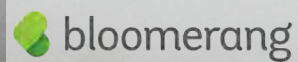
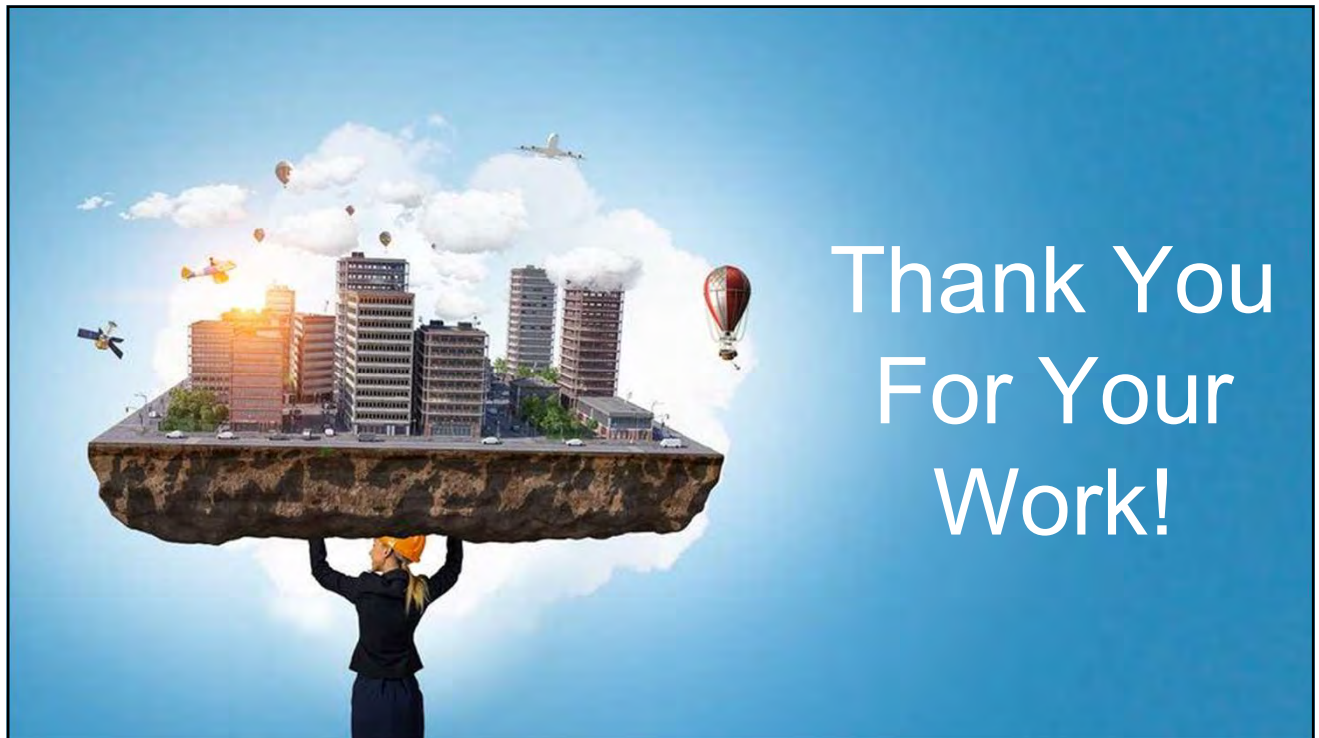


During Fear & Uncertainty HOW to Fundraise?



Thank You
For Your
Work!



We are
Stronger
Together





www.ignitedfundraising.com

 LJacobwith

 @LJacobwith



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

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

 @StevenShattuck



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



Pause vs. Panic



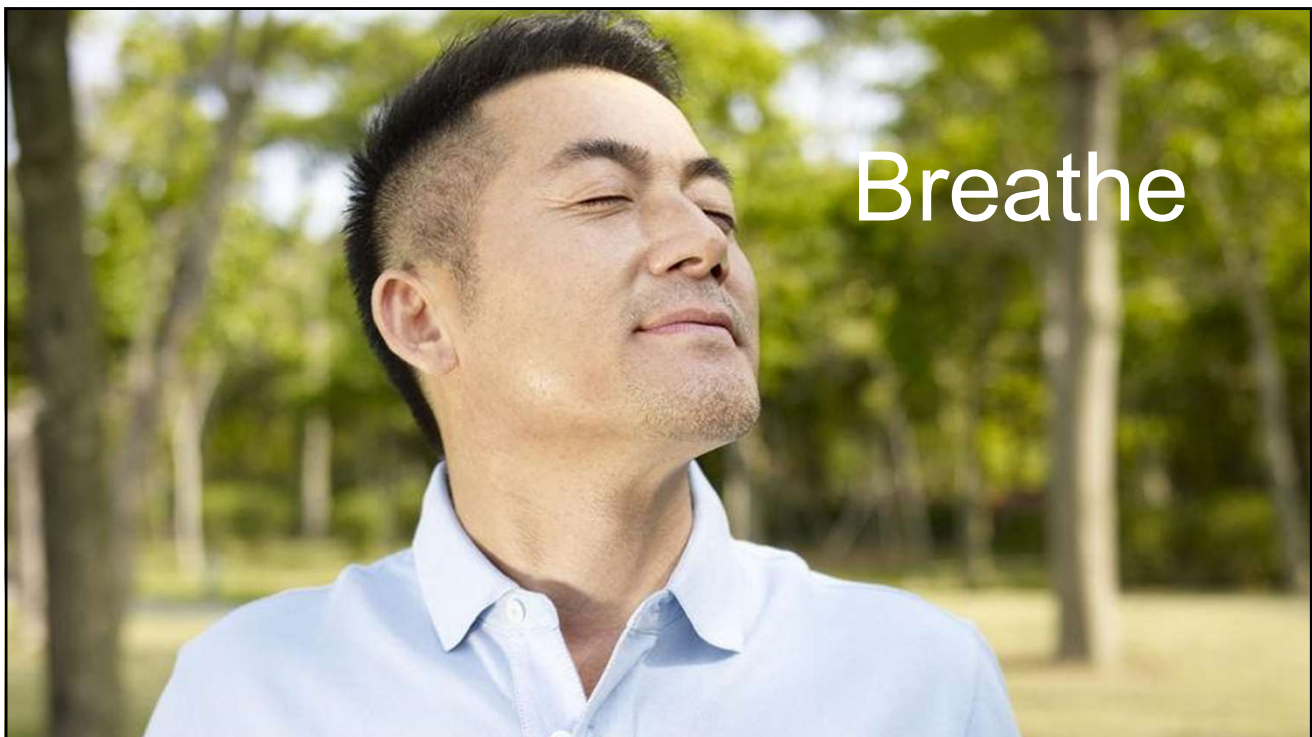
Pause vs. Panic

- When we feel anxiety we're far less flexible.
- Pause & think through responses.



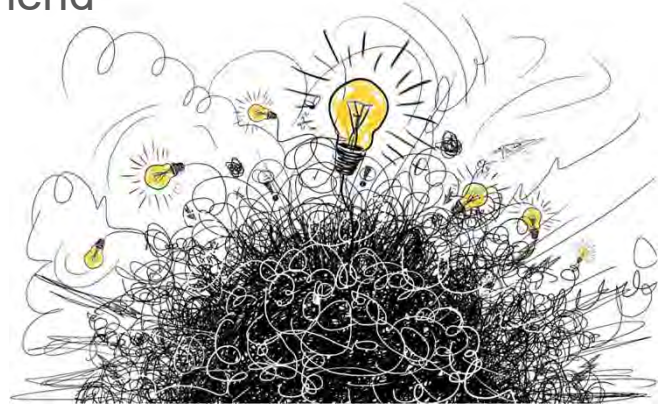
Pause vs. Panic

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



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



Volunteers of America®
NORTHERN CALIFORNIA & NORTHERN NEVADA

March 13, 2020 – 3:50 PM Pacific

COVID-19

The safety of our clients, staff, and volunteers is our top priority



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 4,060 residents and clients of our shelters and housing programs throughout Northern California and Northern Nevada are protected from the spread of germs.

As one of our most loyal supporters...

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.

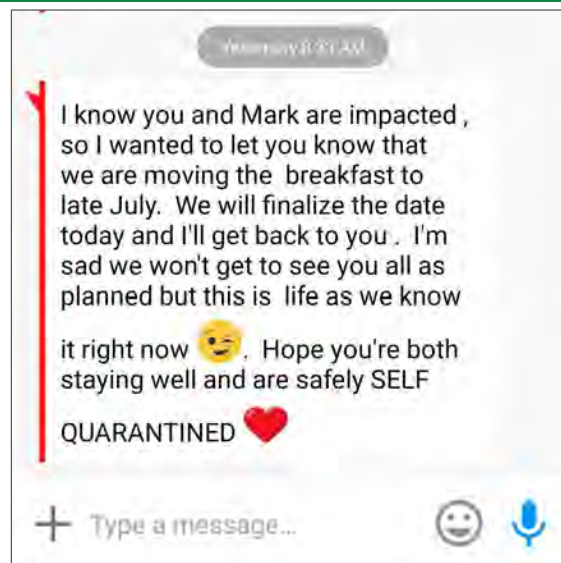
Stay-tuned as we develop other ways to update you on the impact your financial contributions have on thousands of fragile individuals we see every day in our community.

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.

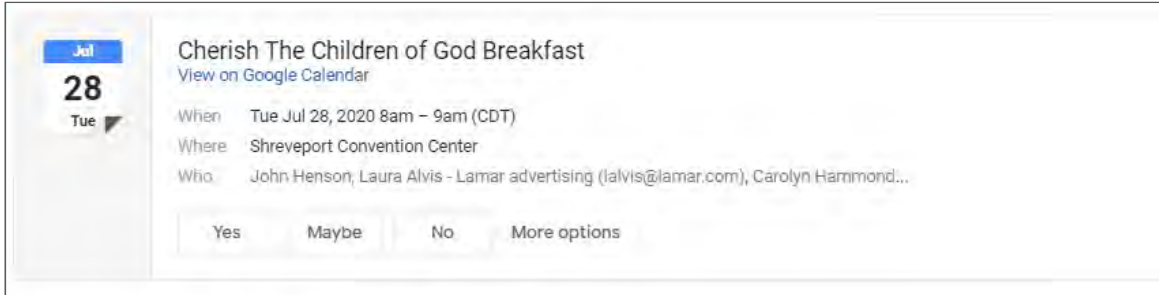
If you were planning to host a party or holiday event, a collection drive or provide a meal at Sacramento's Senior Safe House or at Sierra Manor in Reno -- **please still consider making that donation but in a different way.** Your financial donation will be used to celebrate birthday parties, provide 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



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





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](#).

Financial donations support our ability to provide financial assistance most flexibly, while and goods we distribute. With your \$1

Here's what your donation can do:

- \$250 fills 60 emergency bags
- \$100 feeds a family of 4 for a month
- \$50 provides food for 236 meals

Here are more ways you can make a difference:

- **Connect.** Social distancing doesn't mean we can't support our neighbors by phone, email or community networking sites. If someone in our [service area](#) is in need of food or emergency financial assistance, have that person contact us directly at 763-489-7500 or clientintake@iocc.org
- **Volunteer.** 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 offered during COVID-19.

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



General Giving Tribute Endowment **Prevent Hunger**

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



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



Penelope Burk, Author
Cygnus Applied Research

“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.”

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.”

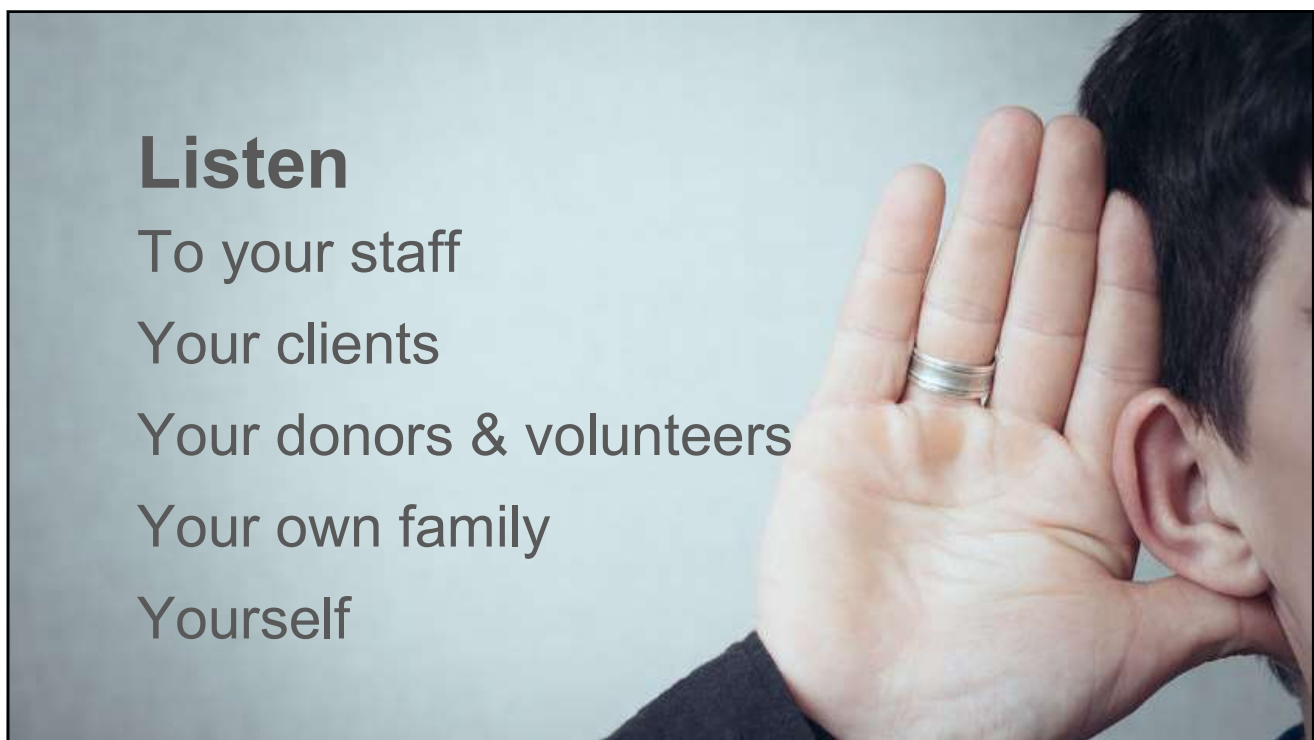


Image Source: Third Sector



Update Your Plan – Daily

Donor Engagement Strategies - COVID-19 Contingency Planning										
Reasons for Cancelling Spring Fundraisers - Health concern, low attendance, practice and responsible decision making, volatility of stock market and the reduction of personal giving										
Status	Engagement Opportunities	Group Size	Venue	Objective	Staff/Volunteer Involvement	Timing	Priority	Details	Estimated Cost	Materials Needed
Done	Update Supporters	ALL	Email Press Release/ Social Media	Updating supporters and general community	Communications, Operations and CEO	ASAP	High - Part 2	Detail what VOA is doing to keep clients, staff and volunteers safe during the pandemic - Spring Fundraising event canceled.	minimal staff time	None
Done	Cancellation of Event	Guests	Email and Phone Calls	Explanation of why event was cancelled and how they can still support VOA	Staff/TC and Board	ASAP		With respect and concern for our community spring fundraising event is postponed. Please hold too date on your calendar. Instead of a large gatherings we will hold small group meetings to update you & identify ways to help us help even more of our neighbors. With a gap in funding of \$2 million it's critical we updated you on how your dollars are sheltering veterans and families, creating independence through job training and placement.		marketing piece to send out to TC's and guest list of donors \$500
Done	Website Pop-up	N/A	home page of website	Calm fears, educate, inspire & share money story		By mid March	High - Part 2	Use language from Part 1 email - shorter & must include a face of 1 person + money story		
	Mission Experiences	10 to 15	Online - Zoom/Skype or short videos on designated	inform, inspire, share money story	Dev Staff, Prog Staff, CEO and Board		Bi-weekly	Event table hosts invite their intended guests to get an update on our response to COVID-19 restrictions + discuss an important issue (Addiction, homelessness, veterans, foster youth, etc) Have program experts and CEO or respected leaders available to answer questions		
	Small, Intimate, "Salon" Asking Events	6-10 max	Virtual?	Raise \$10-20k+	Dev Staff, Table Hosts, CEO, Testimonial, Board Member	Monthly beginning in May		Table hosts invite their intended breakfast guests to small gathering in their home. Implement all aspects of the event, Mission Moments, Vision & Money story, Video, Client Testimonial and Ask		Video production already budgeted, projector, food and drinks handled by
	One on One	2-4 max	Zoom, Skype or Phone	Raise \$100k+	Dev VP &/or CEO					
	Daily Inspiration	ALL	Email and Social Media	Calm fears, and for those that are quarantined give a sense of community	VOA Ministers and Marketing Team	ASAP	Part 3	Promote on Website, Social, capture email or text messages. Invite people to subscribe to daily prayers-offer them to submit prayer requests - ask for people to volunteer to pray for others, Mobile Cause	Minimal	Social
	Personal Calls to Donors -	1 on 1	Phone Calls	Reduce isolation. Let them know what we are doing to keep our clients safe.	Volunteers/Board/ Advisory	daily/weekly		Prioritizing Elderly Population - Ask them how they are doing? Do they need anything? Do they want an update? How often? Emails or phone calls? Do they need groceries? Do they just need someone to talk to?		
	Facebook Live with CEO	N/A	Facebook	Calm fears, educate about actions for clients & events, share money story			?			
	Video Conference Calls with CEO	10 max	Zoom or Skype	For selected groups to feel special & connected			Part 5	Society level donors, planned giving donors, volunteers, community partners. Keep these to 20 minutes with 10+ minutes for Q & A. Send invites so RSVPs are required - Use special, "exclusive group" language		
	Short Videos	N/A	Text, email & Social media	Inspire about what more there is to do			Part 3-4	Thank, Inspire, Educate, Share money story. Short video clips of shelters highlighting staff committed to serving & keeping everyone safe.		
	Amazon - Needed Items	unlimited	social media	keep people off campus yet allow them to feel part of a solution	via	week at 3/18	?	work with the various program managers in NN to get their most critical needs and she can work with L.ann to get this put together on Amazon		






FORGOTTEN CHILDREN
worldwide™

Our office is currently closed, but we are still 100% available to assist you!

WE ARE HERE FOR YOU

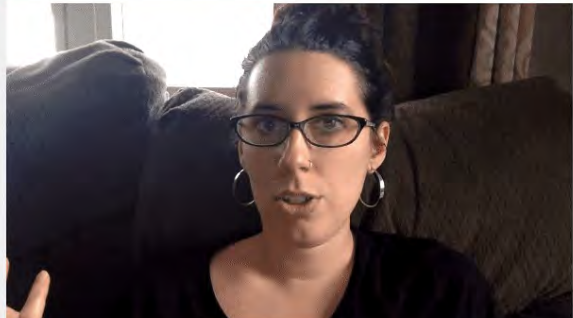


Subject Line: Office Closing...but wait...

Sent March 17, 4:53 PM Central

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

Used BombBomb™

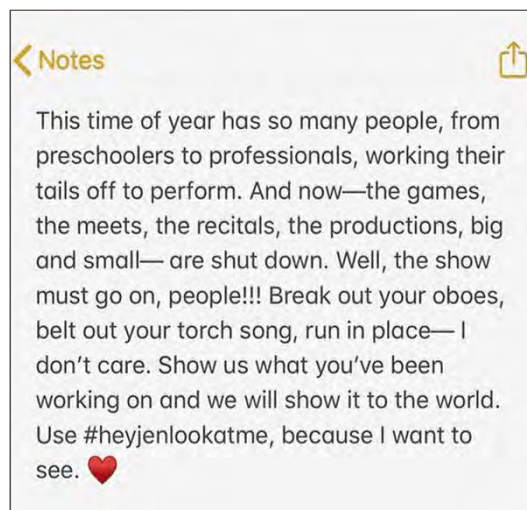


Our office will be closed until March 31 but don't hesitate to reach out to us!
Please call 1.260.353.1580 and your call will be redirected to the appropriate person. We will reevaluate the situation after two weeks and keep you updated.

Posts From Home

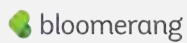


Invite Feedback & Interaction



<https://www.picuki.com/tag/heyjenlookatme>

DATA: Your New Best Friend



Data Stewardship

- NCOA – National Change of Address
- Deceased Suppression Processing
- Email/Phone Append
- Batch Screening (for wealth/capacity)




	Given Above Average Gift Size	LYBUNT*	SYBUNT*	Never Given
Current Parents	Segment 1 (9/35)	Segment 2 (37)	Segment 4 (54)	Segment 6 (675)
Non-Parents	Segment 1 (26/35)	Segment 3 (64)	Segment 5 (150)	Segment 7 (150 staff + 340 send/870)
	(\$500+)	(7/1/14-6/30/15)	(Before 7/1/14)	

	Never Given	Given Once (Over a Year Ago)	Given Once (Last Year)	Given Multiple Times
Above Average Gift Size	Segment 1	Segment 2	Segment 4	Segment 6
At or Below Average Gift Size	Segment 1	Segment 3	Segment 5	Segment 7

	Never Given	Has Given
Current Parent	Segment 1	Segment 3
Non-Parent	Segment 2	Segment 4

Heather Carroll
Executive Director at Skaneateles Education Foundation







Steven's Favorite Segments

- Long-term loyalists (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://afpfe.org>



Pick. Up. The. Phone.

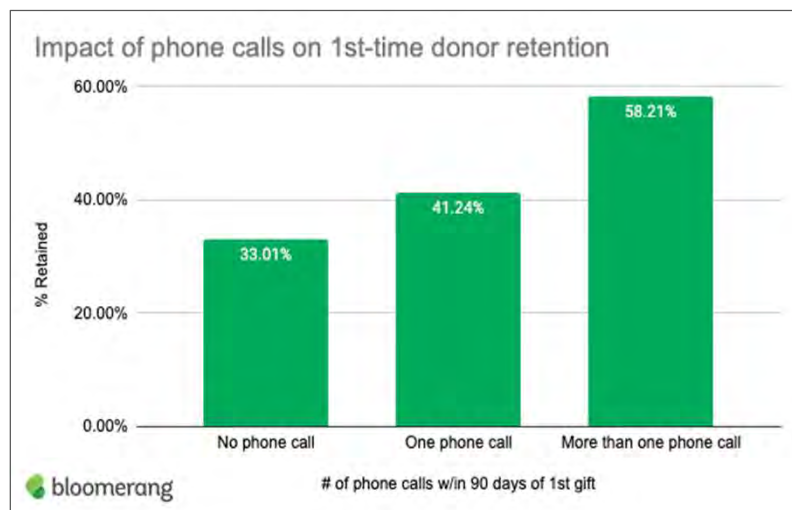
- ✓ First-time donors who get a personal thank you within 48 hours are 4x more likely to give a second gift.

~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%.

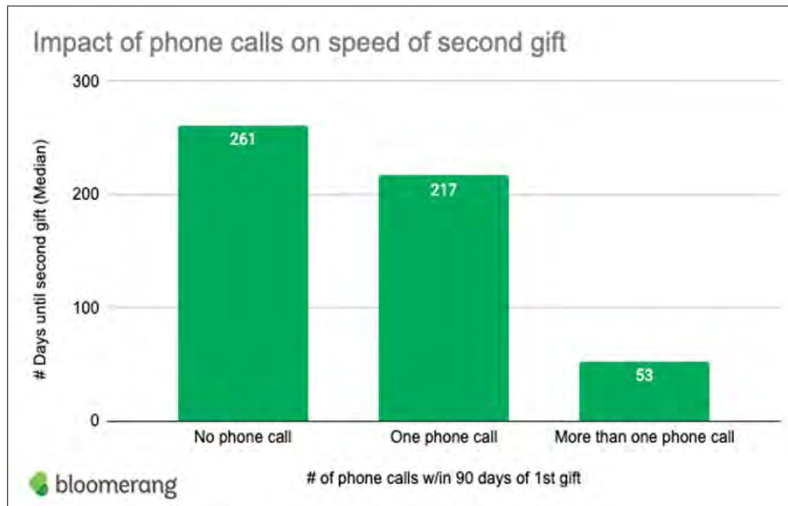
~Source: Penelope Burk

Bloomerang Research



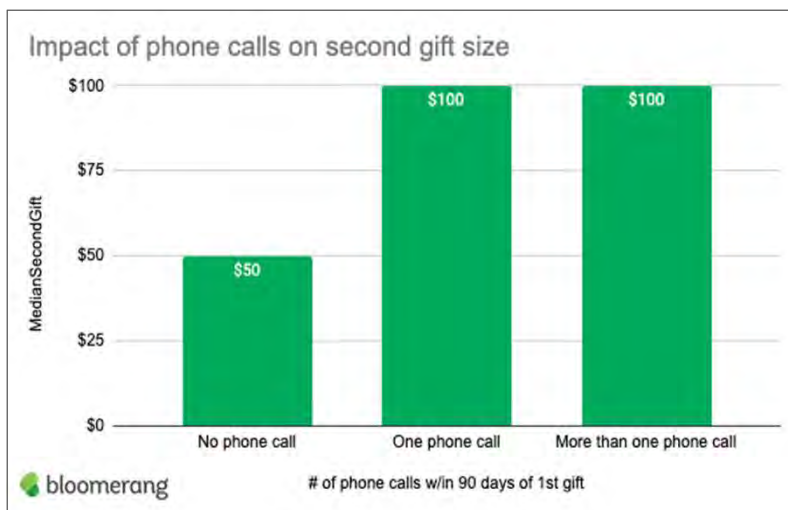
<http://bit.ly/bloomerangcalldonors>

Bloomerang Research



<http://bit.ly/bloomerangcalldonors>

Bloomerang Research



<http://bit.ly/bloomerangcalldonors>





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



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	Learning To...
Donor Fatigue	Inspire You
We Can't	What if We Could
Not Enough...	The Very Right People
They Won't	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.



“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

NOW AN ONLINE WORKSHOP!

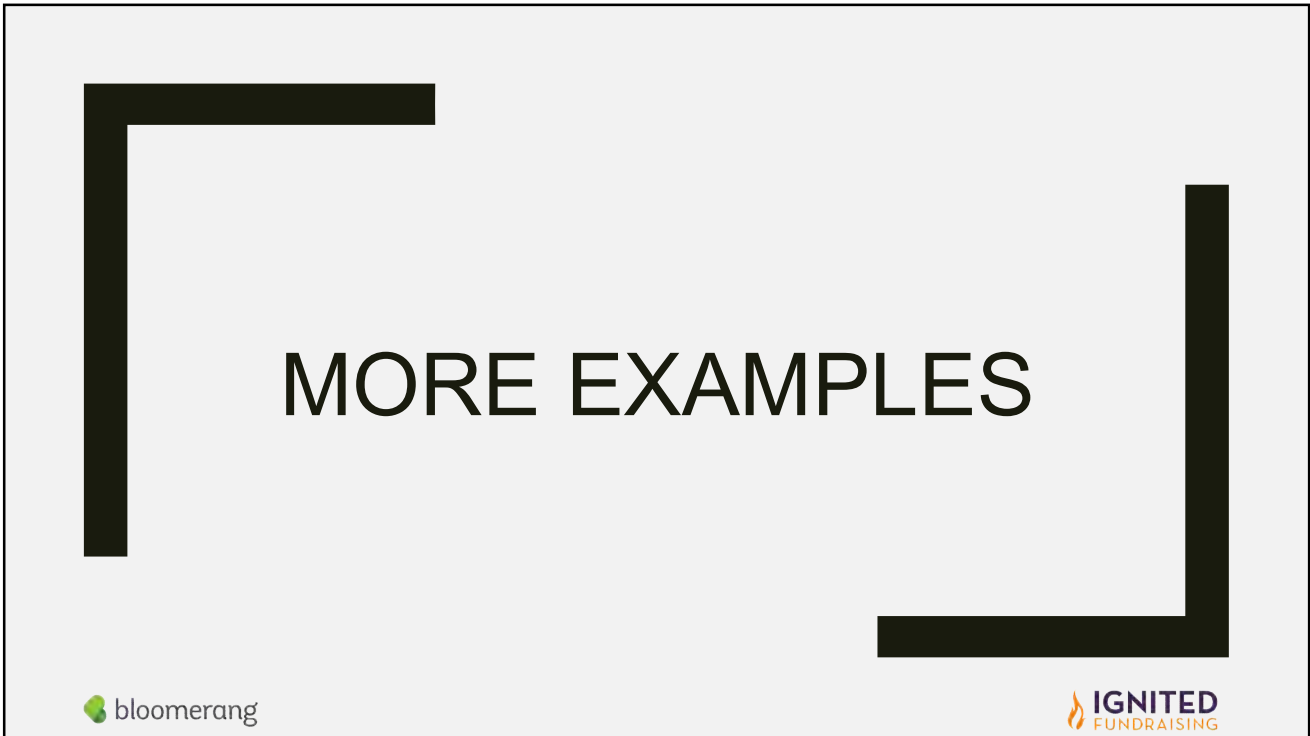
ONE DAY = UNIMAGINABLE FUNDRAISING RESULTS
IGNITED FUNDRAISING learn more >>

March 31 – 8:30 am to Noon
bit.ly/imaginewhatspossible2020

IGNITED FUNDRAISING

Starting March 26 & April 7

Storytelling to Raise Money in Turbulent Times
bit.ly/storytellingturbulent



7 AMAZING THINGS
Donors Have Made Possible

Look how much good a gift to the American Heart Association and American Stroke Association can do!

- 8.8%** Helped Reduce Cardiovascular Disease Deaths by 8.8 Percent Since 2007. Helping millions of Americans live longer, healthier lives.
- 10%** Helped Reduce Stroke Deaths by 10 Percent Since 2007. Giving millions of Americans more precious days with loved ones.
- Funded** nearly 1,000 Cardiovascular Research Projects in the 2012-13 fiscal year. Making us the top funder of cardiovascular research outside the federal government.
- Supported** more than 175 Teaching Gardens. Teaching healthy eating habits to roughly 80,000 students and countless more parents and siblings.
- Trained** 13.6 Million Americans in 2012-13. Equipping them in CPR, first aid and advanced cardiovascular life support.
- Passed** Student CPR Bills in 11 States. Requiring CPR training for students before high school graduation.
- MORE THAN 2,000** Implemented "Get With The Guidelines" in more than 2,000 Hospitals. Dramatically improving outcomes in heart disease and stroke.

Donor Updates

Show a Face & Connect Me to My Impact

Image Source: American Heart Association

Interfaith Outreach & Community Partners
14 hrs · 🌐

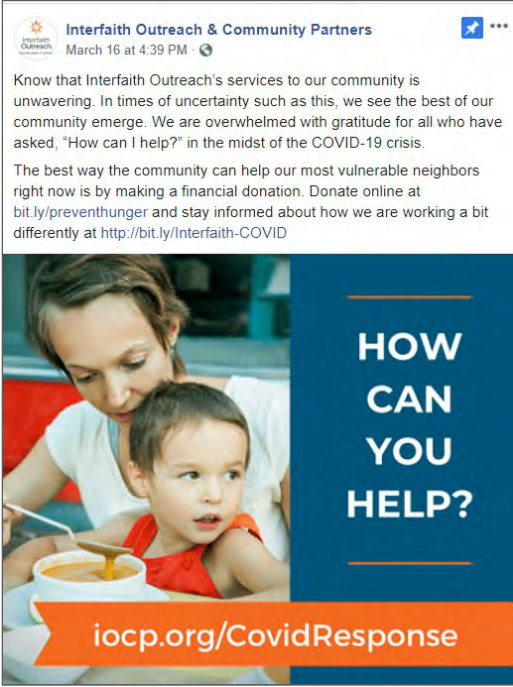
Interfaith Outreach and this great community have taken decisive and swift action to remain in service to our community during the COVID-19 pandemic. We CAN accept and NEED donations for the food shelf, especially paper bags! (Drop off during regular hours: 9 a.m. -5 p.m.) View a list of most-needed items: <http://bit.ly/food-shelf-needs>

Although we cannot accept other donations right now (like clothing for Resale 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!

Specific = Action


1,000	93	Boost Post
People Reached	Engagements	
👍 7		17 Shares



Interfaith Outreach & Community Partners
March 16 at 4:39 PM · 🌐

Know that Interfaith Outreach's services to our community is unwavering. 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 the community can help our most vulnerable neighbors right now is by making a financial donation. Donate online at bit.ly/preventhunger and stay informed about how we are working a bit differently at <http://bit.ly/Interfaith-COVID>



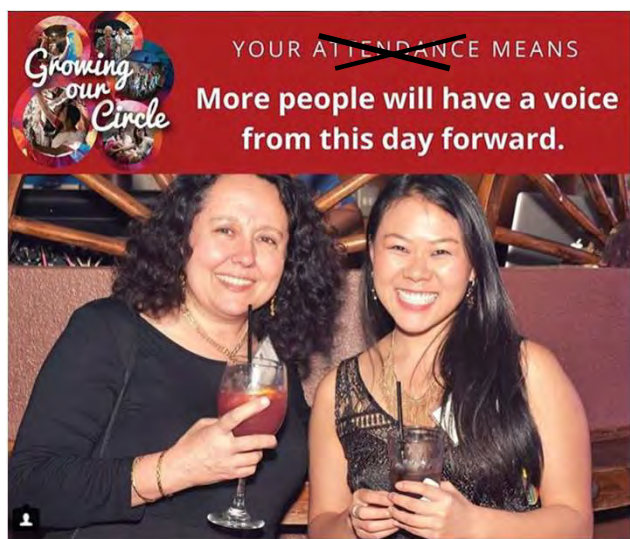
HOW CAN YOU HELP?

iocp.org/CovidResponse

Specific = Action

2,612 People Reached	197 Engagements	Boost Post
👍 9		23 Shares


For Canceled Events




Growing our Circle

~~YOUR ATTENDANCE MEANS~~

More people will have a voice from this day forward.





Gift

Image source: Pangea World Theater Instagram

Use Powerful Images

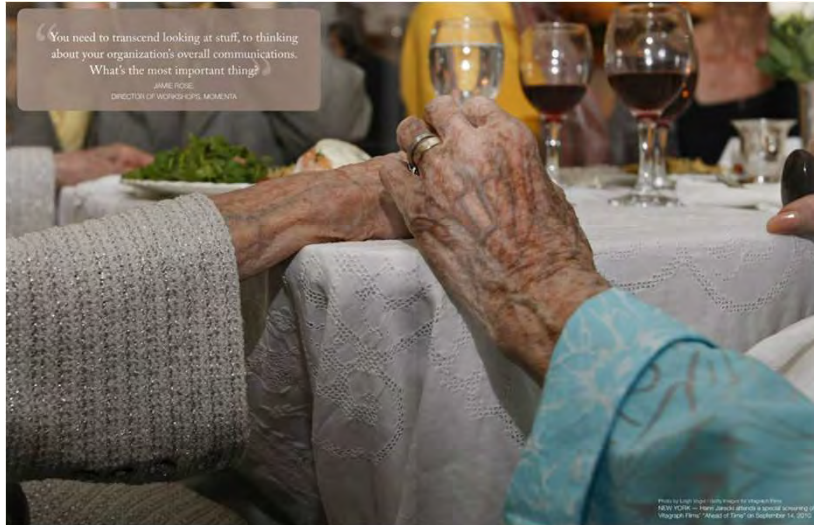


Image Source: Issuu.com/Georgetownsc

Inspire & Call to Action



Image source: YMCA Mpls

**eliminating racism
empowering women
ywca
Minneapolis**

10 WAYS TO BE A YWCA MINNEAPOLIS SUPERHERO

1. Live YWCA's mission by respecting and uplifting every person you meet. Promote peace, justice, freedom and dignity for all.
2. Speak up and speak out about injustice.
3. Be proactive about building an equitable community through your actions.
4. Take the time needed to support your physical and mental fitness.
5. Listen to and learn from all people.
6. Have conversations with others unlike you to make change at events like YWCA's It's Time to Talk: Forums on Race™.
7. Encourage a girl in your life to dig deeper into science, technology, engineering and math.
8. Learn about other cultures and how to talk about race. Take a YWCA racial justice workshop or become a racial justice facilitator.
9. Give a helping hand to someone in need. ywcamppls.org/volunteer
10. Financially support YWCA Minneapolis at the level of your passion to eliminate racism and empower women and girls.

Engage & Listen



Image source: YouTube

Daniel Graves, Founder,
The Florence Academy of Art



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 #FAAonStop

WHAT DOES YOUR GIFT SUPPORT?

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



\$50

- Flowers for the guest artist
- Music folders for 3 musicians
- Cost to transport guest artist from SFO to Walnut Creek

\$100

- Refreshments for the orchestra during one rehearsal
- Shipping costs for rented music parts



\$250

<http://bit.ly/MoneyStoryImages>

What It Takes



\$250

Buys an instrument for a low-income student for the Sound Minds program

Underwrites program notes, written by a leading expert, for one concert

Screens the audition committee from candidates to ensure fair treatment for all

\$500

Tuition for one Sound Minds student for a semester

Flies our Composer-in-Residence here to workshop compositions with the orchestra

Piano tuning for one performance

Rents a set of timpani for use in orchestra auditions



\$1000

Covers transportation for a Sound Minds field trip to see a California Symphony rehearsal

Underwrites the cost of our traveling instrument petting zoo for a year



\$2500
Underwrites the cost of advertising auditions for the orchestra
Cost of renting space for a full orchestra rehearsal

Pays for risers for a performance so you can see and hear your favorite players

\$5000
Printing and mailing our season brochure so you know what concerts we are performing
Pays for tuition for ten Sound Minds students for a whole semester

\$10,000
Supports our Young Composer-in-Residence commission for a year
Cost of hosting two blind auditions, where candidates perform behind a screen to eliminate visual bias from the evaluation

\$5000
Printing and mailing our season brochure so you know what concerts we are performing
Pays for tuition for ten Sound Minds students for a whole semester

\$10,000
Pays for one rehearsal

LARGER THAN LIFE 250 THE FALL MATCHING CHALLENGE JUST GOT LARGER! GIVE BY NOVEMBER 15, TO DOUBLE YOUR IMPACT UP TO \$250,000!
CALFORNIASYMPHONY.ORG/LARGER THAN LIFE 200

LARGER THAN LIFE 250 To support the California Symphony, please visit CALFORNIASYMPHONY.ORG/LARGER THAN LIFE 200 or call 925 280 2490

<http://bit.ly/MoneyStoryImages>

BREAD FOR ISRAEL [DONATE](#)

Home Child Hunger Our Work How to Help Get Involved Contact Blog

WHO EATS TODAY?
Help ensure that families in Israel don't have to make this devastating choice.

[GIVE NOW](#)

pollen

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

Are You OK?

how are you holding up?

Starting Video Chat

Starting Video Chat

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 Latz of Shir Tikvah, and Sue Abderholden with NAMI MN, with a special musical performance to be announced.

Illustrations by Lissette López

REGISTER

NEXT STEPS

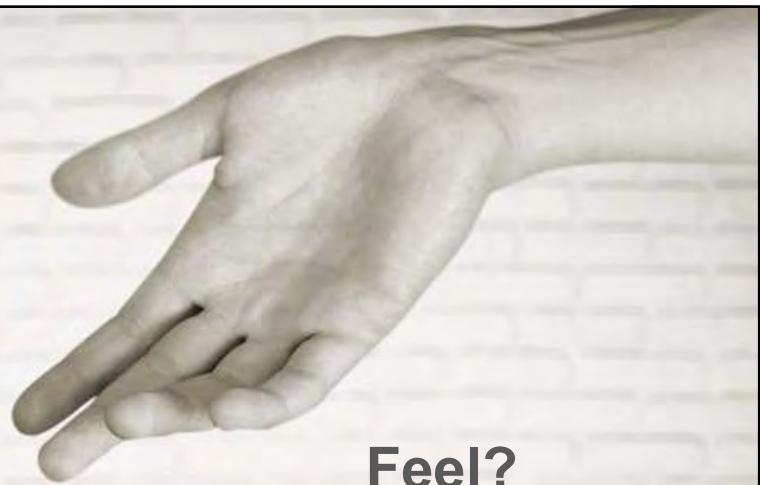
 bloomerang

 **IGNITED**
FUNDRAISING

Lazy or Inspiring?



What Do We
Want People To:



Feel?

Do?

By when?

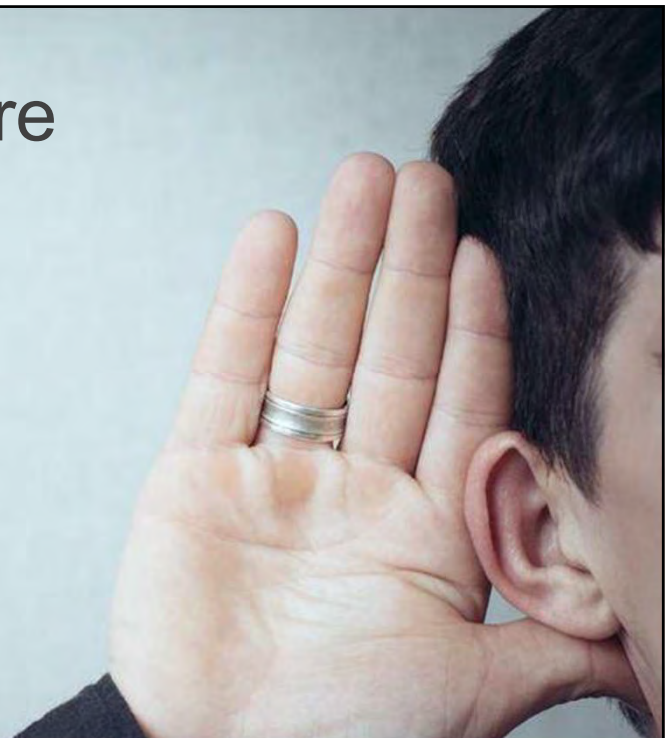
Donor Communication Checklist

- 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 L. Jacobwith
*Master Storyteller & Fundraising
Culture Change Expert*



Lori Jacobwith – Ignited Fundraising



@Ljacobwith



[IgnitedFundraising.com](https://www.ignitedfundraising.com)

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- Daily blog post
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<https://bloomerang.co/resources>

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Image Source: Instagram

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

