

Navigating Uncertainty: Philanthropy's Trends and Practical Tips for Your Fundraising



Linda Jacobs, CEO
Center for Volunteer &
Nonprofit Leadership



Elliot Levin, President
Partnership Resources Group



Melissa Irish,
PRG Managing Associate

Recording & slides will be available after the presentation at cvnl.org

Support for this webinar generously provided by...

**Ginnie & Peter Haas Jr. Family Fund,
Marin Community Foundation, and
Community Foundation of Sonoma County**



Partnership Resources Group

Technical Tips:

Unmute your mic
(it will turn green)

Raise those hands!

File View Help

Audio

Sound Check

Computer audio

Phone call

No audio

MUTED

Microphone Array (Realtek High Defi...)

Speaker/Headphone (Realtek High D...)

Talking: **Melissa Stoakley**

Q&A Portion

Type those in here. May need to expand section to view.

File View Help

Questions

[Enter a question for staff]

Send

Testing Webinar Polling

Webinar ID: 487-788-643

This session is being recorded.

GoToWebinar



Elliot Levin, President
Partnership Resources Group

AGENDA

- Since We Were Last Together
- Emerging Trends
- Practical Tip & Voices from the Front Lines
- Transcending Uncertainty: Planning for 2020-21

YOUR PRE-SESSION QUESTIONS

(most frequently mentioned)

- What changes are happening in philanthropy that I should be aware of?
- How do we approach and keep donors that are distracted and fatigued?
- What do we do about our events?
- How can we create short- and long-term fundraising plans?
- “I’m still working from home – what the heck is going on out there?”



SINCE WE WERE LAST TOGETHER

- 2nd **Payroll Protection** Program tranche
- Extension of **shelter-in-place** until summer (at least!)
- Reality of a **recession** hitting everyone
- More and more **pivots to virtual** gathering and fundraising
- **Surge in giving** across sources





Melissa Irish,
PRG Managing Associate

EMERGING TRENDS

- Findings From The Field
 - Trends From External Research
 - PRG Survey
 - Your Experience

Poll #1:

Has your organization seen an increase or decrease in charitable giving overall?



Poll #2:

For those that have, in what areas
has this increase/decrease occurred?

(check all that apply)



Let's Address the Poll



Findings From The Field

CCS Survey of over 1,200 nonprofits *(between 4/20/20 and 5/1/20):*

- 63% have seen a decline in giving overall, however hospitals, health and human services saw an increase while the biggest drops were experienced by religious and cultural institutions.
- 80% expect a drop in overall giving in 2020
- Over half launched special appeals
- Very few have laid off or furloughed staff
- Nearly all have had to expand and adjust their Case for Support to show impact in COVID era.

Charities Aid Foundation of America (April/May 2020):

- Survey of 550 nonprofits worldwide, 200 in USA.
- 68% saw a drop in giving and as many as 60% anticipate a 15% or more drop in revenue in 2020.



Findings From The Field

Lilly School and Giving USA as reported by The Hodge Group
(4/27/20):

- The Lilly School tracks giving during disasters, and what they've seen so far with COVID-19 is **record levels of seven-figure gifts being made to organizations.**
- Several human service organizations are **seeing new donors** come in and make gifts unprompted, and some regular donors to those organizations are **making larger than usual gifts** as well.
- The Lilly School is advising nonprofits in the midst of capital campaigns **to extend pledge periods** as is appropriate, and The Hodge Group agrees with this recommendation.
- **Annual gifts are up significantly in social services organizations.**





Findings From The Field

Giving Tuesday Now

- \$54M raised, not including what agencies did, up 54% fr. 2019
- \$131 CC avg.; \$1,100 offline avg. (checks and stock gifts)
- Data reinforces YOU SHOULD BE ASKING
- Don't lead with data, lead with stories; express your humanity – a way to stay connected while we're all still in our homes.

Poll #3:

Have you done a specific COVID-19 appeal, either online or direct mail?

If yes, what were the results?



Let's Address the Poll



COMPARISON TO PRG SURVEY

59% of respondents said their organization has created an emergency COVID-19 fund and 71% of respondents have said they've also issued a specific COVID-19 appeal.

In both cases, the majority of respondents stated the emergency fund (55%) and specific appeal (53%) **have exceeded expectations.**

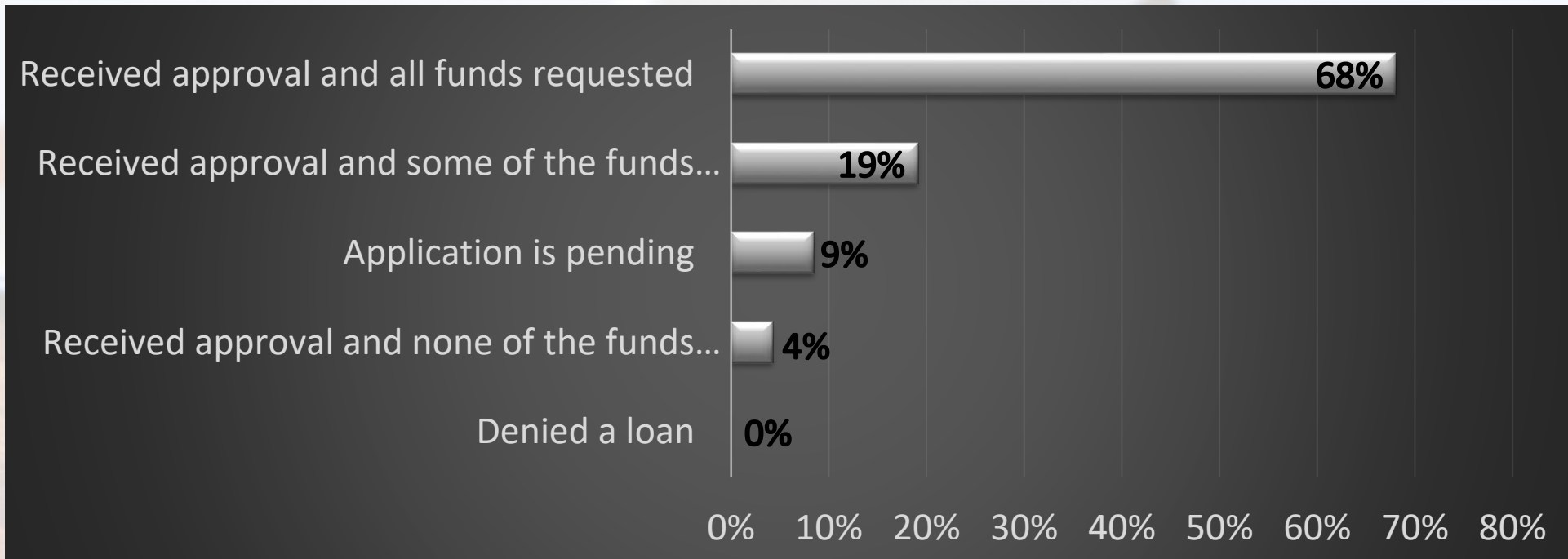


GOVERNMENT

- 3rd Stimulus bill of \$3T pending. Special provisions for NP's in the current legislation. A few key findings for nonprofits:
 - Deferring principal and interest payments on PPP loans for one year, up from six months.
 - Extending the covered period for loans from June 30 to December 31.
 - Creating a 25 percent "set-aside" for PPP funding for nonprofits. Half of that set-aside would be for nonprofits with 500 or fewer employees, and the other half for nonprofits with more than 500 employees.
 - Allow nonprofits receiving Paycheck Protection Program loan forgiveness to delay payment of the employer portion of 2020 payroll taxes. The payments would be due in equal halves at the end of 2021 and 2022.
- For more details:
https://www.philanthropy.com/article/House-Stimulus-Bill-Includes/248768?utm_source=pt&utm_medium=en&utm_source=lterable&utm_medium=email&utm_campaign=campaign_1216759&cid=pt&source=ams&sourceid=3572404

COMPARISON TO PRG SURVEY

91% of respondent's organizations applied for the PPP (Paycheck Protection Program) or other funds with 68% receiving approval and all funds requested.



FINDINGS FROM THE FIELD - CORPORATIONS

- **According to Giving USA, nationally corporate giving increased by 19% in Mar/April.** 18M people work for companies that match gifts and there is evidence of the “purpose-driven” company through charity pools being created.
- Since March 2020, **corporate giving has increased by nearly 20% in Bay Area** compared with 19% nationally. However, signs of a slowdown for companies whose corporate giving is tied to profits/revenue. Those with corporate foundations on the other hand report a planned increase in their funding for 2020-21.
- **The trend in corporate giving is unknown;** instead a redirection into pools, e.g., Tipping Point and Community Foundation Silicon Valley Emergency Fund





FINDINGS FROM THE FIELD – FOUNDATIONS & DAF’S

- Private & family foundation giving has increased by 14% since March 2020.
- Bay Area Community Foundations have made more than \$25M in emergency general and designated grants for COVID.
- Locally, all Community Foundations are making emergency grants.
- Movement underway – “Half Your DAF”.



Elliot Levin, President
Partnership Resources Group

PRACTICAL TIPS

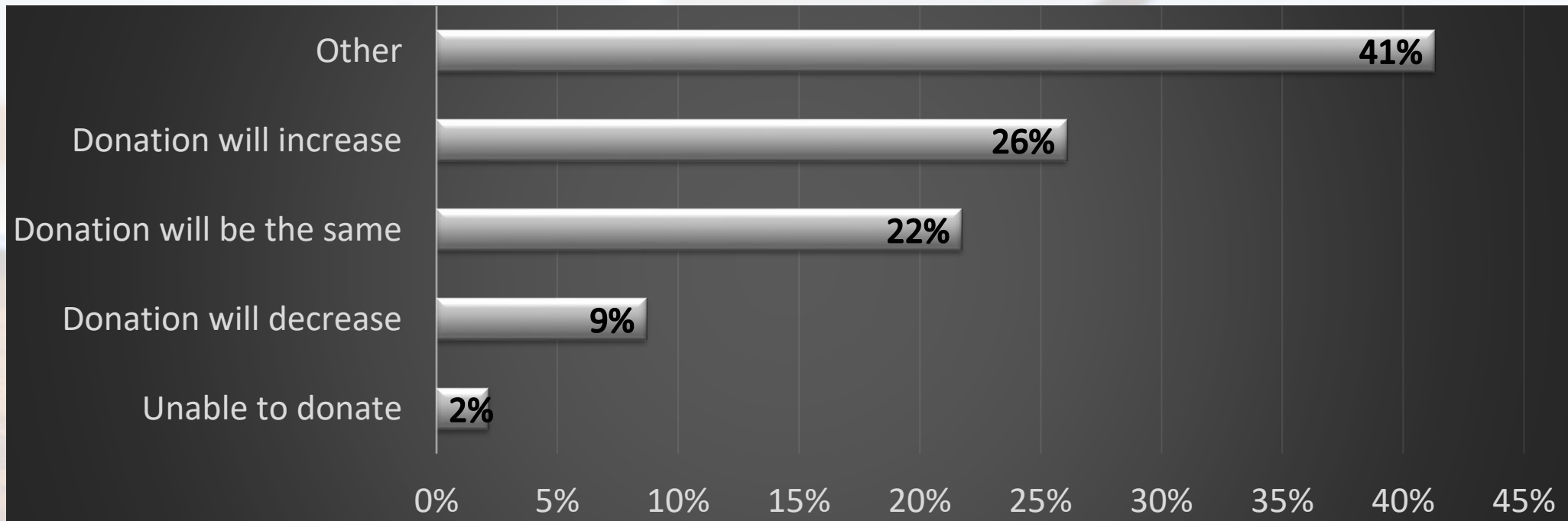
Let's Also Hear From You!

- Donor Conversations
- Events
- Special Funds & Appeals

INDIVIDUAL DONORS: CONVERSATIONS

PRG Survey Says:

88% of respondents said they've had direct conversations with donors and 26% of them have said donors will increase their donation.





INDIVIDUAL DONORS: TIPS

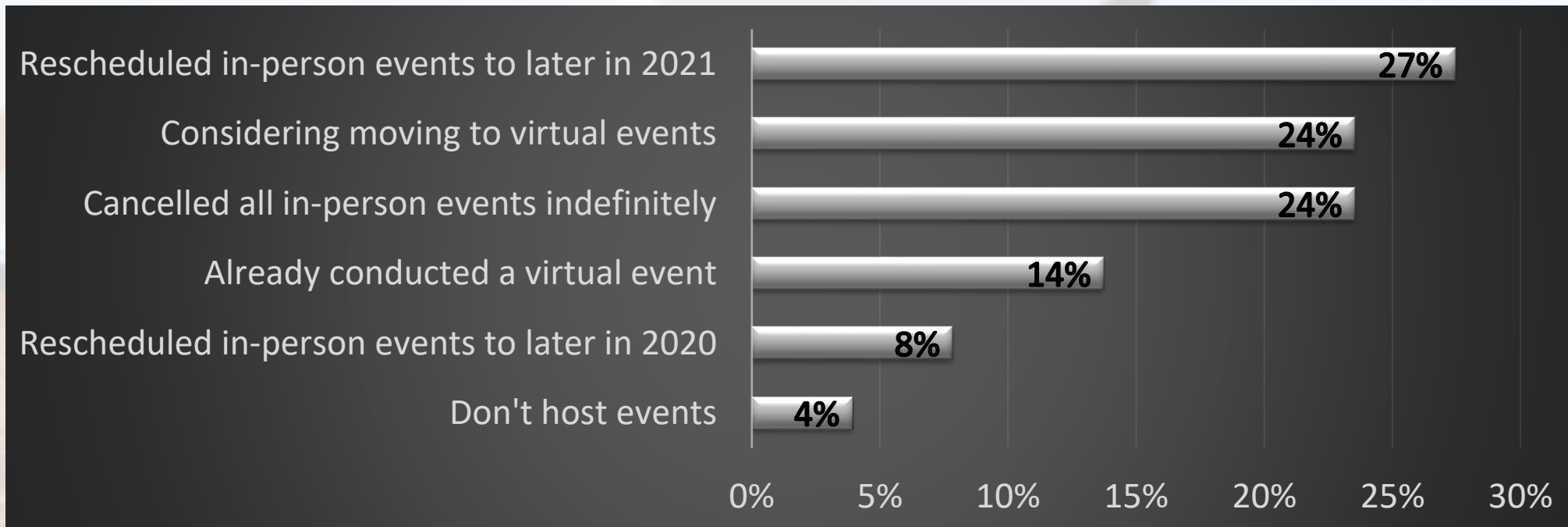
- ✓ Sustaining Gifts Work even in a Recession
- ✓ “Gift Planning” for Your Major Donors
- ✓ Matching Gifts a Viable Approach
- ✓ People are Thinking about Planned Gifts more than ever

Use the 7 Steps:

1. Segment & Assign
2. Check-in with donor
3. Thank them
4. How your client’s have been impacted
5. How Your Organization has Pivoted
6. Tell a Hero Story
7. Your Major Challenges

EVENTS

PRG Survey Says: 98% of respondents said their organization has made changes to their previously scheduled in-person events and 14% of them said they have already conducted a virtual event with mixed success.





EVENT: TIPS

1. Feature compelling messages, visual elements, and length
2. Let your mission shine through
3. Create a focus group of stakeholders
4. Establish technology & infrastructure
5. Get creative with sponsors
6. 2021 Plan B
7. It's ok to cancel gatherings and not replace them with virtual events
8. A great resource:
<https://www.Charitydynamics.Com/>

SPECIAL FUNDS & APPEALS

PRG Survey Says:

59% of respondents **said their organization has created an emergency COVID-19 fund** and 71% of respondents have said they've also issued a specific COVID-19 appeal.

In both cases, the majority of respondents stated the emergency fund (55%) and specific appeal (53%) have exceeded expectations.

SPECIAL FUNDS & APPEALS



Tips For Planning Your Next Appeal:

- Segment your appeal messaging
- Precede the appeal with a stewardship update
- Change up the look!
- Focus on a specific, measurable need
- Expand your channels
- Leverage Social Ambassadors
- Put “You” in the Subject Line
- Timing: No more than quarterly!



Melissa Irish,
PRG Managing Associate

FUNDRAISING PLANNING

FUNDRAISING PLANNING FOR 2020-21: THE 10 ELEMENTS IT SHOULD CONSIDER

1. Revised Case For Support

(so much has changed!)

2. Fundraising Forecasts With Multiple Scenarios

(best to worst case)

3. Focus On Stewardship

(across all organizational lines)

4. Update And Organize Your Data

(segmentation is key!)

5. Promoting Multiple Giving Vehicles

(matching/planned/sustaining gifts)

6. Events

(is there sufficient ROI and what is the model?)

7. Appeals

(purpose and cadence)

8. Digital Strategy

(even if you don't have one now!)

9. Build Resiliency Through Fiscal Reserves

10. Opportunities For Synergy Beyond Your Borders

(in fundraising AND service-delivery!)

Q&A Session

At this time we would like to invite your additional questions.

Time permitting we hope to respond to everyone's inquiries



File View Help

Questions

[Enter a question for staff]

Send

Testing Webinar Polling
Webinar ID: 487-788-643

● This session is being recorded.

GoToWebinar

Thank you to our funders...

**Ginnie & Peter Haas Jr. Family Fund,
Marin Community Foundation, and
Community Foundation of Sonoma County**



Partnership Resources Group

Recording & slides will be available after the presentation at cvnl.org

Stronger Together Webinar Series



Calibrating Your Leadership in Uncertain Times

Wednesday, June 3rd
12:00PM to 1:30PM



Emerging From the Pandemic: Preparing for What's to Come

Wednesday, June 10th
12:00PM - 1:30PM



Coming Soon: Session on Communications

Wednesday, June 17th
12:00PM - 1:30PM

RSVP FOR FREE!

 visit cvnl.org/events

Resource Pages

cvnl.org/covid-landing-page

partnershipresourcesgroup.com/covid-19_resources



Partnership Resources Group

Recording & slides will be available after the presentation at cvnl.org

Thanks for joining us!



Linda Jacobs
ljacobs@cvnl.org
415.448.0300



Elliot Levin
elliott@prgonline.net
415.485.6265

Recording & slides will be available after the presentation at cvnl.org