

GIVE MORE

Be more.

Campaigning in the Time of COVID

May 21, 2020

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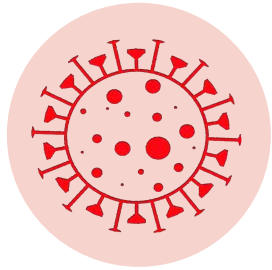
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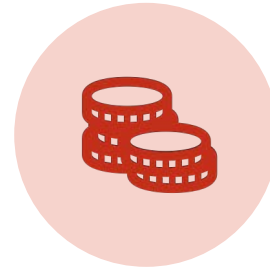
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A lot has changed, in a short amount of time



COVID-19 Pandemic



Economic Crisis

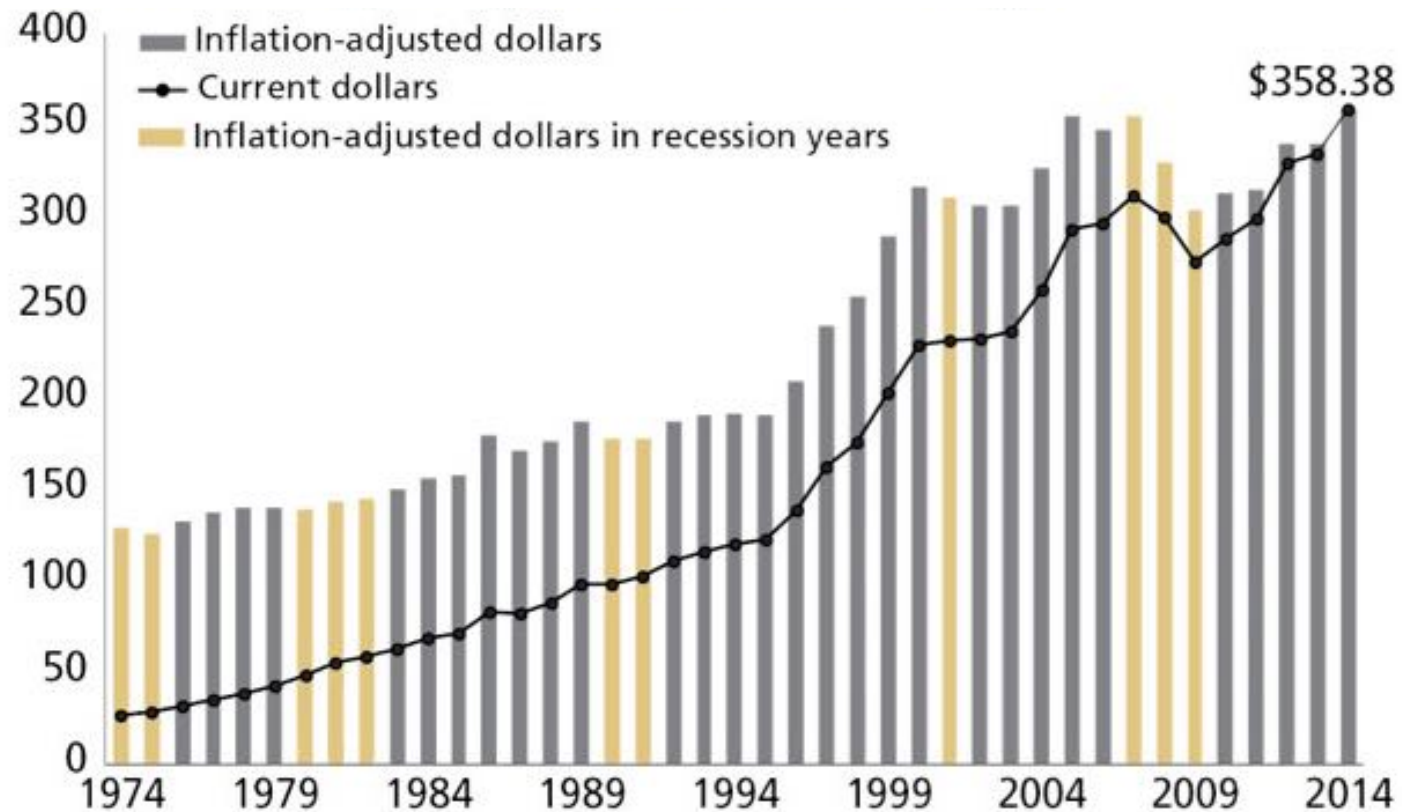


Ys Operational Changes



Uncertainty & Anxiety

What we know from the past




SOURCE: Giving USA Foundation | *GIVING USA 2015*

And the good news



- Donor Advised Funds up 18% vs. same time last year (Fidelity)
- \$5 billion contributed in the US to COVID-related response since Mid-March (LA Times)
- 73% of households gave to charity (MarketWatch)
- 25% of surveyed donors likely increase giving (Fidelity)
- Chance to shine and show your value



Your mission
hasn't stopped,
neither should
your fundraising.

So, where do you go from here?

Assess
Prepare
Act



Assess - Ability to Move Forward

Is the project the same or does it need altered?

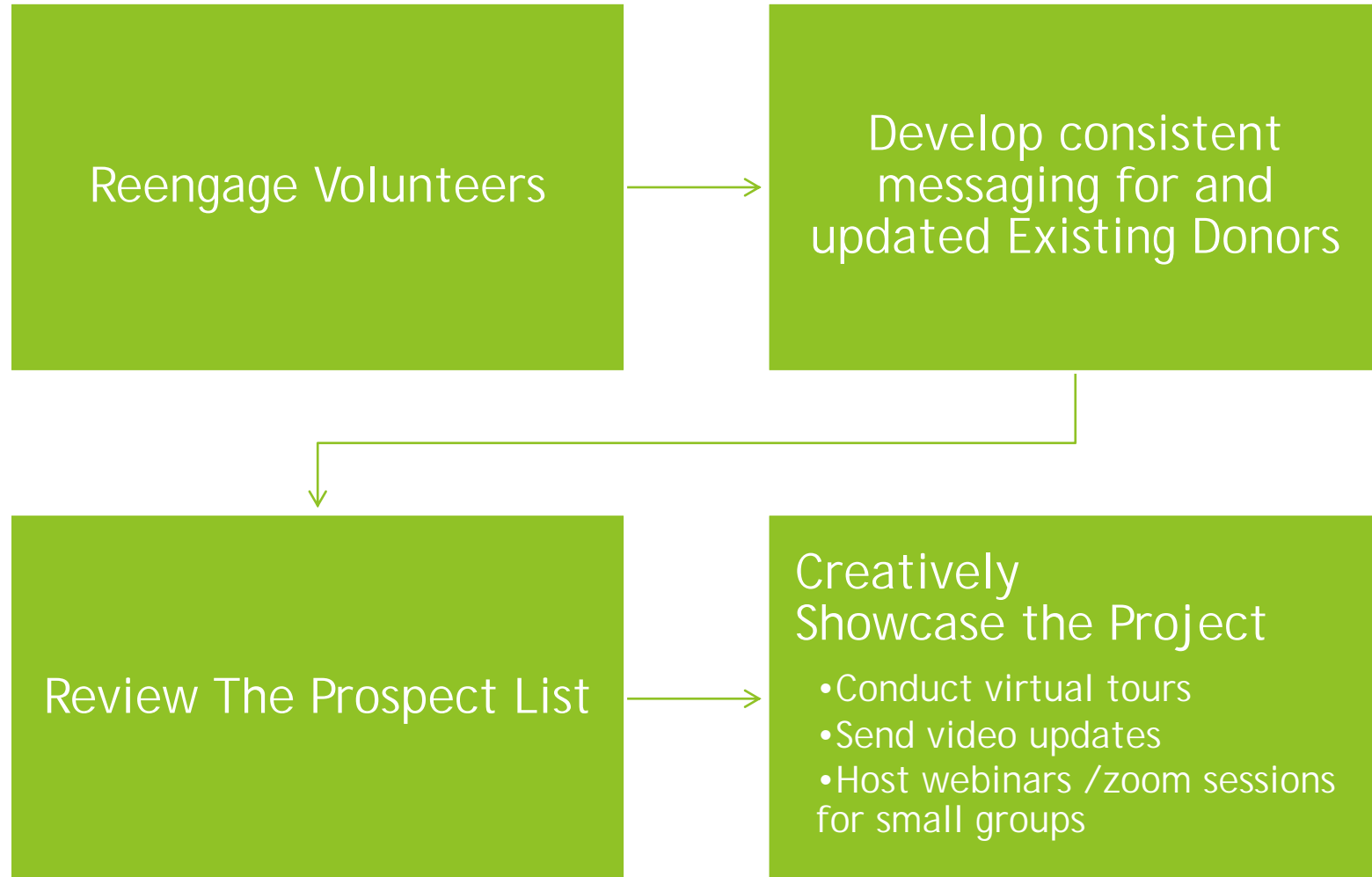
- Have costs and programs been affected?
- Have you reviewed your prospect list?
- Does the case need re-tooled?

Have volunteer leaders (cabinet) been part of an ongoing discussion?

- Have you had routine check-ins?
- Is everyone still engaged and ready?

Is your programming unable to return to capacity?

Prepare



Act - (re) Launch

Be creative and flexible with gifts

- Extend Pledges
- Planned Gifts
- Matching Gifts

Solicit when Face-to-Face not feasible

Individual vs. Corporate

COVID-19 Response Plan

- Ensure on-going governance
- Communicate with members who stood with you
- Develop relationships with loyal donors
- Ongoing education of members and community
- Avoid crisis campaign

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