots Make Bad Fundraisers (coming soon -Bold & Bright Media)

Member/Faculty:
- Fundraising Effectiveness Project (FEP) Project Work Group
- AFP Center for Fundraising Innovation (CFI)
- Institute for Charitable Giving

Chief Engagement Officer, Bloomerang

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Quick Poll

Our Nonprofit has sent out email and/or written communication about our response to COVID-19

YES or NO

Quick Poll

We have or are planning to cancel a large/major annual fundraising event:

YES – NO – Haven’t Decided

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Pause vs. Panic

• When we feel anxiety we’re far less flexible.

• Pause & think through responses.
Pause vs. Panic

- PREPARE by planning.
- ACCEPT that there's a lot we don't know – and won’t for awhile.
- Make positive language choices.

Breathe
Today’s Agenda

• 3 Most Important Actions
• Data – Your New Best Friend
• Powerful Language
• Examples
• Next Steps
• Q & A

3 MOST IMPORTANT ACTIONS
1. Communicate
2. Dispel Myths
3. Listen

COMMUNICATE
Our Job Right Now

What Do We Want People To:

Feel?

Do?

By when?
Donor Communication Checklist

☐ Thank
☐ Check-in
☐ Share Mission Moments & Money Story
☐ Provide Options

Key Drivers of Donor Communication*

- Perceives organization produces outcomes
- Knows what to expect with each interaction
- Receives a timely thank you
- Receives opportunities to make views known
- Feels they’re part of an important cause
- Feels their involvement is appreciated
- Receives info showing who is being helped

bit.ly/donorcommitmentstudy
Dear Loyal Friend,

The COVID-19 pandemic has our attention — as I am sure it has yours.

As one of our most important supporters, I am writing to let you know VOA has quickly mobilized. We are working to ensure all 4,066 residents and clients of our shelters and housing programs throughout Northern California and Northern Nevada are protected from the spread of germs.

In addition to all of the recommended guidelines of hand washing, using hand sanitizer, diligently wiping down surfaces, covering coughs and sneezes, and quickly identifying anyone who may have the symptoms of COVID-19, I want you to know VOA has implemented the following:

- Recommending all nonessential employees to work from home
- Cancelling all work travel
- Canceling all in person meetings and gatherings of large groups
- Postponing program tours
- Suspending all events and volunteer activities including birthday parties, Senior Safe House volunteers and all senior meal service in Northern California and Northern Nevada, children’s craft parties, etc. through April at this time.

We are more concerned than ever for the well being of those we have been called to serve. Fragile seniors, isolated veterans, former foster youth, weary families and all those who struggle with mental illness and homelessness are often disconnected from loved ones and support systems. VOA in many cases are their only family.

At VOA we are committed to stay present and work through this health crisis with those who are isolated, unsheltered and feeling lost.
Our board & staff have also made the decision to postpone Sacramento's annual fundraising breakfast on May 7.

Stay-tuned as we develop other ways to update you on the impact your financial contributions have on thousands of fragile individuals we see every day in our community.

This year, the difference in what we expect to receive in government funding and the total cost of all of our programs leaves a funding gap of $2,950,000 to shelter, support, and guide more than 16,000 men, women & children in our region. Your financial contributions make that care possible.

If you were planning to host a party or holiday event, a collection drive or provide a meal at Sacramento’s Senior Safe House or at Sierra Manor in Reno -- please still consider making that donation but in a different way. Your financial donation will be used to celebrate birthday parties, provide nourishing meals, warm and safe shelter, counseling, treatment, and so much more. Please remember, YOU make our work possible.

Thank you for being our partner in good times and these difficult times.

---

21st Century Phone Calls = Text

[Image of a text message]

I know you and Mark are impacted, so I wanted to let you know that we are moving the breakfast to late July. We will finalize the date today and I'll get back to you. I'm sad we won't get to see you all as planned but this is life as we know it right now 😢. Hope you're both staying well and are safely SELF QUARANTINED ❤️

+ Type a message...
Share Your New Event Data

Updated calendar invite received 3/16/20 - Within moments of receiving CEO message about moving fundraising event date.

Success *Anytime*

Communication
Communication
Communication
During Fear & Uncertainty – How to Fundraise? March 2020

March 16, 2020
Subject Line: Are you hungry to help?

In times of uncertainty such as this, we see the best of our community emerge. We are overwhelmed with gratitude for all who have asked, “How can I help?” in the midst of the COVID-19 crisis.

The best way you can help our most vulnerable neighbors right now is by **making a financial donation**.

Here’s what your donation can do:
- $20 fills 15 emergency bags
- $100 feeds a family of 4 for a month
- $250 provides food for 236 meals

Here are more ways you can make a difference:
- **Contact** Social Distancing Program: 1-612-822-0555 to speak with outreach staff by phone, email or community networking sites. [contact information]
- **Volunteers**: While we are temporarily suspending volunteer opportunities in our building to reduce exposure, our partner Second Harvest Heartland is in need of volunteers.

This community always rises to every challenge, and this is no exception. Our community knows how to get really hard things done.

Thank you for your support!

P.S. Check our website to stay up to date on our emerging needs and services affected during COVID-19.

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**Prevent Hunger**

Your gift during the COVID-19 crisis provides essential services for our most vulnerable neighbors. Every $1 you donate allows us to source $9 of food and goods from our partners. Thank you for feeding families and fueling hope in this time of uncertainty.

= Required fields

<table>
<thead>
<tr>
<th>General Giving</th>
<th>Tribute</th>
<th>Endowment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent Hunger</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Gift Information**

- Enter a Gift Amount:
  - $250.00 fills 60 emergency bags
  - $100.00 feeds a family of 4 for a month
  - $50.00 provides food for 236 meals
  - A gift of any amount will help prevent hunger and fuel hope.
Use Compelling Visuals

60 X Faster

Rate the brain processes images in comparison to words.

DISPEL MYTHS
Tell The Truth

Be a Source of Truth & Calm

- What does it truly take to do your work?
- What’s open & what’s closed?
- How can donors & volunteers help?
- Reference Center for Disease Control & your State Department of Health vs. news outlets.
Myth: Donor Fatigue

“No such thing as donor fatigue.
There IS uninspiring or demanding message fatigue.”

— Lori L. Jacobwith

Research Confirms

“I could always expand giving a little, but I try to hold back in case there is a major need at one of the organizations I support. I always like to have a little in reserve in case a special need comes along.”

“There were two instances this year where I made gifts over and above what I had intended and they both involved personal contact from someone in the development office (director or gifts officer). Being thanked for my previous gift was much more persuasive than receiving multiple emails and direct mail letters.”

Penelope Burk, Author
Cygnus Applied Research
Your Myth’s?

- Fully funded by the government
- Our building is new – we don’t need anything
- Clients only need you one time
- Your mission matters less than others
- What else?

“Authenticity Counts. It’s disarming, causes deeper listening, and builds trust.”
~Lori L. Jacobwith
Adrian Sargeant: Trust

“Donor trust is the essential foundation of the philanthropic relationship.”

Image Source: Third Sector

Update Your Plan – Daily

<table>
<thead>
<tr>
<th>Name</th>
<th>Engagement Opportunities</th>
<th>Critical Map</th>
<th>Objective</th>
<th>Staff/Volunteer Involvement</th>
<th>Timing</th>
<th>Priority</th>
<th>Details</th>
<th>Estimated Cost</th>
<th>Materials Needed</th>
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</thead>
<tbody>
<tr>
<td>Zone</td>
<td>Update Supporter List</td>
<td>Email, Phone</td>
<td>New, existing supporters</td>
<td>Personalized, ongoing relationship</td>
<td>RAAM</td>
<td>High</td>
<td>Work with USA to ensure current supporters are engaged and updated</td>
<td>NA</td>
<td></td>
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<tr>
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<td>Cancel Event</td>
<td>Email, Social Media</td>
<td>All events were cancelled</td>
<td>Personalized, ongoing relationship</td>
<td>RAAM</td>
<td>High</td>
<td>Work with USA to ensure current supporters are engaged and updated</td>
<td>NA</td>
<td></td>
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<tr>
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<td>Institute Campaign</td>
<td>Email, Social Media</td>
<td>New, existing supporters</td>
<td>Personalized, ongoing relationship</td>
<td>RAAM</td>
<td>High</td>
<td>Work with USA to ensure current supporters are engaged and updated</td>
<td>NA</td>
<td></td>
</tr>
</tbody>
</table>

**Mission Operations**
- 18 to 15: clergy, donors, volunteers, board members
- Update: Monday, Tuesday, Wednesday, Thursday, Friday
- Weekly: Monday, Tuesday, Wednesday, Thursday, Friday
- Monthly: Monday, Tuesday, Wednesday, Thursday, Friday

**Small, Intensive, “After” Interest Events**
- G.2 New: Volunteer, mobilize, organize, coordinate
- Events: June 15, July 20, August 15
- Time: 10 AM to 4 PM
- Location: Virtual, in-person
- Dates: June 15, July 20, August 15
- Duration: 4 hours

**Daily Inspiration**
- Monday to Friday
- 10 AM to 2 PM
- Location: Virtual, in-person
- Duration: 4 hours
LISTEN

Listen
To your staff
Your clients
Your donors & volunteers
Your own family
Yourself
Subject Line: Office Closing…but wait…

Sent March 17, 4:53 PM Central

Offered a lock box in parking lot for contributions of “stuff” & checks.

Used BombBomb™
Posts From Home

jennifer.garner • To the Elsas and Matildas; to the Willy Lomans and Romeos. Not to mention the flautists, the pianists, the gymnasts, the shot-putter. We want to SEE—show us what you’ve got!! 🌟 #heyjenlookatme (I just now found out one of my favorite Broadway stars @laurab安东尼 had the same idea. Hi Laura! 😊 You can tag her, too, at #SunshineSongs)

4d

 Invite Feedback & Interaction

This time of year has so many people, from preschoolers to professionals, working their tails off to perform. And now—the games, the meets, the recitals, the productions, big and small—are shut down. Well, the show must go on, people!! Break out your oboes, belt out your torch song, run in place—I don’t care. Show us what you’ve been working on and we will show it to the world. Use #heyjenlookatme, because I want to see. 🥰

https://www.picuki.com/tag/heyjenlookatme
DATA: Your New Best Friend

Clean Your Data Now
Data Stewardship

- NCOA – National Change of Address
- Deceased Suppression Processing
- Email/Phone Append
- Batch Screening (for wealth/capacity)
Take inventory of your most valuable supporters (your “we can’t lose these people”) & reach out
Steven’s Favorite Segments

- Long-term loyals (3-5+ years of giving)
- Monthly donors
  - Longtime corporate sponsors
- P2P fundraisers
- Active social media supporters
- People with scheduled pledges
- Board members
- New donors within 90 days
Donor Retention Rates

**AVERAGE**
43.4%

**FIRST-TIME**
20.2%

**REPEAT**
61%

**MONTHLY**
90+%  

Source: Fundraising Effectiveness Project [http://afpfep.org](http://afpfep.org)
Pick. Up. The. Phone.

✓ First-time donors who get a personal thank you within 48 hours are 4x more likely to give a second gift.

~Source: McConkey-Johnston International UK

✓ A thank-you call from a board member to a newly acquired donor within 24 hours of receiving the gifts will increase their next gift by 39%.

~Source: Penelope Burk

Bloomerang Research

Impact of phone calls on 1st-time donor retention

No phone call: 33.01%  
One phone call: 41.24%  
More than one phone call: 58.21%

Bloomerang Research

Impact of phone calls on speed of second gift

<table>
<thead>
<tr>
<th></th>
<th># of phone calls w/ 90 days of 1st gift</th>
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</thead>
<tbody>
<tr>
<td>No phone call</td>
<td>261 (Median)</td>
</tr>
<tr>
<td>One phone call</td>
<td>217</td>
</tr>
<tr>
<td>More than one phone call</td>
<td>53</td>
</tr>
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</table>

# Days until second gift (Median)

Bloomerang Research

Impact of phone calls on second gift size

<table>
<thead>
<tr>
<th></th>
<th>Median Second Gift</th>
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<tr>
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<td>$50</td>
</tr>
<tr>
<td>One phone call</td>
<td>$100</td>
</tr>
<tr>
<td>More than one phone call</td>
<td>$100</td>
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POWERFUL LANGUAGE

TOGETHER WE CAN
Craft Messages That

- Teach
- Inspire
- Call to Action
Paint a Picture of One Person

Duty & Obligation Communication

Donate
Attend
Help Us
Give More
Give Again
During Fear & Uncertainty – How to Fundraise? March 2020

Inspiring Communication

- Donate
- Attend
- Help Us
- Give More
- Give Again
- Invest
- See Your Impact
- Who Will Your Gift Help?
- Long-Term Partners

Scarcity Communication

- Hard
- Donor Fatigue
- We Can’t
- Not Enough…
- They Won’t
Possibility Communication

Hard
Donor Fatigue
We Can’t
Not Enough…
They Won’t

X

Learning To…
Inspire You
What if We Could
The Very Right People
Long-Term Partners

Share Your Money Story

Image Source: Upstream Arts
Your Money Story

The gap between where you are today in reaching your annual fundraising goal…

PLUS your visionary – *forward thinking* – fundraising goal…

& the amount you’ve raised so far this year.

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& Bloomerang
It’s Okay to Talk About Money

“Here’s What it Takes…”
5 Most Disengaging Words

“Help us with our goal.”

Fact: No one cares about your goal but you.

Make sure your share:
Here’s how you’ve already made a difference AND here’s what’s left to do NOW.

No Donate Buttons - PLEASE

Thank You For Continuing to Change Lives!

You can be part of this creative, expansive work by investing in Upstream Arts!

Invest in creativity and inclusion
Instead of Donate

You Helped A Child Today
I Care
I Support My Community
I’m Hungry to Help
YES. Count on Me!
Every Gift Matters
What Else?

Two Virtual Opportunities

March 31 – 8:30 am to Noon
bit.ly/imagineWhatsPossible2020

Starting March 26 & April 7
Storytelling to Raise Money in Turbulent Times
bit.ly/storytellingturbulent
MORE EXAMPLES

Maria Jamero • 1st
Creative and Marketing Communications at Volunteers of America

You’ll meet the CDC guidelines while reinforcing a positive mindset. What are you grateful for?

WHEN YOU’RE WASHING YOUR HANDS, TAKE THE 20 SECONDS TO THINK OF THREE THINGS YOU’RE GRATEFUL FOR.
Donor Updates

Show a Face & Connect Me to My Impact

Specific = Action

Interfaith Outreach & Community Partners

Interfaith Outreach and this great community have taken decisive and swift action to remain in service to our community during the COVID-19 pandemic. We CAN accept and NEED donations for the food shelf, especially paper bags! Drop off during regular hours: 9 a.m. – 5 p.m.)

View list of most-needed items: http://bit.ly/food-shelf-needs

Although we cannot accept other donations right now (like clothing for Dense Select), food shelf items are in high demand right now. We ran out of peanut butter yesterday for the first time today in years. Financial donations are always needed and help prevent hunger, as well. Every $1 donated = $9 of food from those partners.

Thank you for mobilizing our community in helpful ways!

DROP OFF PAPER BAGS

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Specific = Action

For Canceled Events

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Use Powerful Images

Inspire & Call to Action
Engage & Listen

Daniel Graves, Founder, The Florence Academy of Art

The Florence Academy of Art is on lockdown...
...but the FAA Community of students, faculty & artists in Florence is non-stop!

“A View from your Room”

As most of you know, Italy is currently in lockdown. Even though the number of cases of the virus in Tuscany is relatively low, the Italian government has taken action to keep it from spreading. We are encouraged not to leave our homes, so we are drawing, painting and sculpting in our rooms.

We are asking artists all over the world, in particular those affected by the virus, to send us the drawing or painting of the view from your rooms.

We’ll post a few of the submissions, and offer a prize of a workshop to one of you, and celebrate the end of this difficult moment.

With your participation, we hope to create a long-lasting positive experience for our students and the FAA community!

A View From Your Room #FAAnonStop

WHAT DOES YOUR GIFT SUPPORT?

Running a world-class, professional orchestra is not cheap...

WHAT IT TAKES


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Are You OK?

Stories, art, and connection to nurture a community of care during the COVID-19 crisis

VIRTUAL EVENT SERIES
THURSDAYS @ 2 PM
WHEREVER YOU ARE

Beginning this Thursday, March 19, join Pollen every Thursday at 2 PM for a free, weekly virtual gathering featuring one-on-one conversations with community members from a wide spectrum of life in our region. They’ll share their experiences with the COVID-19 crisis, and how they’re building a community of care even as we’re kept apart.

On March 19, we’ll be joined by Rabbi Michael Adam Litz of Sha’ar Tikvah, and Saed Abdelfadel with NAKFI VN, with a special musical performance to be announced.

Illustrations by Lisette Lopez

NEXT STEPS
Lazy or Inspiring?

What Do We Want People To:

Feel?
Do?
By when?
Donor Communication Checklist

- Thank
- Check-in
- Share Mission Moments & Money Story
- Provide Options

Type In and Share

- What did you learn?
- What will you **DO** differently?
Resources & Staying Connected

Lori Jacobwith – Ignited Fundraising
@Ljacobwith

IgnitedFundraising.com
Fire Starters Blog
Online Courses

Lori L. Jacobwith
Master Storyteller & Fundraising
Culture Change Expert

• Daily blog post • Templates
• Weekly webinars • Bloomerang TV
• eBooks/guides • Research

https://bloomerang.co/resources

COVID-19 Fundraising Advice Library
We are here to help.

https://bloomerang.co/covid19
Questions?

“Uncertainty is the fertile ground of pure creativity & freedom.”
~ Deepak Chopra

Image Source: Instagram
During Fear & Uncertainty

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