

Communication Trends, Opportunities & Planning



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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,
Community Foundation Sonoma County,
and Solano Community Foundation**





Center for Volunteer & Nonprofit Leadership
CHANGE STARTS HERE

<https://cvnl.org/>



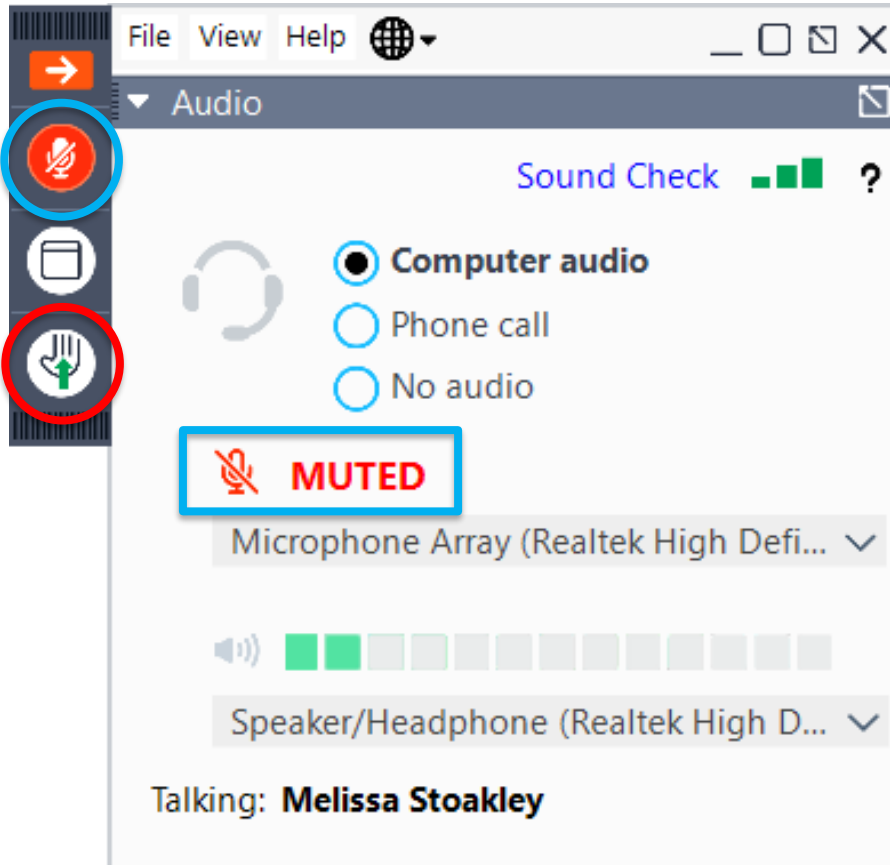
Partnership Resources Group

<https://partnershipresourcesgroup.com/>

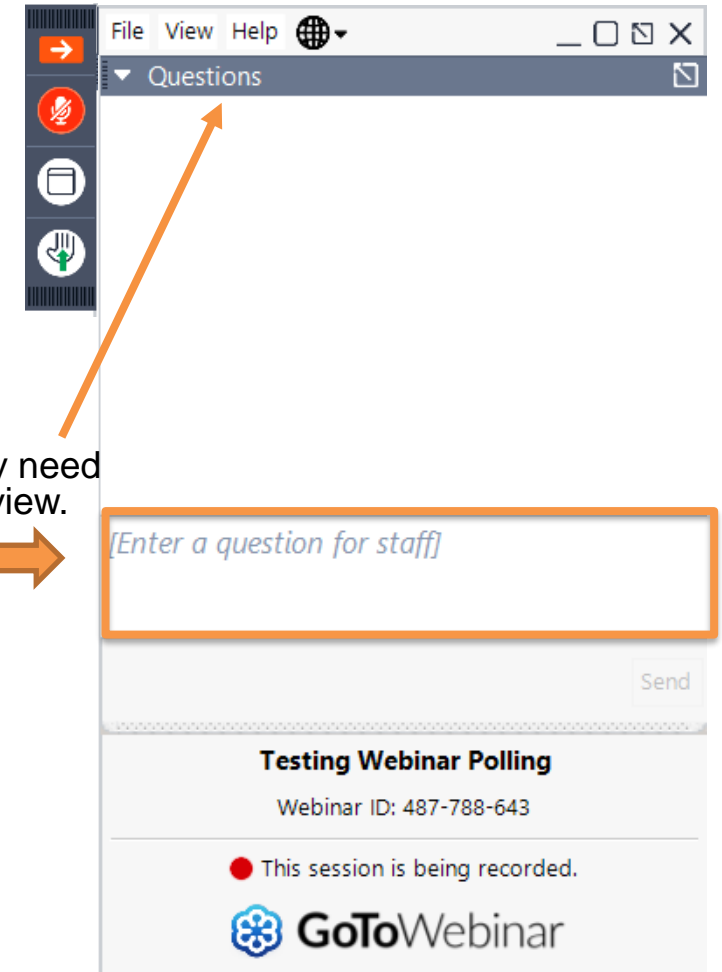
Technical Tips:

Unmute your mic
(it will turn green)

Raise those hands!



Q&A Portion
Type those in here. May need
to expand section to view.



Today's Presenters



Adrian Power,
Founding Partner
Good Stuff



Fiona Meier,
Communication Strategist
Good Stuff



Jay Zaltzman,
President
Bureau West Research

Learning Objectives

- Understand more about this snapshot in time
- Planning - how to be quick & nimble
- Communication channels - opportunities
- Top takeaways to help on this road to recovery and change

Our Framework

**In times of crisis, feelings of isolation and hopelessness increase.
What can I do personally in the face of such big challenges?
Need for actualization increases while perceived opportunity decreases.**

- What comes next is the question?
- The road to recovery and change.
- What role does your organization play?
- What opportunities can you offer donors, volunteers and supporters in building that future state?



Psychology, behavioral changes & opportunities



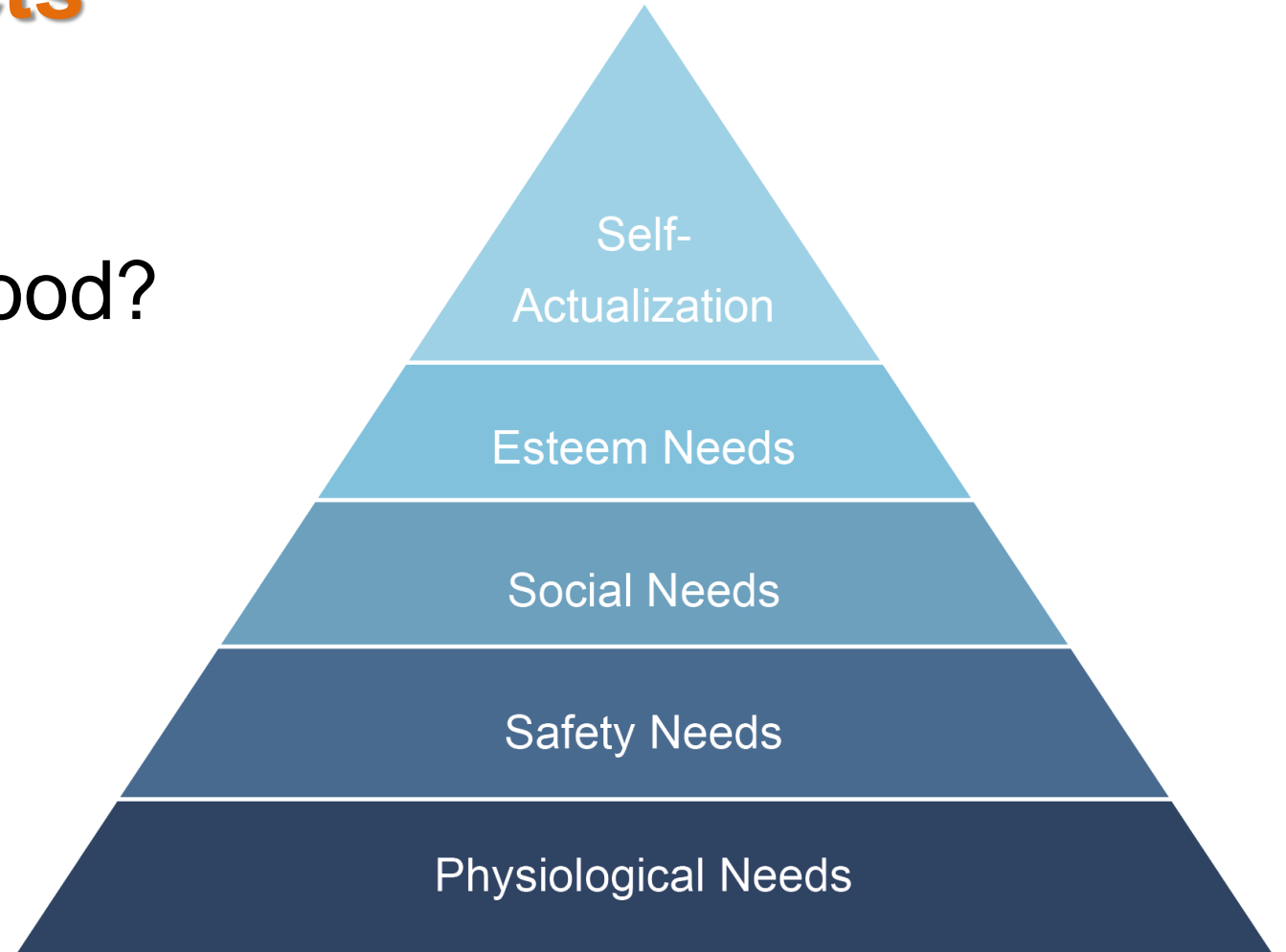
Psychological impacts

- We don't have to look far
- We've all shared this experience



Psychological impacts

- Unknown virus
- Will there be enough food?
- Will I be laid off?



Psychological impacts

- When the brain encounters something new, it looks for an existing pattern to compare it to... but there's nothing
- Result: ANXIETY

“Everyone is talking about it. The idea that the normal isn't going to be normal. It's going to be a new normal and you don't know what that is and that puts you in an anxious place.”

Behavior change

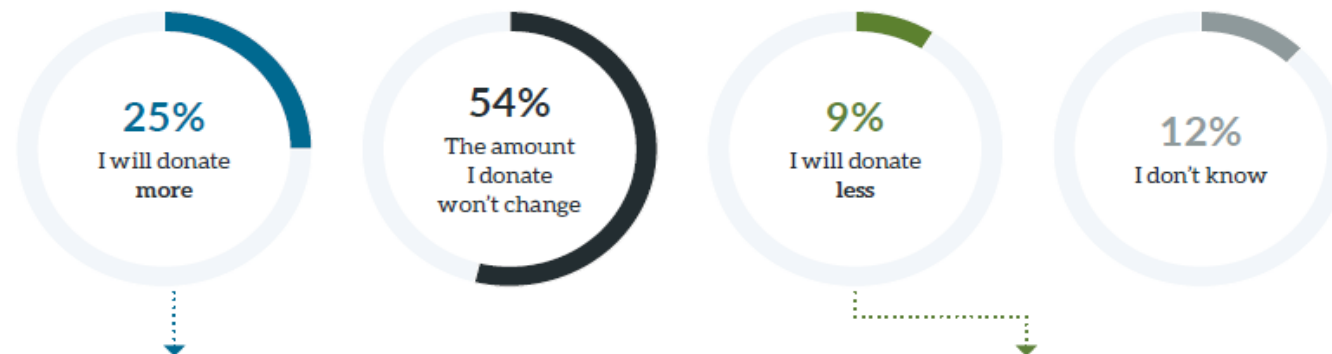
How do people respond to that anxiety?

In different ways:

- Some want to get more involved, to help
- Some try to keep as much as possible the same
- And some become paralyzed

Behavior change

In 2020, what do you anticipate will happen to the amount you usually donate to nonprofit organizations as a result of COVID-19?



FOLLOW-UP QUESTION

Why do you anticipate donating more to nonprofit organizations in 2020 in light of COVID-19?
Select all that apply.

- 63% The need is so great
- 61% I want to help out
- 46% My community is suffering
- 42% I will give to additional nonprofits that are directly helping with coronavirus
- 40% The nonprofits I already give to will need more funding

Base: Respondents who answered "I will donate more"

FOLLOW-UP QUESTION

Why do you anticipate donating less to nonprofit organizations in 2020 in light of COVID-19?
Select all that apply.

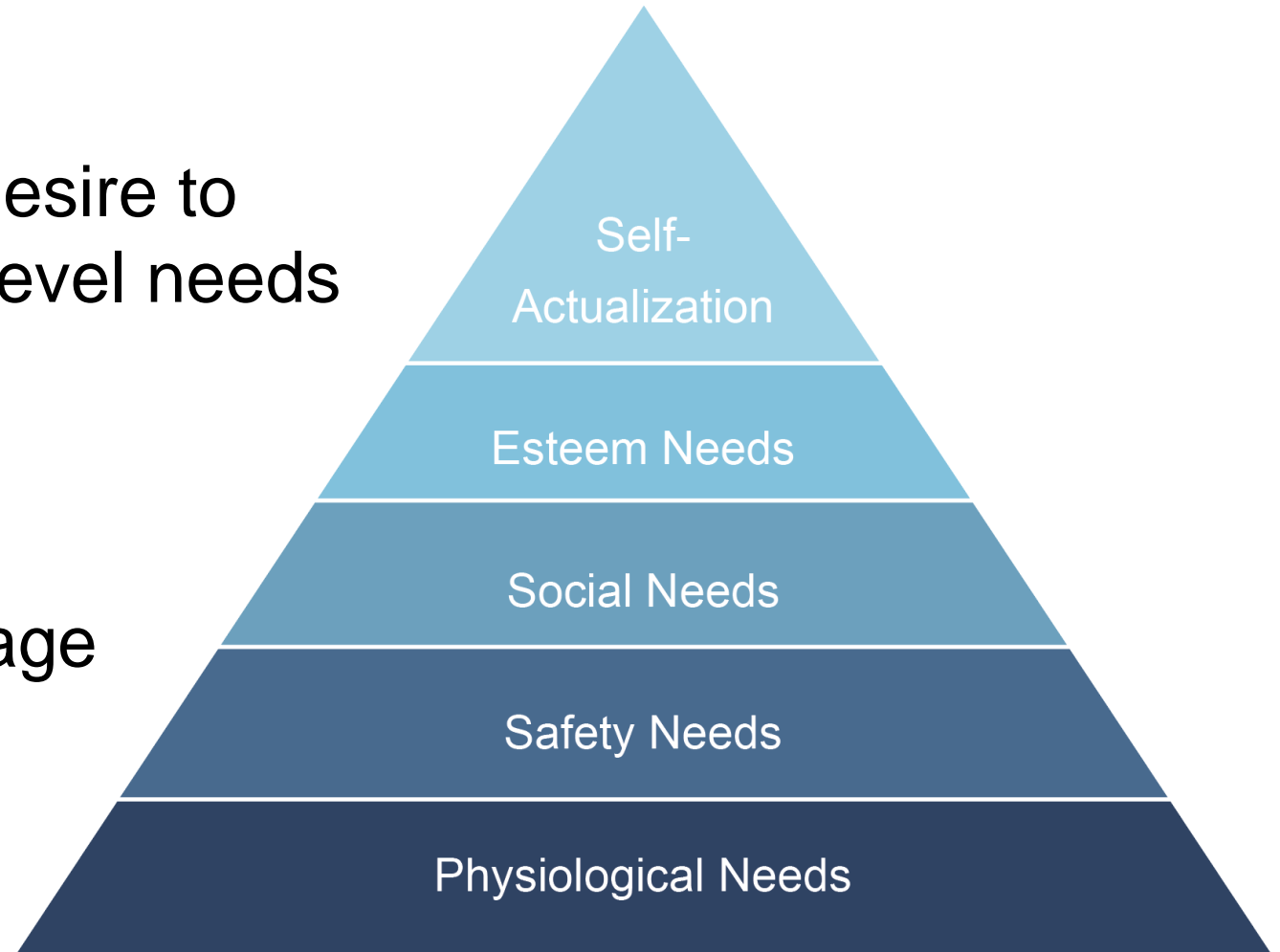
- 58% I'm not sure what my income will be this year
- 58% I'm worried about a recession and the economy overall
- 34% The stock market is too volatile
- 14% I'm ramping down participation in my usual charitable activities
- 11% I'm directly supporting individuals in my community who need it
- 4% I'm not confident that my donations will be helpful

Base: Respondents who answered "I will donate less"

(Study conducted by Fidelity Charitable in March)

Behavior change

- People have a pent-up desire to reconnect to the higher-level needs
- And then, George Floyd was murdered
- Looking for ways to engage



Opportunities

How do we get that engagement?

Consider: what behavior change is temporary and what will be permanent?

- Many are going to avoid group situations until they know there's a vaccine or a cure
- More will work from home – even after the pandemic
- Increase in online interactions – even after the pandemic

Opportunities

How to communicate most effectively?

- Evolving
- “During these uncertain times...” - overused?
- Can you provide meaning?
- Listen to your audience

Summary

- Anxiety
- Paralysis
- Now people are ready to re-engage and help create a better future

Planning, channels & top takeaways

Polling Question:

[Check all that apply]

Since March, my organization has:

- Cut back on external communications
- Postponed or cancelled fundraising campaigns/events
- Experienced decreased response rates
- None of the above



Let's See the Results



There is real opportunity for non-profits to embrace

Nonprofits and service-oriented mission have never been more relevant

Donors and supporters willing to convert paralysis and anxiety into action and engagement

Communications live on multiple levels

Macro:

Annual & quarterly planning

HNWI
contact
strategy

Monthly
newsletter

Fall giving
season

Marquee
fundraisers

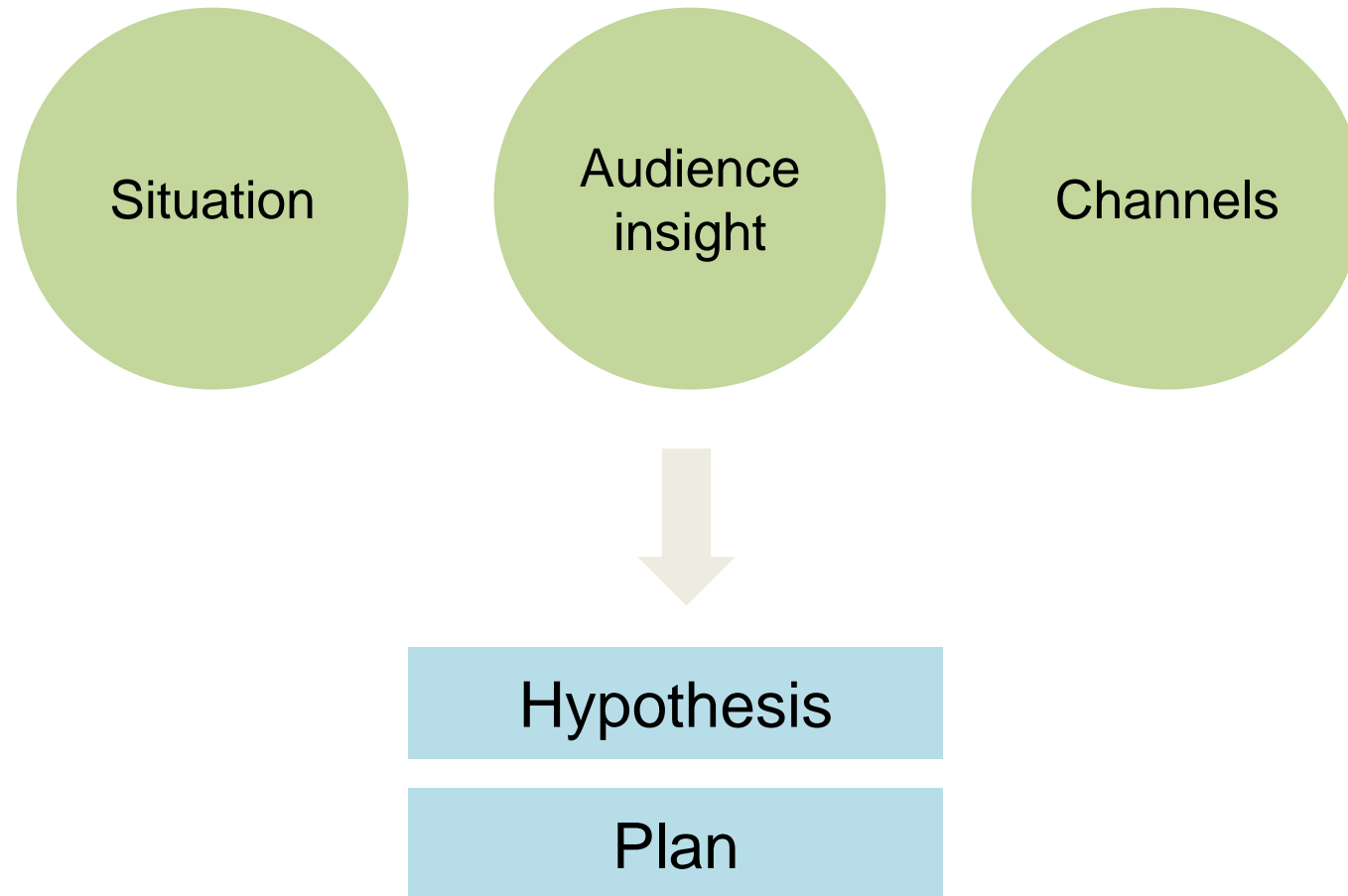
Tactical & Agile:

Unplanned,
opportunistic,
responsive

Agility Toolkit:

- Situation
- Relevant audience insight
- Historical channel performance
- A hypothesis
- A plan

Building a plan with our Agility Toolkit



Agility in action



COVID-19 UPDATE

Pints for Paws has been postponed. We are in the process of updating our ticketing information. If you have already purchased tickets, you will be contacted soon with options.

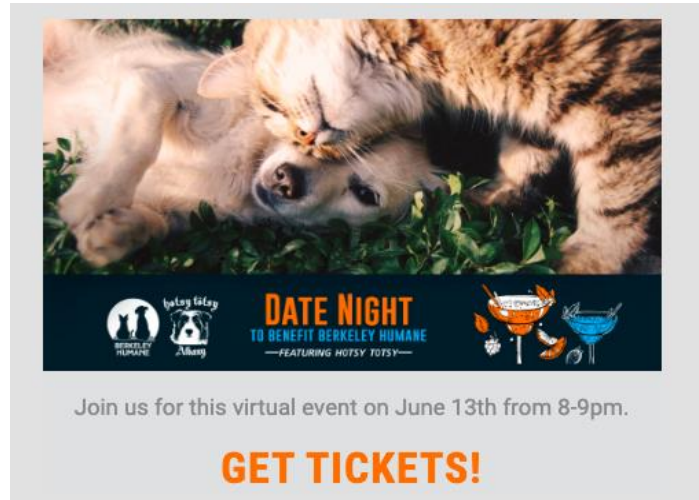


Voted Best Fundraising
Event in the East Bay

Agile approach to fundraising:

- Channel performance: Events are a key fundraising channel
- Audience insight: Our supporters like to drink
- A hypothesis: Our supporters are willing to drink & support us from home
- A plan: Scale it down & call it a virtual date night

Piloting a virtual fundraiser



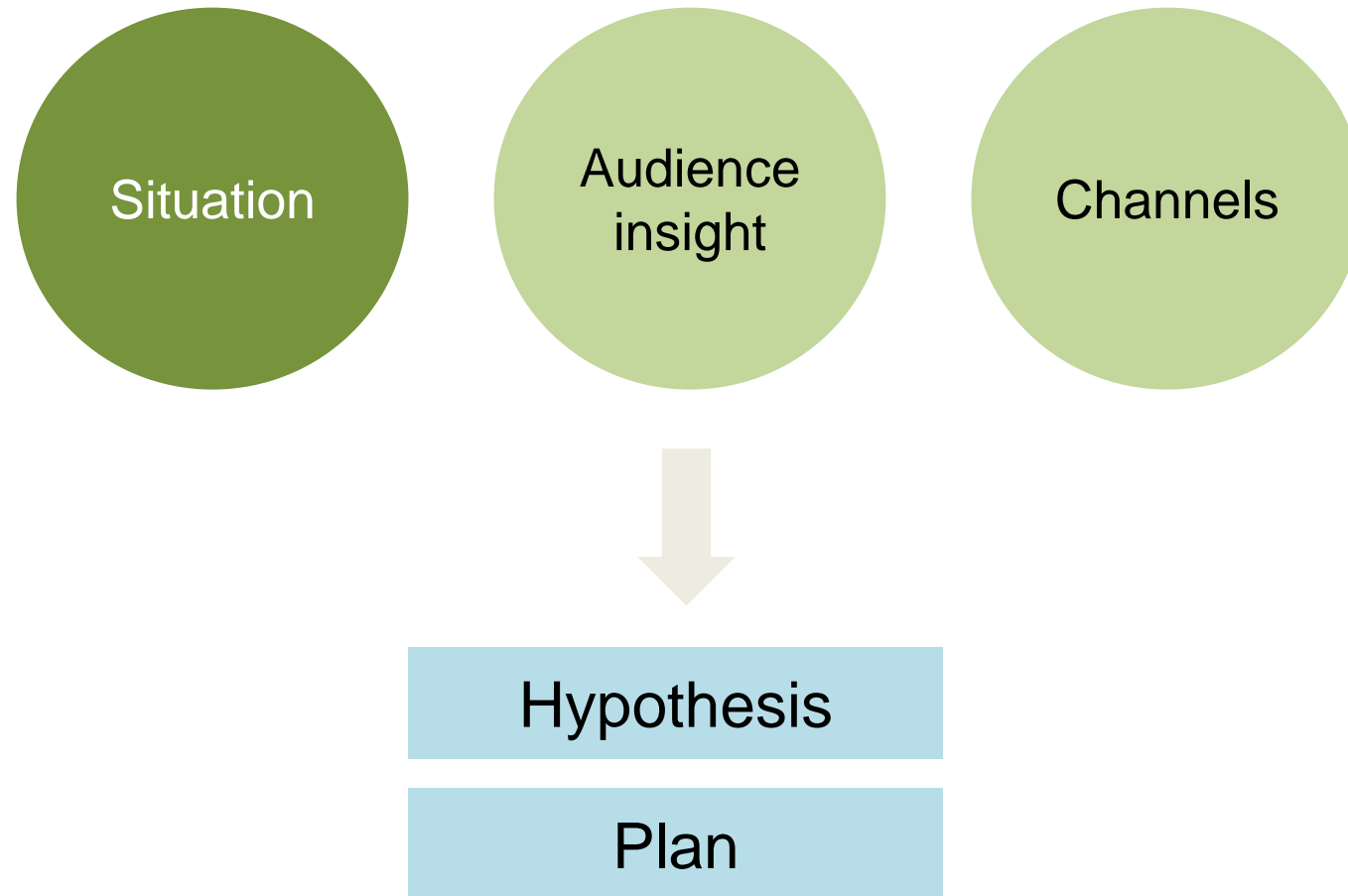
Join us for a very special evening and raise funds to save the lives of shelter animals on Saturday, June 13th from 8-9 PM.

Berkeley Humane's virtual Saturday Date Night at Hotsy Totsy Club will feature two of the most popular bar tenders in the East Bay teaching you to put your own spin on some classic cocktails. Using what you've got in your pantry, or just your favorite flavors, create a delicious and one-of-a-kind beverage with these mixology experts.

Special bonus fashion show from our friends at Bulldog and Bourbon.



Situation informs messaging & tone



Know where you are before you know where to go

	Critical: this is our mission	There's lack of understanding about the impact on our mission	There are impacts but our mission does not directly address current challenges
Example organization	Second Harvest	Boys & Girls Club	David Brower Center
Likely supporter mindset	"Food banks are in high demand. I should give."	"I think that need isn't as great right now."	"Hmm. Haven't thought about them much."
Appropriate messaging & tone	<ul style="list-style-type: none">● Donate now● Volunteer now● Impact	<ul style="list-style-type: none">● Educate● Focused ask	<ul style="list-style-type: none">● Allyship● Updates & engagement● Virtual experiences that support environmental justice

[Click here to read our response to COVID-19.](#)

English



[Get Food](#)

[Give Help](#)

[Impact](#)



[Donate](#)

The nutrition our community needs to thrive

Give hope
during the COVID-19 crisis

[Make a Gift](#)



Second Harvest of Silicon Valley @2ndharvest · May 22

In April we provided food to over 500,000 people, which is an 85% increase in the number of people served/month since February.

[#factfriday](#) [#covid19](#)



1

2



[Show this thread](#)



Second Harvest of Silicon Valley @2ndharvest · May 22

These are food boxes in our North San Jose warehouse, ready for our community. Before [#covid19](#), we were serving an average of over a quarter million people every month. We are now serving 100,000 more people every month. [#factfriday](#) [#endhunger](#)



1

2

5



[Show this thread](#)



BOYS & GIRLS CLUB

Helping Oakland Kids and Families Through the COVID-19 Pandemic

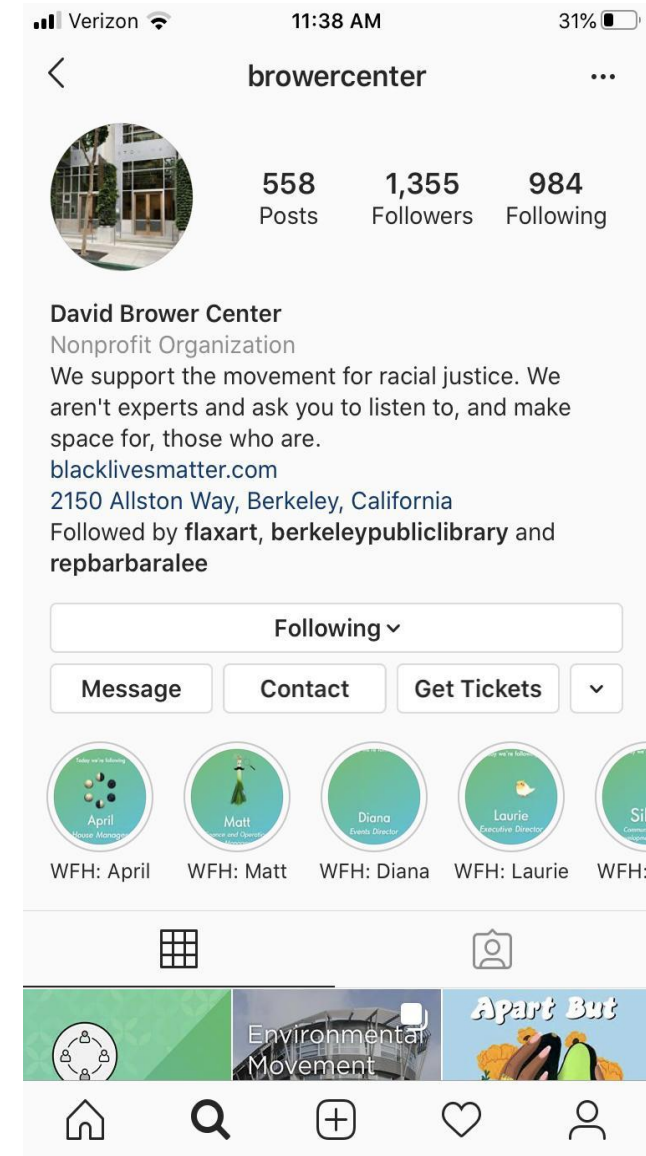
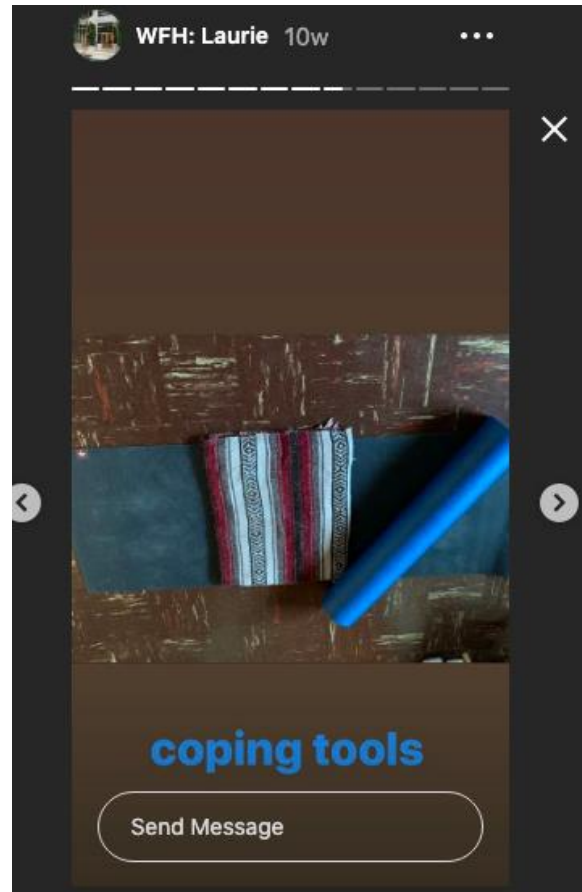
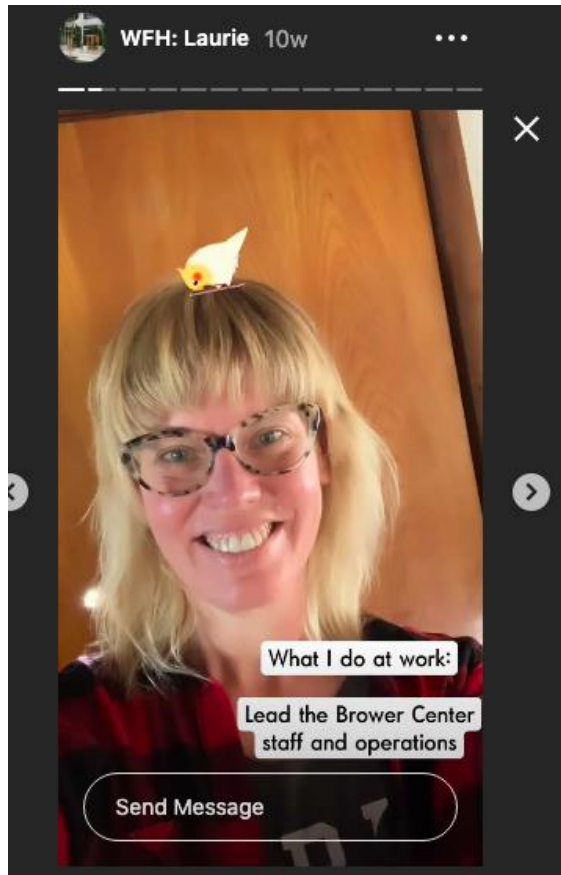
As Oakland kids and families sort through unprecedented, game changing life disruptions-trying to cope with the sudden, unexpected school closures; food insecurity; and the unavailability of quality options for children-Boys & Girls Clubs of Oakland is doing whatever it takes to keep our kids safe; on track academically; and our families provided with hot, nutritious meals during the COVID-19 crisis.

**PLEASE DONATE TO HELP BOYS AND GIRLS CLUBS OF OAKLAND
CONTINUE AS A BEACON OF HOPE FOR KIDS AND FAMILIES WHO ARE
MOST IN NEED.**

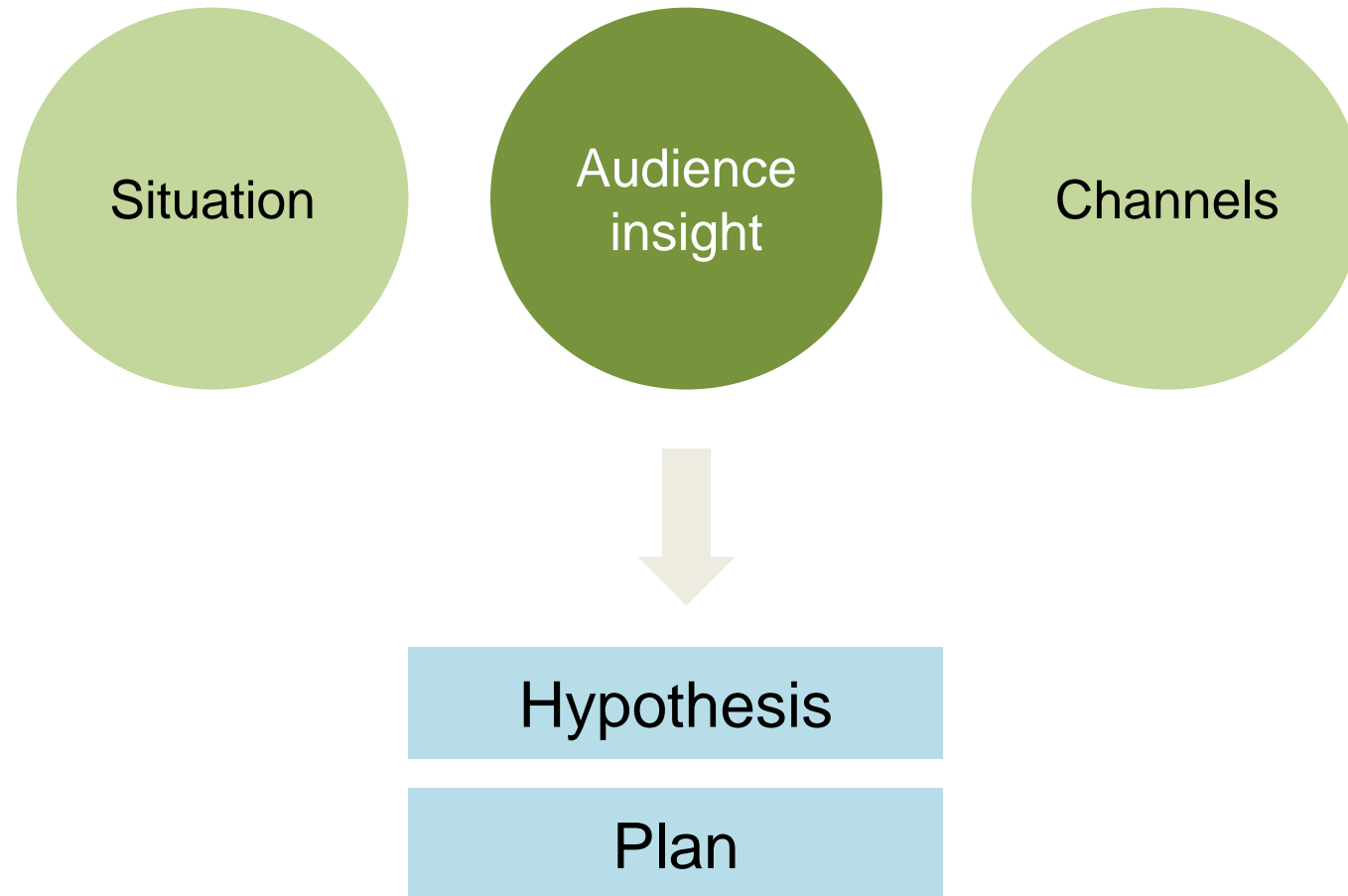
DONATE TO THE COVID-19 CAMPAIGN



DAVID BROWER CENTER



Understand the mindset of your audiences



How can you help your audience participate in change?

1. Listen to them. Social media comments, in-bound emails or calls.
2. Remember when they stepped up. Revisit a successful campaign or fundraiser and its message and let it guide you.
3. Solicit their opinion. Set up a research panel. Call them. Do a survey.
Ask a question on social media.

Donors

- HNWI
- Monthly donors
- Lapsed donors

Additional constituents

- Volunteers
- Supporters

Those you serve

- Clients
- Community partners

Revisit old friends

- Lapsed donors
- Former volunteers

Keeping your audiences close

Set up a panel

- Donors (at various levels)
- Community-facing staff
- Volunteers
- Partners

Make it easy

- WhatsApp group
- Conference call
- Zoom call

Revisit corporate & foundation partners

Corporations are feeling the pressure to do more and take action

US companies flood civil rights groups with donations

Justice groups hard hit by pandemic have been revived amid Black Lives Matter protests



A review of statements from US companies found more than \$450m in pledges to groups focused on social and racial justice © Getty Images

Foundations realize they need to release more funds

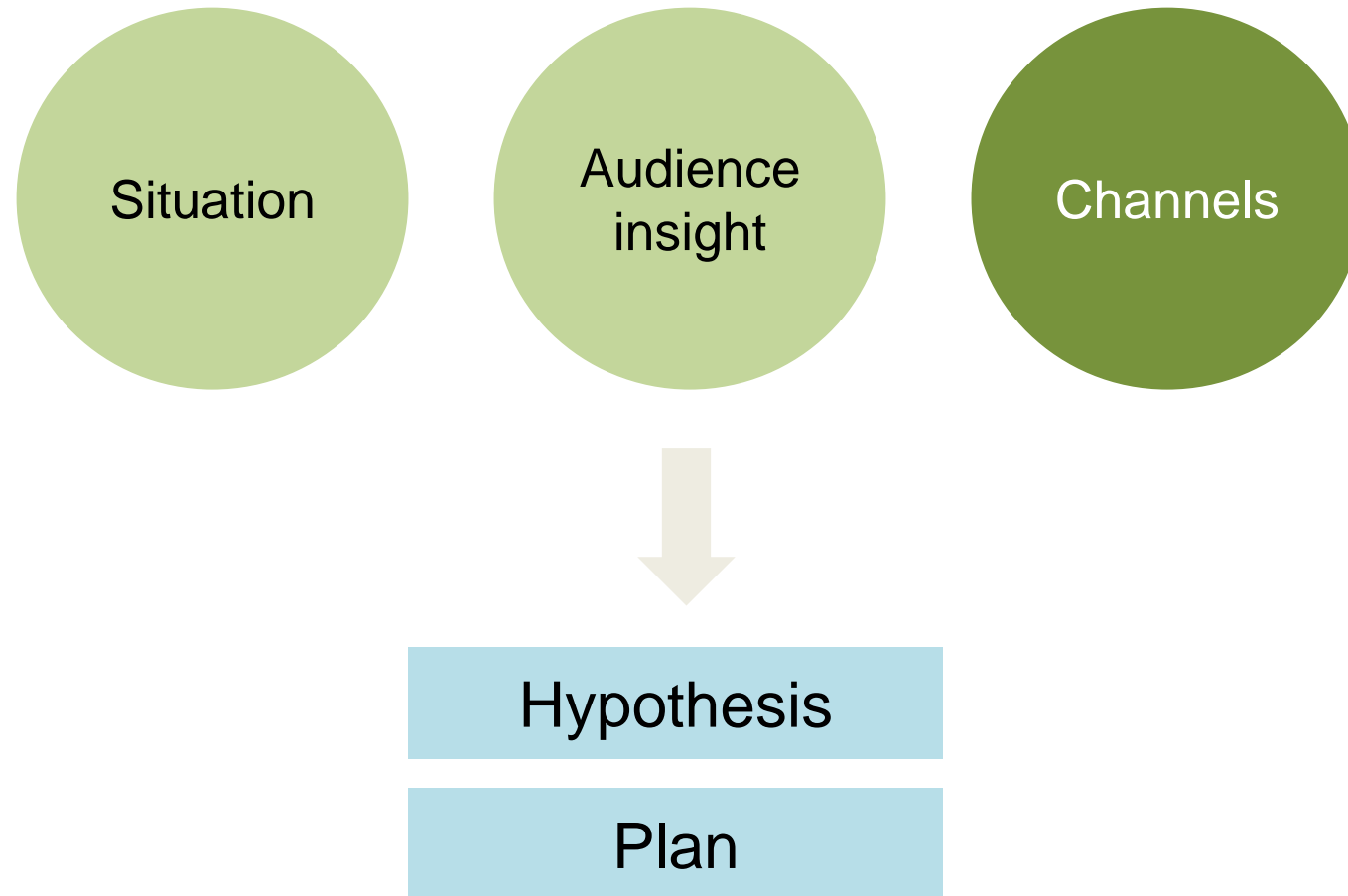


Leading Foundations Pledge to Give More, Hoping to Upend Philanthropy

The Ford Foundation and four others plan to substantially increase their spending, a splurge financed in part by issuing debt.



Channel strategy (spoiler alert, its 90% digital)



Social media growth across the board

Digital 2020 April Global Statshot Report (April 2020) v01

**APR
2020**

COVID-19: INCREASED SOCIAL MEDIA USE BY AGE GROUP

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP* WHO REPORT SPENDING MORE TIME USING SOCIAL MEDIA IN RECENT WEEKS

SPENDING MORE TIME
USING SOCIAL MEDIA:
16-24 YEAR OLDS



58%

SPENDING MORE TIME
USING SOCIAL MEDIA:
25-34 YEAR OLDS



50%

SPENDING MORE TIME
USING SOCIAL MEDIA:
35-44 YEAR OLDS



42%

SPENDING MORE TIME
USING SOCIAL MEDIA:
45-54 YEAR OLDS



34%

SPENDING MORE TIME
USING SOCIAL MEDIA:
55-64 YEAR OLDS



32%

46

SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 2, APRIL 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BRAZIL, CANADA, CHINA, FRANCE, GERMANY, INDIA, IRELAND, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE

we
are.

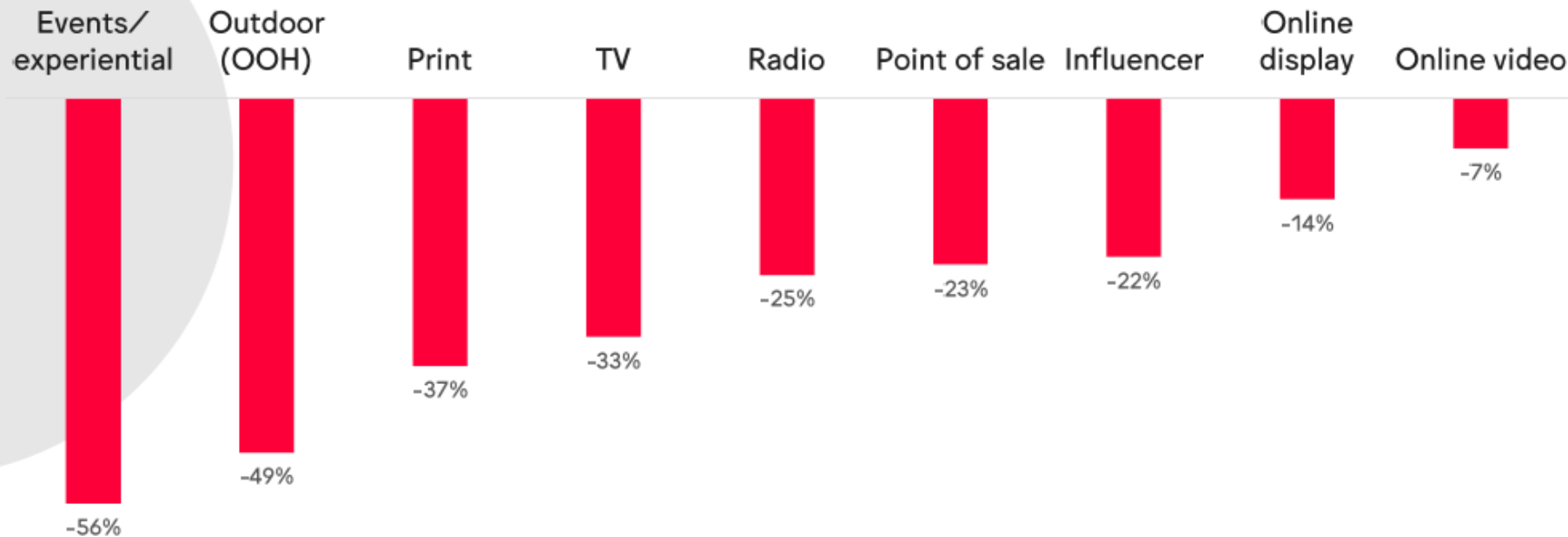


Hootsuite®

SlideShare

As for-profit marketers step back, there is less clutter

All Q1&2 2020 channel investment down but shift to digital exacerbated

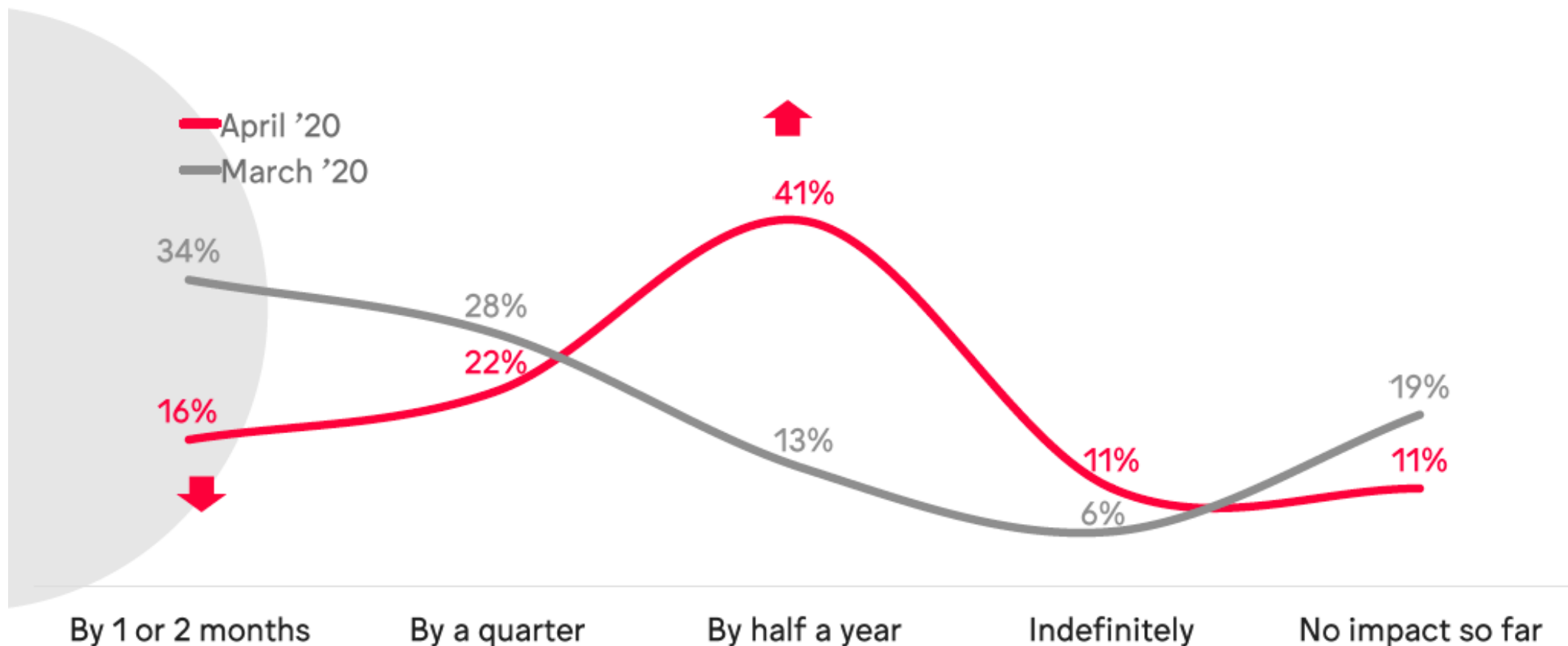


Q: How will the crisis impact your channel mix in FH (Q1&2) 2020?

Source: WFA Survey on Brands' response to Covid-19 Crisis, April 22-28 2020; Base: 38 multinational companies in WFA membership



The timeframe for deferral of campaigns is increasing



Q: Have any of your marketing campaigns been deferred?

Source: WFA Survey on Brands' response to Covid-19 Crisis, April 22-28 2020; Base: 38 multinational companies in WFA [membership](#)
Compared to 32 companies during wave I in March. Note: company sample was not identical

WFA

Polling Question:

[Check all that apply]

Since March, we have cut back on the following channels:

- Organic social media
- Paid social media
- Direct mail
- No cutbacks



Let's See the Results



Start with the channels that have worked before

Historical performance

- What channels have been successful in the past?
- Are there channel skews by audience segments?
- Are there channel skews by objectives?

Are top channel(s) still an option?

- YES
- NO

Now is the time to try something (new) in paid social media

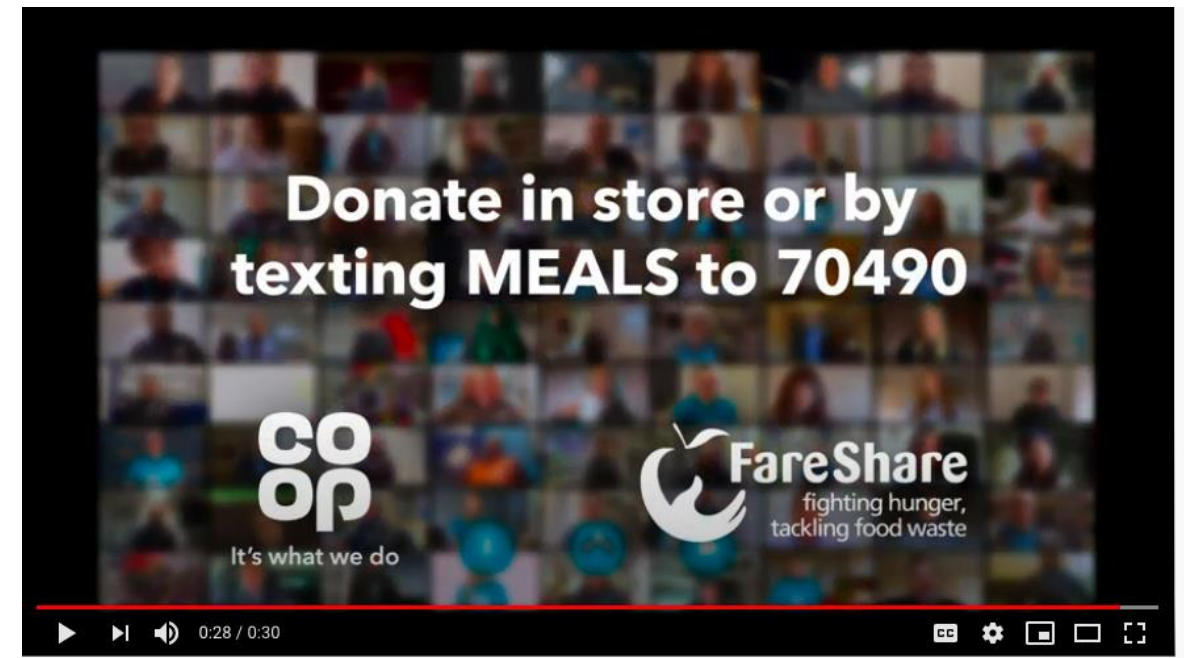
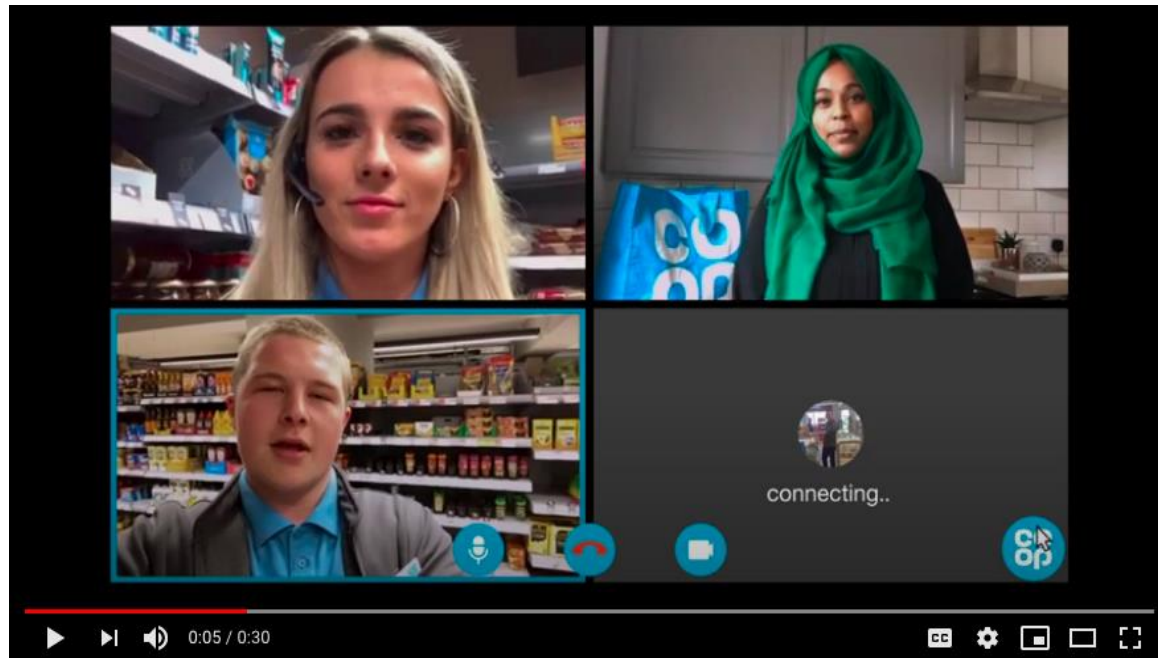
New supporter acquisition

- Target friends of followers
- Ask them to take an action or sign up for newsletter

Facebook fundraiser

- Small and focused
- Ask followers and email list to share

Test staff or advocate generated content



Calling all [#LocalHeroes](https://youtu.be/IIZ7AEi465o) | Donate to FareShare
<https://youtu.be/IIZ7AEi465o>

Virtual events



Intrado's virtual event platform includes a digital lobby.

Virtual events require a different mindset

Event Approach



TV Approach

Agenda

Day

Block

Session

Break

Breakout

Channel

Day

Block

Show

Interstitial or Commercial

Segment or Episode

Think of a TV experience instead of an event experience when going virtual.

Virtual event approach & content design

- ***Tell a story.*** Your entire virtual event should have a clear story arc with a beginning, middle and end, and should work to communicate your overall messaging.
- ***Create graphics to support your presenter*** on a small screen.
- ***Drive viewer engagement.*** Build in ways to engage the audience by including Q&A's, polls, social, “Did You Know” facts, and contests.
- ***Live vs. on-demand***

Direct mail

Predictions that direct mail volumes may drop 60%

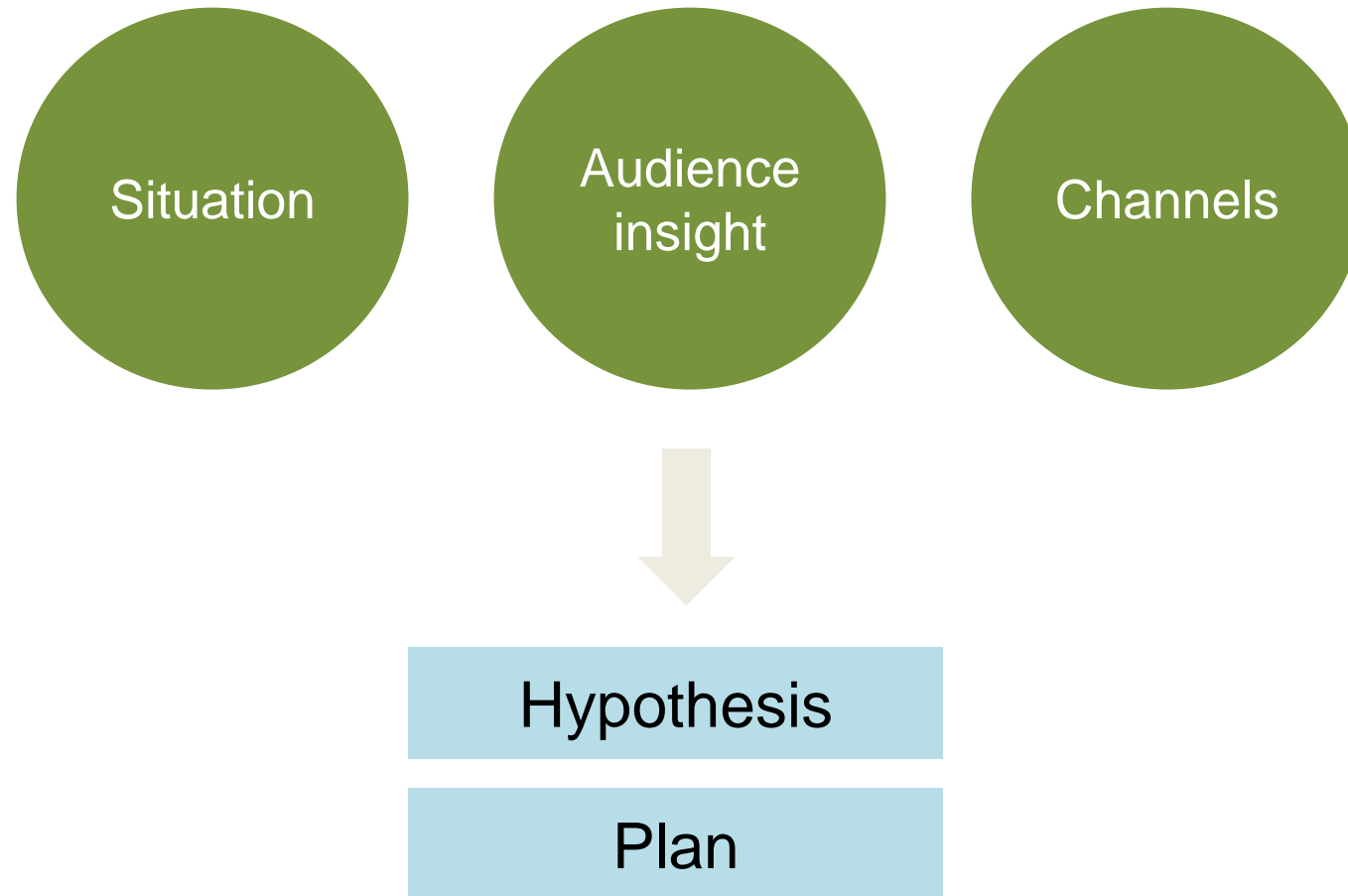
Health concerns around mail have been overcome

Donors are at home & may welcome breaks from digital

Opportunity:

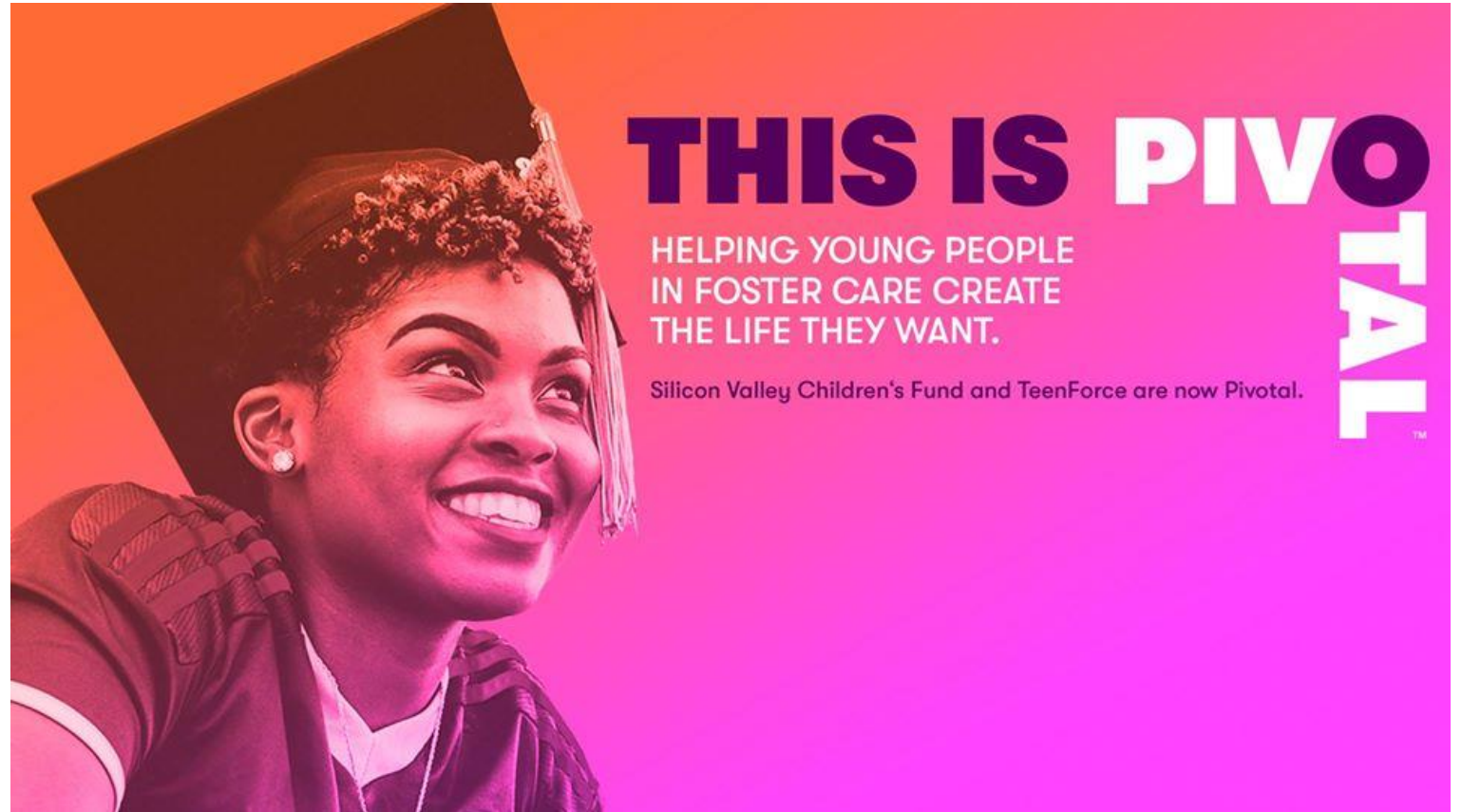
- Focus direct mail spend on historically responsive segments
- Run tests against 'new' segments

Build your hypothesis and plan



Meet Pivotal

Pivotal helps foster youth achieve their dreams by improving education and employment outcomes for high school and college-aged foster youth in Santa Clara and San Mateo counties.



Pivotal: clarifying relevance to drive donations

Situation

Foster youth became highly vulnerable during Covid-19 but may not be top of mind, even to our supporters. And May is National Foster Care Month.

Audience insight

They respond to hearing directly from foster youth (not us).

Channels

Our live events are where we celebrate our foster youth and our Pivotal alumni. They are also key fundraisers.

Hypothesis

- If we keep the foster youth front and center, we can still drive donations and engagement in challenging times.
- We also need to bring some fun to folks staying at home.

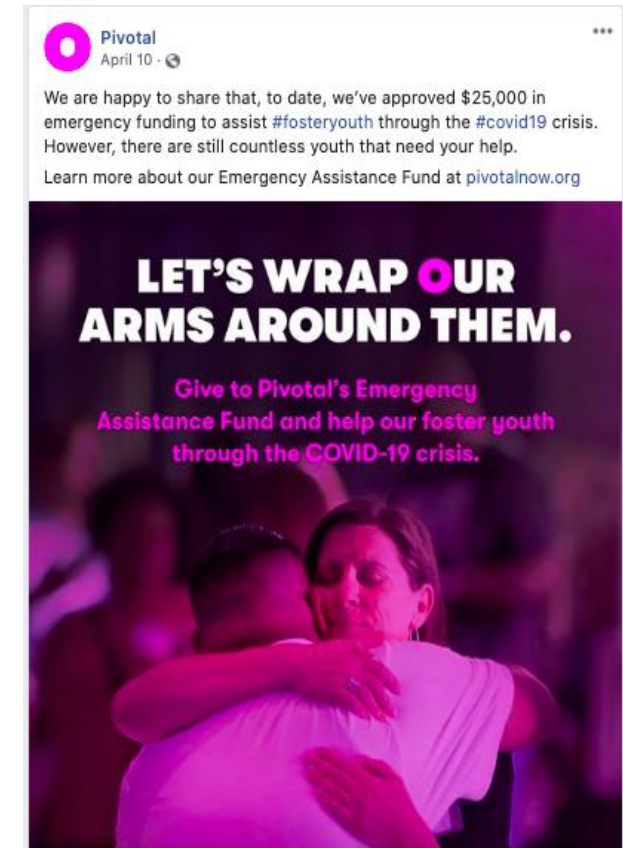
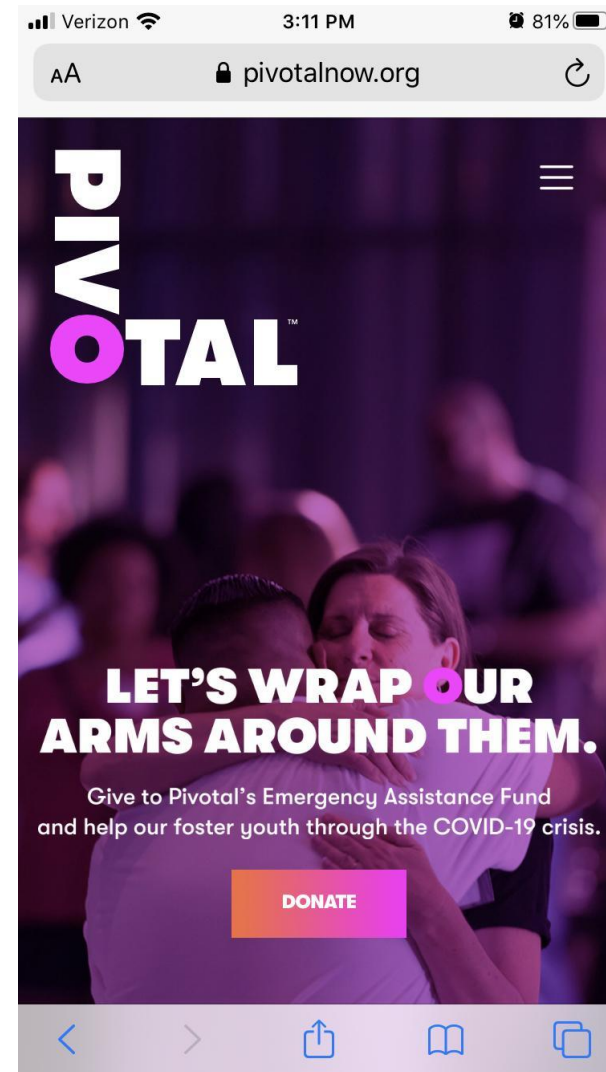
Plan

1. Dedicated Covid-19 emergency fund
2. Pivotal Perspectives
3. Pivotal Ducky Derby

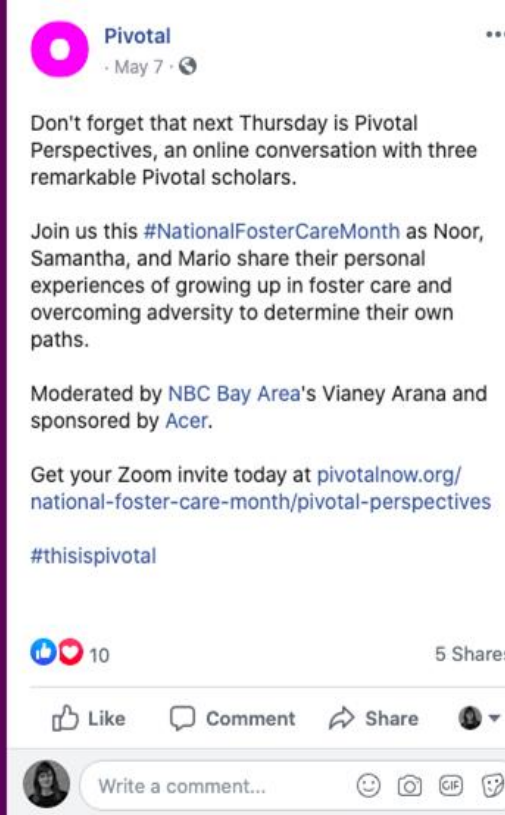
Pivotal emergency fund

Foster youth are some of our community's most vulnerable individuals. In this time of crisis, here's what they're telling us:

- I don't have my campus meal plan anymore (which was pre-paid, by the way) and now I don't know how I'm going to get cash for groceries so I can eat.
- My job shut down, I'm not making money and don't know how I'm going to pay rent.
- My dorm is closing; I'm trying to figure out where I'll go when that happens.
- I rely on my cell phone and data plan to know what's going on but I'm worried about my cell phone bill.
- All my community college classes have gone online, but I can't afford the software I'm supposed to have for my theatre class.

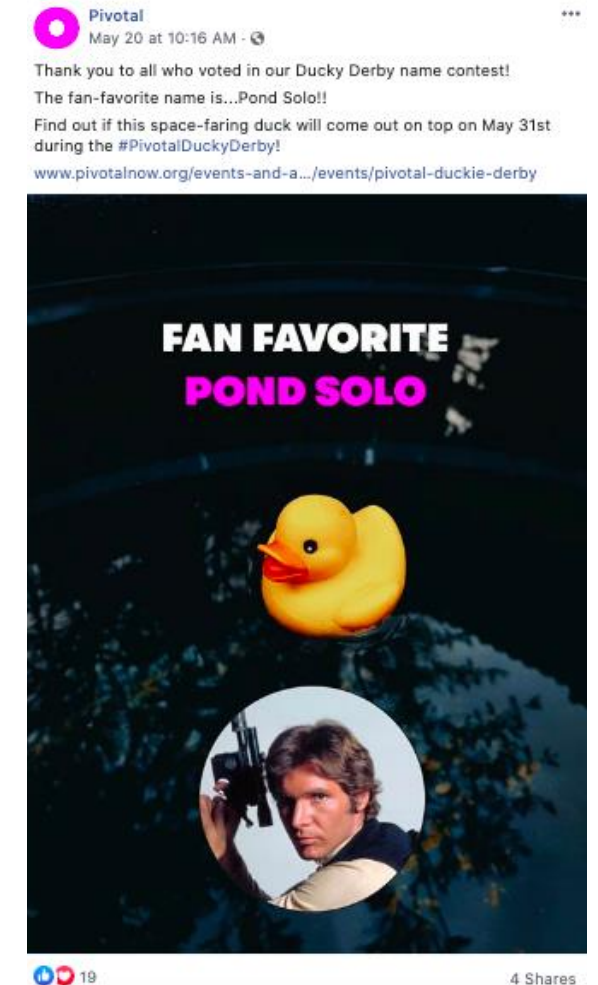
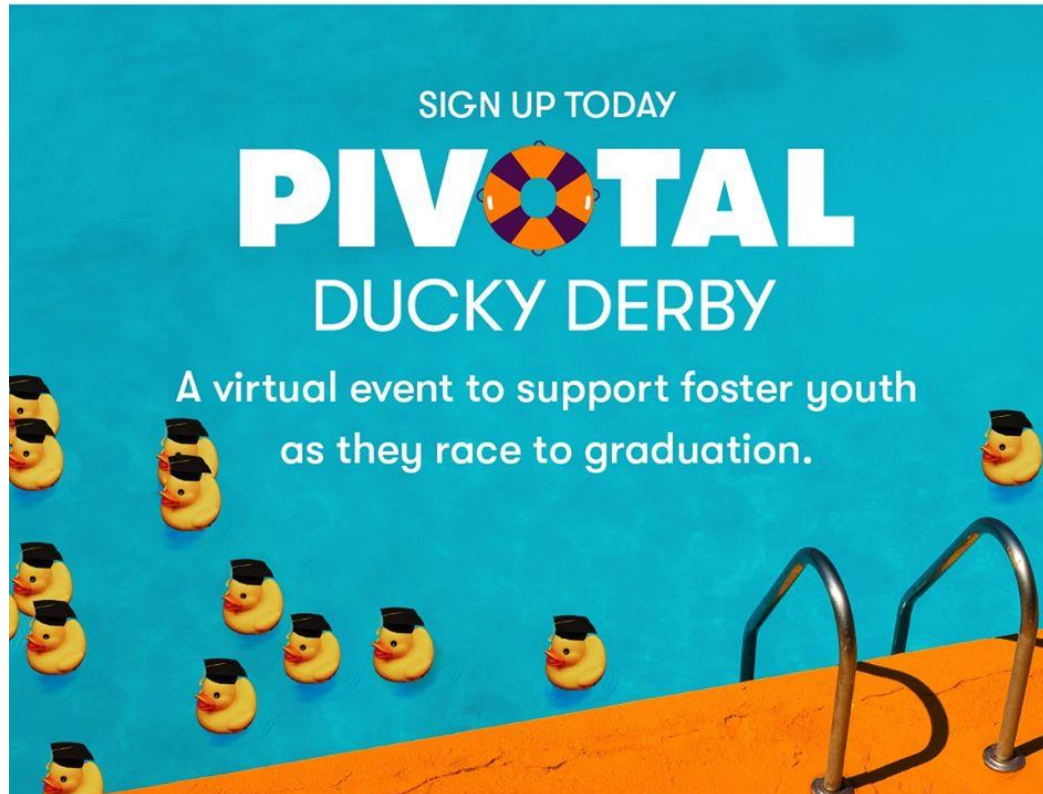


Young people front and center

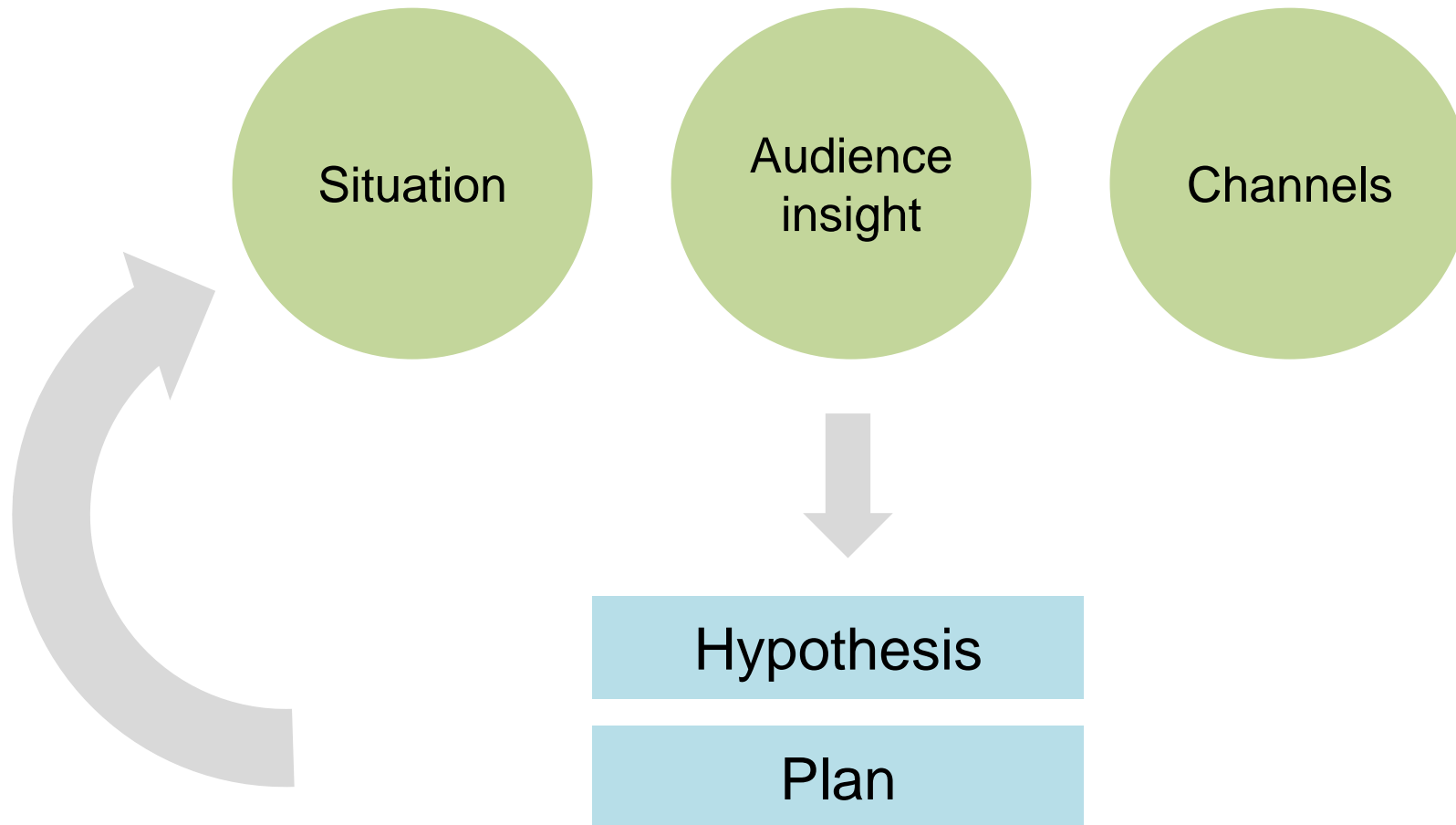


Moved National Foster Care Awareness Month activities online to maintain engagement

Pivotal Ducky Derby



Agility never ends



Takeaways and actions

Despite anxiety, supporters want to hear from you

1. The right lens -explain your role in the road to recovery & change
2. Temperature testing - start your own panel
3. Communicate all the ways your supporters can contribute
4. Reflect your audiences emotional state

Set yourself up for agility

1. Engage in tactical communication planning and execution
2. Agile toolkit
3. Pilot virtual experiences – fewer and higher quality production
4. Explore digital advertising opportunity
5. Test and learn approach – budget accordingly

Q&A Session

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

Time permitting we hope to respond to everyone's inquiries



The image shows a GoToWebinar interface for a Q&A session. It features a sidebar with icons for navigation and a main panel with a 'Questions' section. A text input field is highlighted with an orange border, containing the placeholder text '[Enter a question for staff]'. Below the input field is a 'Send' button. At the bottom of the interface, there is a section titled 'Testing Webinar Polling' with the Webinar ID: 487-788-643. A red dot icon indicates 'This session is being recorded.' and the GoToWebinar logo is displayed at the bottom.

File View Help

Questions

[Enter a question for staff]

Send

Testing Webinar Polling
Webinar ID: 487-788-643

● This session is being recorded.

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Upcoming Training Opportunities

Peer Learning Networks

Convened and facilitated virtually by CVNL staff members, these supportive networks of like-minded nonprofit professionals include guest speakers, facilitated conversations, networking, and other learning opportunities.

- Finance and HR
- Marketing & Communication
- Volunteer Services
- Fundraising

Learn more at cvnl.org/peer-learning-networks

Stronger Together Webinar Series

More topics and dates announced soon!

Keep an eye on our calendar: cvnl.org/events

Excellence in Leadership Program (ELP)

It is necessary for nonprofit leaders and executive to possess the skills and core competencies to inspire and support the people in their organization around this purpose.

Learn more about our fall cohorts today!

Contact Melissa Hersh at mhersh@cvnl.org

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!



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