

Donor Engagement in the Era of COVID-19



About Steven »

Chief Engagement Officer, Bloomerang

Author: Robots Make Bad Fundraisers (forthcoming)

Contributor: Fundraising Principles and Practice: Second Edition

Member: Fundraising Effectiveness Project (FEP) Project Work Group, AFP Center for Fundraising Innovation (CFI), Study Fundraising Steering Group at the Hartsook Centre for Sustainable Philanthropy at Plymouth University

Fun facts:

- 1st job: producing fundraising videos
- prefers tea to coffee
- allergic to rhubarb
- won the David Letterman scholarship



5 things we saw that worked »

1. Don't stop fundraising
2. Segment your communications
3. Double down on stewardship
4. Employ the personal touch
5. Be decisive and creative with events



Miranda and the team at Peace Community Center transformed an in-person event into a virtual experience via a multi-touch email campaign that raised over \$118k.

SEE HOW



Karen and the team at the Ada Jenkins Center created a special COVID-19 fundraising appeal campaign that resulted in nearly \$100k donated, despite an event cancellation.

SEE HOW



Katie and the team at Boys & Girls Club of Boone County pivoted their programs in light of the coronavirus outbreak, and generated the funding necessary to make it happen.

SEE HOW



Julia and the team from CommUnity shattered their pre-COVID-19 fundraising goals through individual donor support despite operating in one of the hardest-hit communities in their state.

SEE HOW



Amy and Wendy from the Naperville Education Foundation created a special COVID-19 fundraising appeal campaign that resulted in over \$100k donated, despite an event cancellation.

SEE HOW



Gracie from B.E.A.M. (Beaches Emergency Assistance Ministry) kept their constituents frequently updated and didn't shy away from fundraising, resulting in nearly six-figures raised.

SEE HOW



Laurel and the team from Maggie's Place maintained a steady stream of support while the COVID-19 crisis changed how they provide services and take donations.

SEE HOW



Not in human services? No problem. Sara and the team from the Willamette Humane Society generated a 227% increase in donor support compared to the same period last year.

SEE HOW

<https://bloomerang.co/covid19/success>

1. Don't stop fundraising



Steven Shattuck

@StevenShattuck

There is no such thing as a "non-COVID essential" charity.


Every mission matters right now. Any diminished service offering has an impact.

You. All. Matter.

Libraries. Animal Shelters. Park Foundations. Theatres. Everyone.

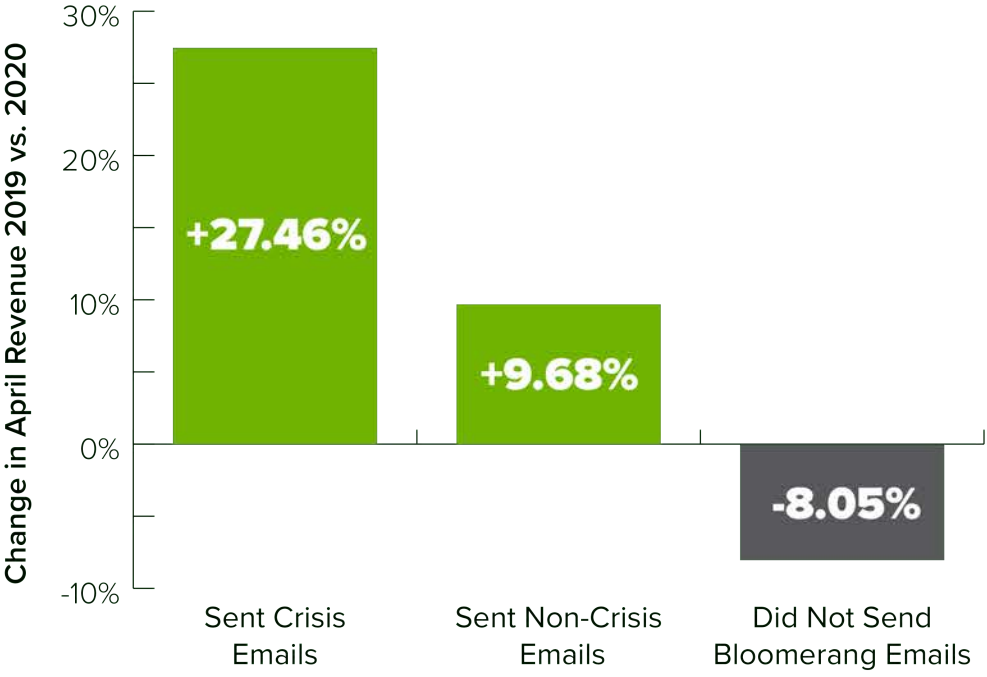
You are worthy of support.

11:31 AM · Apr 8, 2020 · [Twitter Web App](#)

 [View Tweet activity](#)

201 Retweets **552** Likes

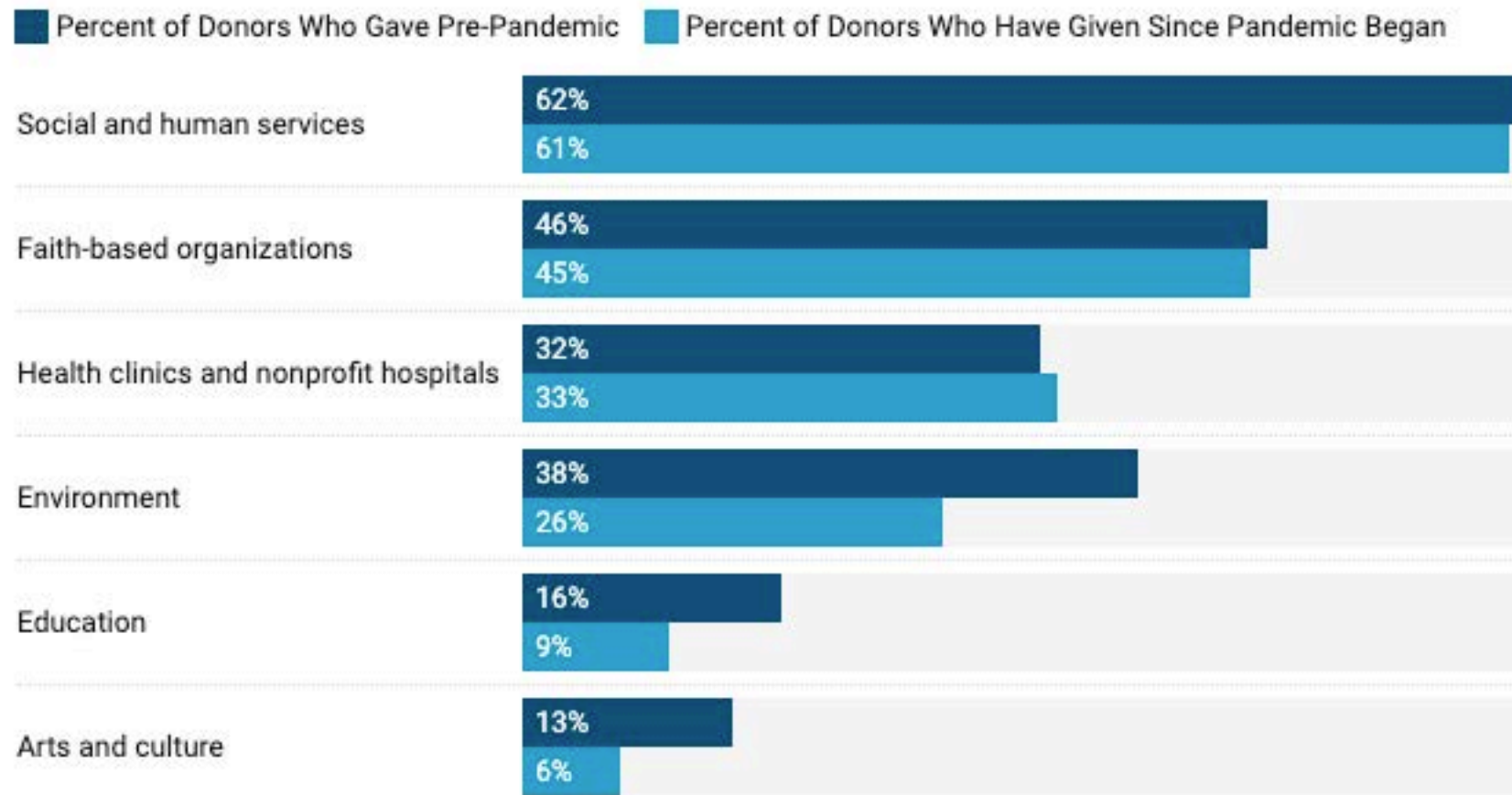
Don't stop fundraising »



<https://bloomerang.co/covid19/success>

How Philanthropy Is Changing in the Pandemic

Giving to social-service and faith-based nonprofits hasn't changed much, but fewer people are giving to education and arts and culture groups.



Source: Chronicle of Philanthropy, Luth Research, and the Nonprofit Institute at the University of San Diego's School of Leadership and Education Sciences.

• [Get the data](#) • Created with [Datawrapper](#)

One pre-requisite »



{{Informal Name}},

The situation around coronavirus (COVID-19) is constantly changing. Following Governor Brown's statewide executive order on Monday, I know we are all searching for a new definition of "normal," and I wanted to provide you another update from Willamette Humane Society.

ADOPTIONS

We continue to offer adoptions by appointment, carefully following guidelines around sanitation and social distancing to keep our pets, people, and community safe. We're thrilled that we can keep this program moving. I personally know the joy an animal brings to my life, and see the loving bond created between animals and their new adoptive families at our shelter every day. We need that joy and love now more than ever. And the time so many of us are spending at home is the perfect opportunity to welcome a new furry family member.

VOLUNTEERS AND FOSTERS

To minimize the number of people in our shelter, we've paused all in-shelter volunteer support. This was an incredibly hard decision to make, as our volunteers are a driving force that keeps WHS running. These dedicated individuals provide so much for our pets. Our staff will pick up their essential work, but it won't be easy. However, we are thankful to our volunteers and foster families who continue to support the shelter mission at home, **opening up their homes to foster more than 75 pets this past week**—providing love and care, as well as freeing up space here at the shelter.



Dear Supporters,

At this time of uncertainty, BEAM is making adjustments to address the needs of individuals, seniors, families and children impacted by disruptions, lost wages and/or school closures.

We have made the following changes to minimize exposure:

- Providing pre-packaged groceries for BEAM food pantry clients
- Distributing pre-packaged bags at mobile food pantries (i.e. Finegan Elementary School and developing plans with Mayport Elementary School)
- Collaborating with local partners on their increased needs (i.e. DCPS, Beaches Council on Aging, Beaches Community Kitchen, Pablo Hamlet and Pablo Towers)
- Checking in with senior clients and arranging surrogate grocery shoppers or home delivery
- Developing contingency plans in the event we cannot conduct face-to-face meetings with clients in need of emergency financial assistance

The most impactful way to help is to provide financial contributions to our "virtual food drive" as we are experiencing an increased need and have seen a decrease in the amount of food donated by our grocery store partners.

Money allows BEAM to buy essential food items at a reduced cost and in bulk, which also helps minimize person to person contact. To learn more and to donate, please visit www.jaxbeam.org/covid19-donations.

As you know, these are constantly changing circumstances and we will continue to make adjustments. Please view our [website](#) and [Facebook page](#) for regular updates.

Thank you for all you do to assure that BEAM continues to be a beacon of hope and help for our most vulnerable neighbors.



Dear YMCA Family:

As your YMCA, we are aware we fill many roles in many lives. We are a place where people improve their physical well-being, but we also know that, for many people, we are an essential source of community, family support, spiritual growth and more.

For that reason, we don't take lightly any decisions to suspend or cancel programs or services. We carefully consider how those decisions affect our members' lives—including their families, their ability to work and their sense of community—and we do our best to give you access to your Y in all circumstances.

However, in light of the extraordinary threat posed by COVID-19 (also known as the coronavirus), we have recognized that we must take some extraordinary measures to ensure the health and safety of our members, our program participants, our staff and our community. Therefore, following guidance from health officials and state and local community leadership, we have decided to take the following temporary steps, **effective Saturday, March 14**:

- All **youth programs** scheduled through Sunday, April 5, will be suspended. This includes Early Learning Centers/Pre-schools, youth sports leagues, swim lessons, and other programs.
- The age for **children** to be in our facilities without an adult present will be **raised to 14** through Sunday, April 5.
- **Play and Learn** will continue to be available for Household Memberships, limited to 90 minutes daily.
- **Adult Sports Leagues** and programs will be suspended through Sunday, April 5.
- **Active Older Adult programs** and classes will be suspended until further notice.
- **Group exercise classes** will be limited to a number of participants that allows additional spacing.
- Access to **Les Mills Virtual** for at-home exercise classes will be made available to interested members for up to two months. More information will be coming soon.
- **One-on-one programs** (such as personal training and private lessons) will be continued.
- **Chronic Disease Prevention programs** that cannot be delivered virtually will be suspended until further notice.
- Sales and redemption of **guest passes** for individuals under the age of 18 will be suspended through Sunday, April 5.

2. Segment your communications

	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)

	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



The power of segmentation »

Dear *{{(Informal Name)}}*,

Are you going stir crazy? Adjusting to a whole new routine? Channel all that energy into changing an animal's life today!

It's true the future is uncertain. We are facing the potential of limited staff coping with a possible increase in need as we are unable to offer spay and neutering services for the time being. We may also be called to help more pets whose families are financially affected by closures and quarantines.

With people limiting their time in public, animals like Blue, Courage, Tyson, and Norma may have to stay with us a little longer, too, but we are committed to making sure they will continue to receive love, and shelter as long as they need to because you care!

We don't know what is headed our way, but we're working hard to prepare for whatever it is. And you can help!

That's where you will make the biggest impact. [Give today](#). Together we will be ready.

Costs are increasing as we adjust to different working routines, stock up on essentials, and respond to the rapidly changing needs of our shelter animals and the community we serve. We also moved to appointment-only pet adoption and animal intake appointments to ensure our staff, pets, and visitors stay safe while we continue towards our mission. You can find more information [here](#).

Thank you for caring. And know that we care about you too. Together, we will get through this! You have our best wishes for health and safety.



Sara Masser
Donor Programs Manager

P.S. We want to see how you and your pets are social distancing...together. Send your photo to happytails@whs4pets.org!

[Click Here to Donate](#)



Dear *{{(Informal Name)}}*,

Thank you for being a donor to Willamette Humane Society (WHS). It's inspiring to know you care about shelter pets and are committed to keeping them safe, especially during this difficult period we are all experiencing together.

It's true the future is uncertain. We are facing the potential of limited staff coping with a possible increase in need as we are unable to offer spay and neutering services for the time being. We may also be called to help more pets whose families are financially affected by closures and quarantines.

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We don't know what is headed our way, but we're working hard to prepare for whatever it is. And you can help!

Give, or increase your monthly giving amount, today.

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Sara Masser
Donor Programs Manager

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[Click Here to Donate](#)



Potential YMCA segments »

1. Members who don't donate
2. Members who do donate
3. Members who donate monthly
4. Monthly donors who aren't members
5. Classes/Camps attendees who are members
6. Classes/Camps attendees who aren't members
7. Members who also volunteer
8. Volunteers who aren't donors
9. Staff members who don't donate
10. Staff members who do donate
11. Donors who are related to / family members of staff
12. Donors who aren't members
13. Donors who aren't volunteers



Dear Valued Member,

I want to personally thank you for remaining a member of the YMCA of Greater Indianapolis during this unprecedented time. The Y has a strong history of being able to rapidly evolve to meet community needs; it is the essence of who we are. We will begin opening soon and we are excited to welcome you back. I want you to know that your continued support has allowed us the opportunity to serve the community in many ways, including providing childcare to essential workers, hosting blood drives, offering virtual at-home fitness options and checking in on our senior members.

As a token of our appreciation for your loyalty, we are pleased to offer each household a \$50 program voucher for use on any paid program, such as personal training, and a commemorative Y towel. Simply complete your [reservation form](#) by June 10 for available pick-up starting on June 20.

While our facilities have been closed, we have been working diligently on enhancing our thorough cleaning standards, including more hand sanitizing areas throughout the centers, hand washing signage and using a broad spectrum disinfectant mist on many surfaces, among other preparations for your return. We realize you may have additional questions. Please watch for a separate email from the YMCA of Greater Indianapolis in the coming days with more information about our reopening plans.

We know you have many choices for your health and well-being and we are grateful you have chosen us. We look forward to seeing you in person very soon.

Sincerely,
Derrick Stewart
President & CEO
YMCA of Greater Indianapolis



Dear YMCA Member,

Thank you for your membership to the Y. We want to let you know that our facilities will remain closed through at least May 31 per the Illinois Shelter in Place order from Governor Pritzker. Even though we are closed, we want to make a plea for you to keep your membership active to save the Y.

Your membership dues will ensure our YMCA will thrive again when this crisis is over. That is why we are asking you to stay with us.

Here are your options while we are closed:

- **Do nothing and keep your membership active. The Y will draft your account on your scheduled date each month.**
- **Contact us to adjust your payment while we are closed.**
- **Contact us to put your membership on hold or to cancel.**

As a Y member, you are not only a member of a health and wellness facility, you are a member of an organization dedicated to serving community needs. For more than 175 years, we have adapted our mission to address new challenges as they arise. Today, our community is confronted with a new challenge and our Y is again stepping up by:

- Transitioning our facilities to provide emergency childcare for essential personnel so they can continue their focus on public health and caring for our neighbors in need.
- Partnering with Rockford Housing Authority, Community Action Agency Serving Boone and Winnebago Counties, Lifescape Community Services, AmeriCorps and Northern Illinois Food Bank in delivering more than 5,000 meals a week to several area housing developments and other locations in the city.
- Providing virtual workout options and resources to stay active and engaged while sheltering in place.

We are honored to serve our community in these capacities, but ceasing our operations has put a significant financial strain on our YMCA. Currently, we have had to make very difficult decisions to reduce our workforce from 642 to essential staff only to ensure the YMCA can reopen its doors.

We want to be very transparent with you. We are a nonprofit organization. We do not have reserves to cover the over \$100,000 we are losing in revenue every week from closed childcare programs. That does not include lost memberships during this time. We care deeply for our employees, our members, and our community. This is why we are making such difficult decisions.

GIVINGTUESDAY



{{Informal Name}},

GivingTuesday is an inspirational day for so many charitable organizations around the world. YMCA of Rock River Valley is participating in today's GivingTuesdayNow, and we hope you'll consider joining the community of millions of people helping charities through financial contributions and social awareness!



As you may be aware, YMCA of Rock River Valley is responding to the current health and economic crisis even though our doors are closed. During these difficult times, your support today will be used to care for the children of essential workers and deliver more than 5,000 meals every week to the vulnerable in our community. If you are moved to donate today, please know how grateful we are to have your support during a time filled with uncertainty. [Click here to make your gift today.](#) You can also text **GT2020 to 41444** and give using your phone.

We know that not everyone is able to provide financial support today, and we certainly understand that. We are always thankful for your support in whatever form it may take, and you'll still significantly help YMCA of Rock River Valley through any social awareness you can provide. If you are willing to help increase awareness for our cause, you can use the following to help promote GivingTuesdayNow for YMCA of Rock River Valley by [sharing our event page](#) on your social media. Tell your friends and family why you love the Y and watch the live thermometer go up all day showing the support of our community.

We hope to be able to open our doors soon. Until then, we are praying for you and your loved ones. Be safe and healthy, and know we are all in this together!



Dear *{{Informal Name}}*,

Thank you for your gift of *{{Latest Transaction Amount}}* on *{{Latest Transaction Date}}*. We are grateful for your thoughtfulness during this challenging time in our shared history!

Please click on the video above to hear what your gift means to each of us.

We wish you and your family health and hope to see you soon.

Sincerely,

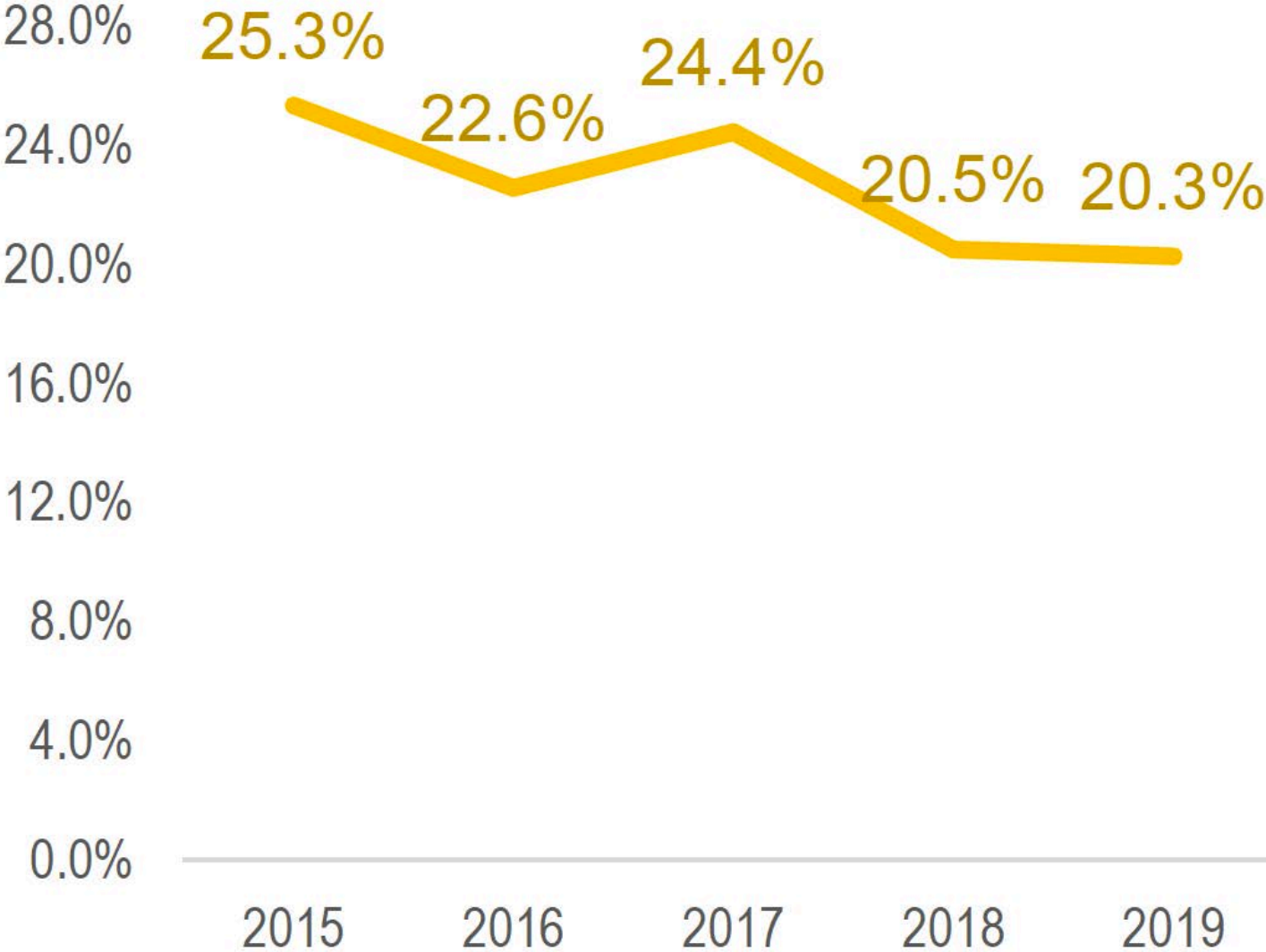
<https://www.youtube.com/watch?v=WteTbk2LSJw>

My favorite “COVID” segments »

1. Top 80% of your funding (probably <20% of your donors)
2. “Long-term-loyals” (3-5+ years of giving)
3. Monthly donors
4. Longtime corporate sponsors
5. P2P fundraisers
6. Those who actively engage with you on social media
7. Volunteers/members who have not donated
8. Those with scheduled pledges
9. Board members
10. New donors within 90 days

<https://bloomerang.co/blog/10-important-donor-types-to-communicate-to-during-the-coronavirus-outbreak/>

New donor retention over the years »



Source: Fundraising Effectiveness Project <http://afpfe.org>

New Donor **Cultivation Timeline** (First 90 Days)



THANK YOU
for your *first* gift!



first DAY



first CHAPEL



first MEMORIES



first FIELD TRIP

Here at The Oaks, relationships come first.
We welcome you into our family of donors,
partners, volunteers and supporters.

Every day is a great day to visit The Oaks Academy.
To see your gift at work through a personal visit or tour,
please contact:

advancement@theoaksacademy.org | 317.931.3687



Thanks so much!
Kathleen

August 6, 2018
Steven Shattuck
6132 Harlescott Rd.
Indianapolis, IN 46220

Dear Steven,

Thank you for your first gift!

Without you, citizens in our region would not have access to free or reduced-fee legal services when they see that their health and environment are in jeopardy. Thanks to you and other generous Friends like you, we are a local legal resource to combat climate change, dirty air and water, and environmental injustice.

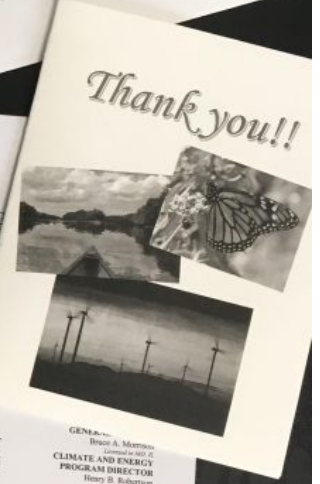
Your support protects local parks from development, defends the rights of our neighbors to grow sustainable gardens, defends the rights of communities to be free from harmful pollution, drives for more renewable sources of energy and better energy efficiency, and so much more.

We will update you on how your gift impacts the community through our two annual newsletters, and I invite you to connect to us on social media for real-time updates. If you have any questions or feedback, please feel free to contact me or our Director of Development, Sarah Willey, at 314-231-4181 or sarah@greatriverslaw.org – we love to hear from our Friends, and welcome your ideas.

Thank you so much for your donation of \$20.00 on 8/5/2018. Your gift is tax-deductible to the extent that the law allows. No goods or services, in whole or in part, were provided in exchange for this contribution. Great Rivers Environmental Law Center is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code. Please save this letter as your receipt for tax purposes.

Very truly yours,
Kathleen G. Henry
Kathleen G. Henry
President

P.S. – Thanks again for supporting the environment!



- GENERAL COUNSEL**
Brent A. Morrison
General Counsel
- CLIMATE AND ENERGY PROGRAM DIRECTOR**
Henry B. Robertson
General Counsel
- STAFF ATTORNEY**
Bridget H. Manning
General Counsel
- DIRECTOR OF DEVELOPMENT AND COMMUNITY OUTREACH**
Sarah N. Willey
General Counsel
- BOARD OF DIRECTORS HONORARY CHAIRMAN**
Hon. Thomas F. Eagleton
(1979-2007)
- CHAIRMAN**, Richard Lagoni
Steve Armstrong
David Bolin
Garten Broshko
Bonnie Cloninger
Ray Drey
Wayne Givels
Cynthia Holman
Ken Kovacs
Hugh Law
Matthew F. McCurdy
Ken Miskiff
Cathy Pimm
John A. Rava
Sandy Rothschild
Ben Semara
James Wilson
- HONORARY DIRECTOR**
Louise Glenn (1923-2012)
- ADVISORY LAW COMMITTEE**
Charles Abete
Taraclay Benham
David Bolin
Richard Combs
Maureen Graham
Elise Kistner
Francis D'Amico
Stephen Reynolds
John Rouch
James Shanahan
Sharon Tullington
Deborah Walle
Patricia Winding
Douglas Williams

3. Double down on stewardship

Why donors stay loyal »



- 2011 study
- Survey of 1,200 recent (last 12 months), frequent (more than 2 gifts to cause based charities) donors from over 250 nonprofit organizations
- Donors were given a list of 32 reasons why they might continue giving
- Asked to rank them by order of importance

<http://www.thedonorvoice.com/national-donor-commitment-study-and-proof-of-link-between-donor-attitudes-and-behavior/>

Why donors stay loyal »

- Donor perceives that the charity is effective
- Donor knows what to expect with each interaction
- Donor receives a timely thank you
- Donor receives opportunities to make views known
- Donor feels like they're part of an important cause
- Donor feels their involvement is appreciated
- Donor receives info showing who is being helped

<http://www.thedonorvoice.com/national-donor-commitment-study-and-proof-of-link-between-donor-attitudes-and-behavior/>

Hi *{{Informal Name}}*,

I know everything feels upside down right now. We are all living in a state of uncertainty as we begin our journey through uncharted waters.

And yet, the strongest theme I see in communications and social posts is a message of hope.

I'm hearing "we'll get through this together" and it hits home every time, because I know we will.

How? Because **I know this world is full of people like you**. People who care and extend their love out to their community and its members, both furry and non.

On that note, I wanted to share something that I am grateful for right now.

Overhead costs are becoming financial hardships for a lot of nonprofits right now. And while we are *far* from a financial panic, I do know that as a monthly donor, you are the first line of defense against challenging social and economic times.

You remove that worry from Willamette Humane Society because together, **the 432 members of the Golden Hearts Club donate enough to cover all of the shelter's monthly utilities**.

You are **literally** keeping the lights on and the animals cared for as we navigate new shelter operation plans and a chaotic few months.

YOU, our Golden Hearts Club members, are what give us hope.

If you didn't see our email update yesterday, read about shelter changes and covid-19 updates [here](#).

From the animals, staff, and volunteers of Willamette Humane Society, **thank you** for always keeping us on solid ground. You have our hopes for a healthy and safe spring.





Hi *{{First Name}}*:

The last few weeks have been really challenging here at the Y. Thank you for your generosity as you #staywithus by giving a regular, monthly gift when you pay your membership draft.

Because of your donations, your Y is providing:

- Child care for the children of essential workers, keeping hospitals, fire departments, public works, and grocery stores open;
- More than 5,000 meals each week to kids who would normally get healthy meals at school, and who now might not know where their next meal is coming from; and
- Virtual fitness classes, spiritual support, and lots of planning so when we come back, we'll be more than ready to meet the community needs going forward.

Click on the link below to watch a 1-minute thank you message from our CEO, Brent, and his little boy, Tony. **Spoiler: Tony's adorable!**

Your ongoing generosity is not only important to the work of the Y today and into the future, but it's sustaining us in these trying times.

Stay safe and healthy and know you are very much appreciated.

Sincerely,



Hello *{{Informal Name}}*:

Thank you for your gift to the Y over the past three months. These challenging times have been easier because of you. Because of your support:

- Up to 5,000 meals were delivered to children and families every week;
- Children of essential workers were cared for in developmentally appropriate child care sites; and
- People connected through chats, exercise, and fun on our social media platforms via virtual programming.

Your ongoing support and positive and uplifting notes brightened the days and reminded us that together, all things are possible. Thank you for believing in the Y and making this work possible.

Brent Pentenburg, CEO of the YMCA, sends you his gratitude through this short video [message](#).

Thank you for all you do to support the Y in our community!



Donor Thank You April 2020

3 months ago | More



Rock River YMCA PLUS

+ Follow

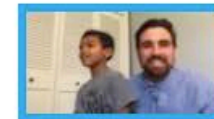
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🔗 Share

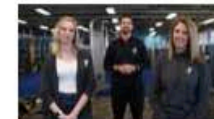
YMCA CEO and his son Tony thank donors for their continued support.

More from Rock River YMCA

Autoplay next video

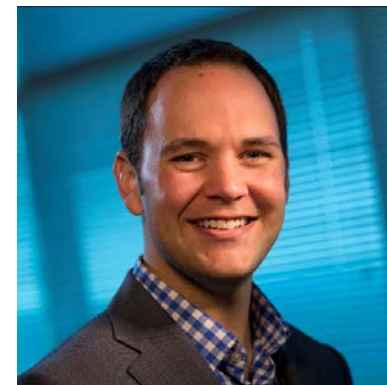


Donor Thank You ...
Rock River YMCA



CEO Video
Rock River YMCA

1. **Open AND close with simple, open-ended questions.** Messages like, “How are you holding up?” and “How are you feeling about X/Y/Z?” give your communications room to breathe, and allow them to be a jumping-off point for future communications.
2. **Use your questions as signposts on the donor journey.** If you haven’t connected with a particular donor, keep it straightforward: “How are you?” is enough. As you move into an ongoing conversation, keep asking questions to engage more deeply with donors. “How has your daily routine changed?” is a great way to get to know not just what donors are doing in these uncertain times, but to take their pulse on their stress level/capacity to engage further/willingness to open up.
3. **Don’t forget the mission.** Ask donors about how they’re thinking about philanthropy, where they perceive need, and if and how they’d like to be involved. This is a crucial point at which the, “I hope you’re well” approach breaks down. Rather than wishing well and leaving it at that, reassure donors that you’re on the path with them.
4. **Answer your own questions honestly.** It’s tempting to appear strong during trying times, but donors are perceptive. “I hope you’re well” automatically puts you in a position of apparent power – it says, “I’ve got this, and I assume you do, too.” But there’s more connective power in being honest. If you’re scared and uncertain, say it. Be mindful about the professional boundaries of the fundraiser-donor relationship, but don’t be afraid to put yourself out there.
5. **Save the hopeful statements for your shared goals.** Instead of the vague, “I hope you’re well,” be more specific and tie any statements to the answers you received from your simple, straightforward questions. “Thank you for sharing your thoughts with me. I hope we can connect and discuss how we can help you find somewhere to volunteer while maintaining social distancing. Can I set up a virtual coffee break for Tuesday at 10:00?” will resonate much more powerfully than a diffuse hope for the future.



Drew Coursin, J.D., CFRE
Senior Donor Advisor at Greater
Twin Cities United Way

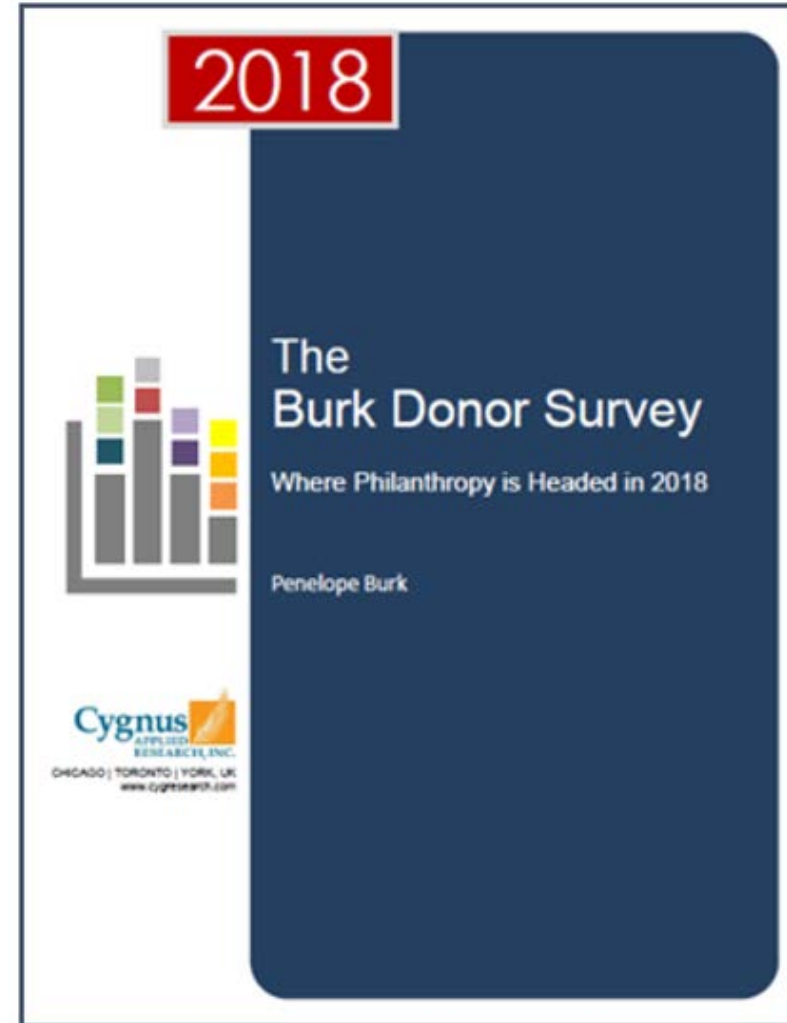
4. Employ the personal touch

The personal touch still works »

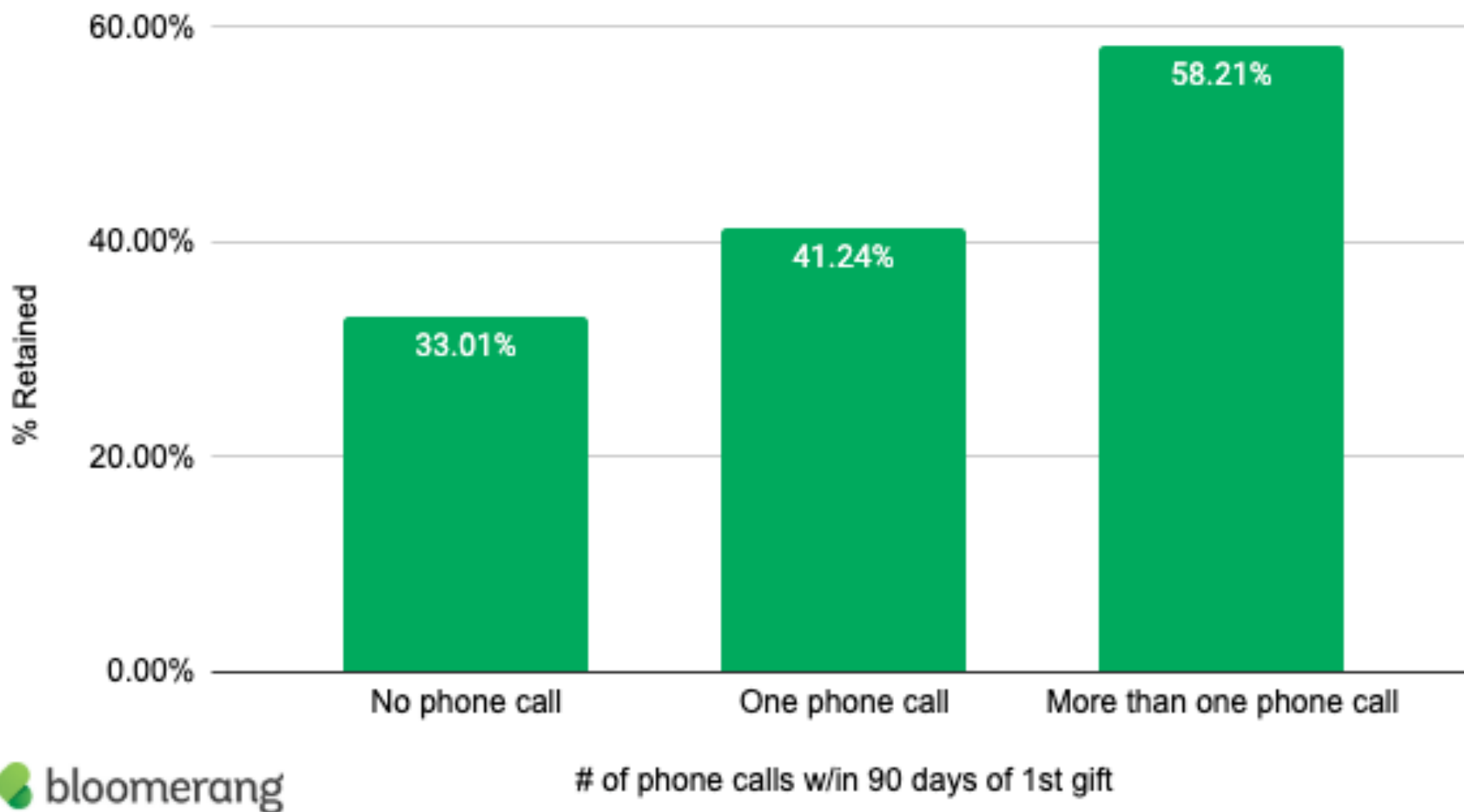
- first-time donors who get a personal thank you within 48 hours are 4x more likely to give a second gift.
(McConkey-Johnston International UK)
- a thank-you call from a board member to a newly acquired donor within 24 hours of receiving the gifts will increase their next gift by 39%.
(Penelope Burk)
- a thank-you letter reaffirming the difference that their donations made increased average gifts by 60% without reducing response rate in comparison to a control group of donors who did not receive this thank-you communication.
(Jen Shang)

The personal touch still works »

- “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.”

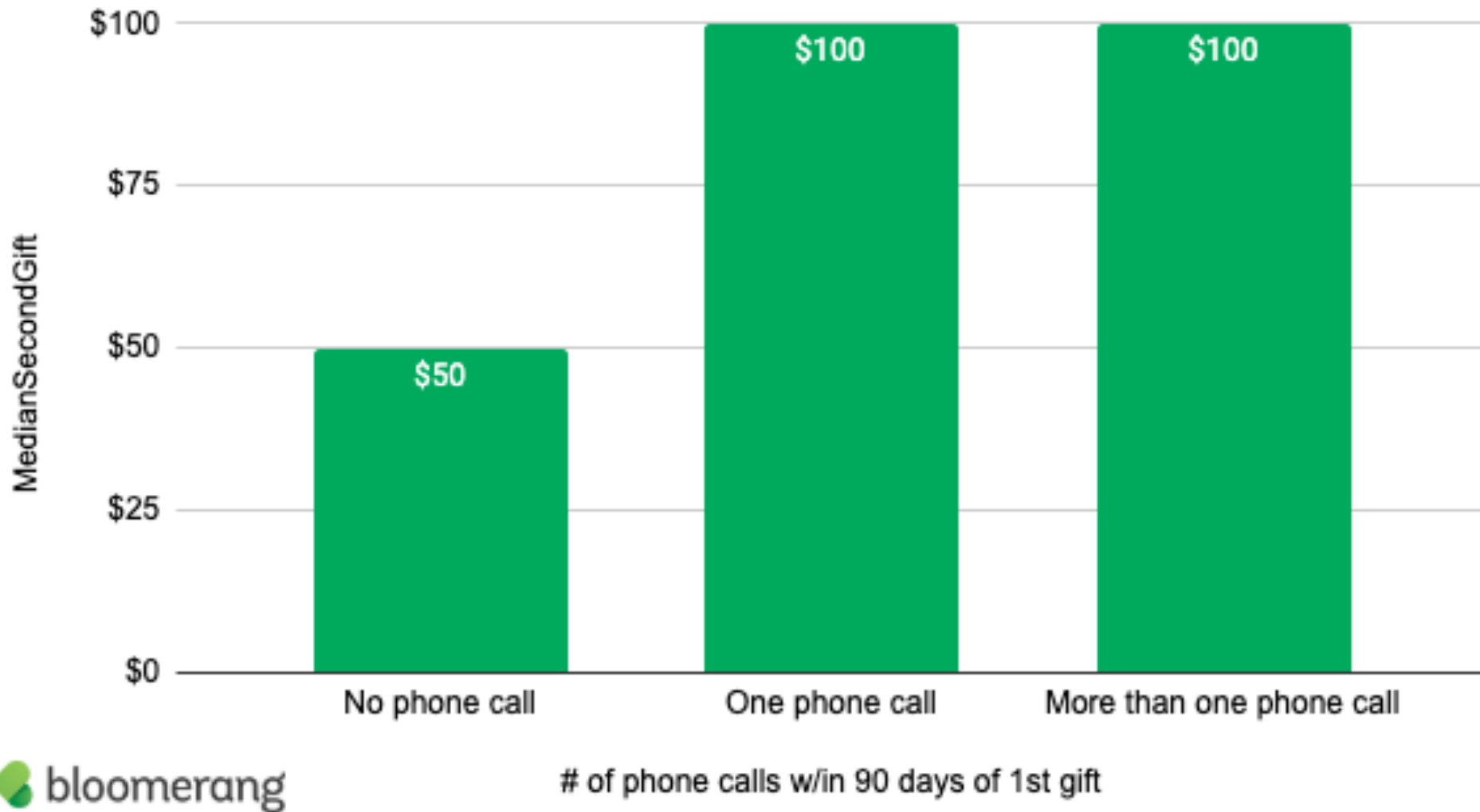


Impact of phone calls on 1st-time donor retention



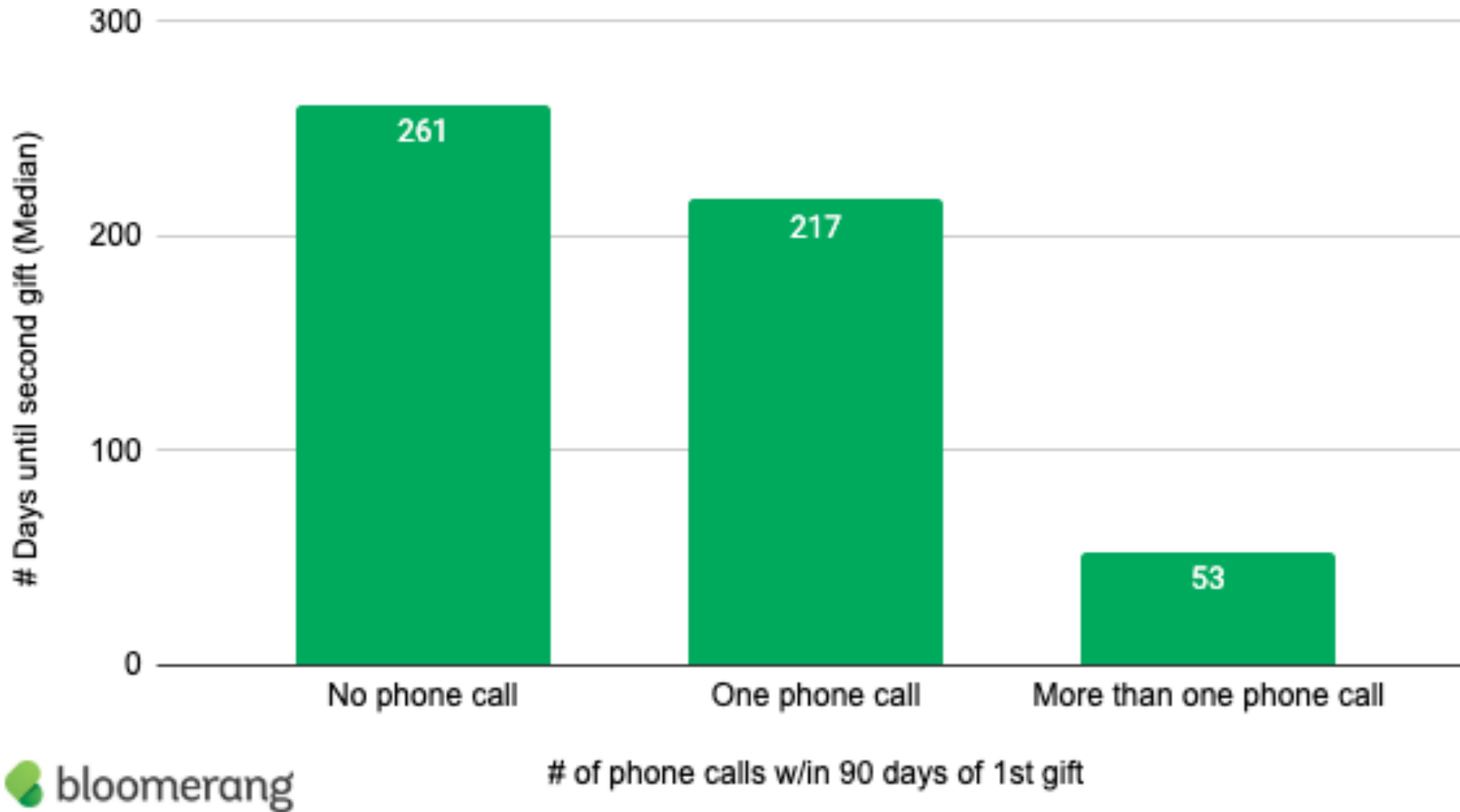
<https://bloomerang.co/blog/actually-calling-donors-to-thank-them-does-make-them-more-likely-to-give-again-and-give-more/>

Impact of phone calls on second gift size



<https://bloomerang.co/blog/actually-calling-donors-to-thank-them-does-make-them-more-likely-to-give-again-and-give-more/>

Impact of phone calls on speed of second gift



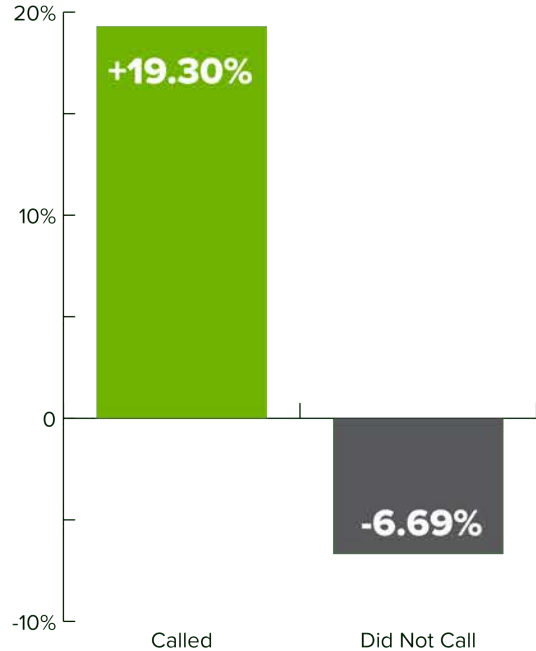
<https://bloomerang.co/blog/actually-calling-donors-to-thank-them-does-make-them-more-likely-to-give-again-and-give-more/>

Percent Change in Revenue (compared to March/April 2019)



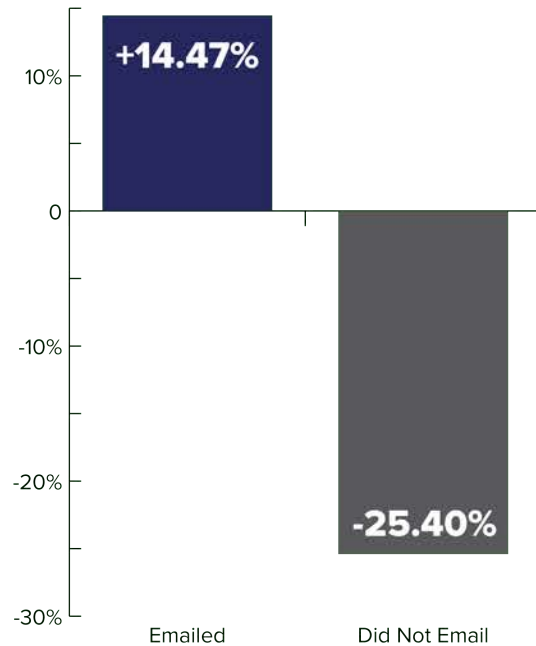
Customers are grouped based on whether or not they recorded any interactions through each channel between March 1st and April 30th.

Phone Calls



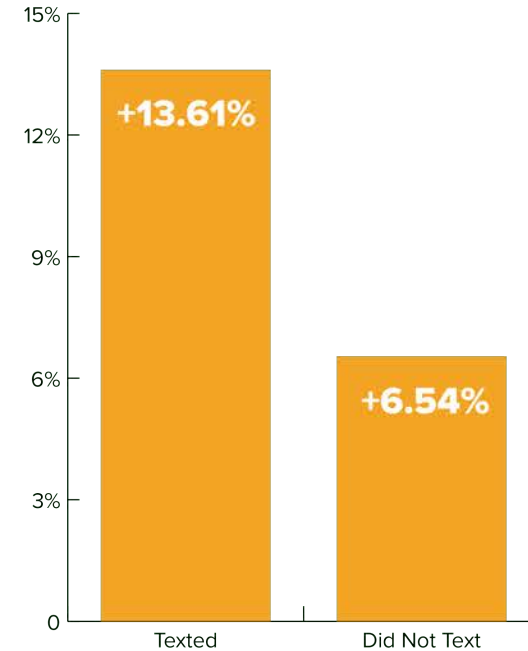
Phone Calls	Customers	%
Called	955	24%
Did Not Call	3,056	76%

Personal Emails



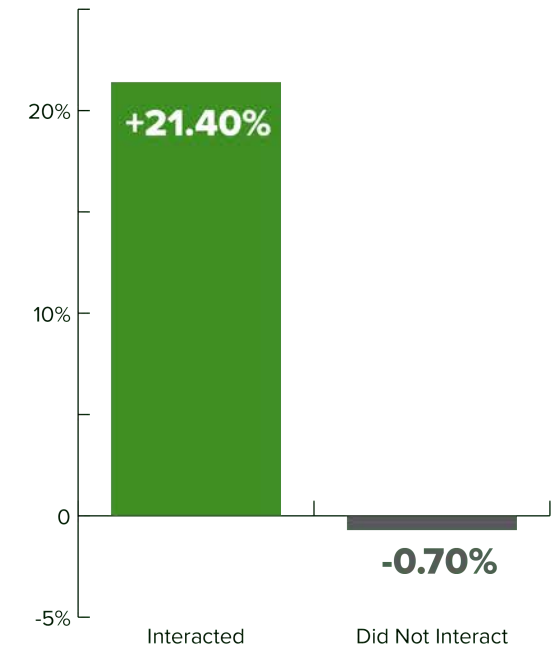
Personal Emails	Customers	%
Emailed	2,185	54%
Did Not Email	1,826	46%

Text Messages



Text Messages	Customers	%
Texted	187	5%
Did Not Text	3,824	95%

In-Person Interactions



In-Person	Customers	%
Interacted	629	16%
Did Not Interact	3,382	84%

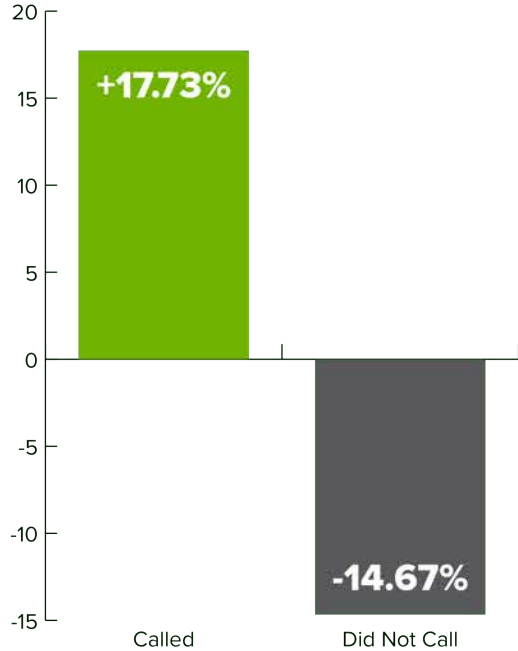
<https://bloomerang.co/blog/data-shows-the-effectiveness-of-personal-outreach-to-donors-during-covid-19/>

Percent Change in Revenue (compared to Spring 2019)



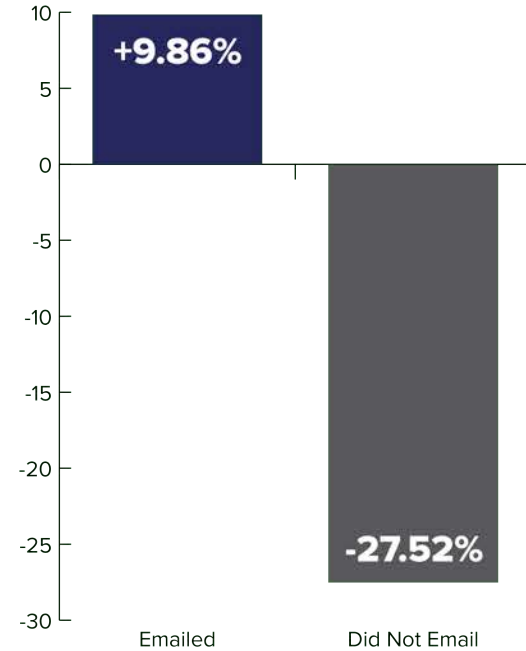
Customers are grouped based on whether or not they recorded any interactions through each channel between March 1st and May 31st.

Phone Calls



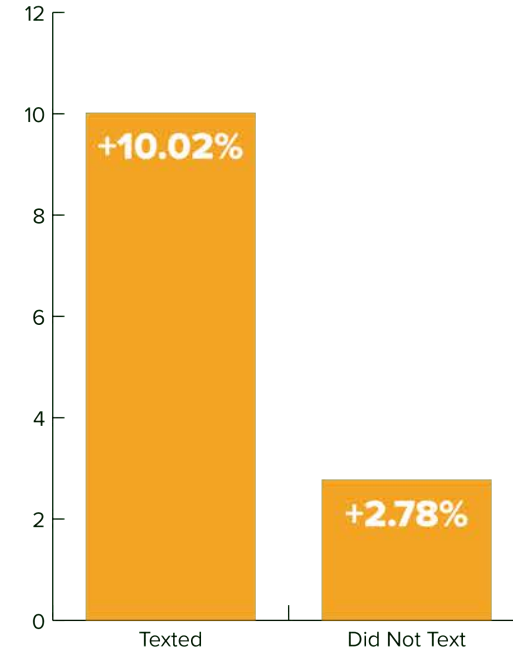
Phone Calls	Customers	%
Called	1,085	26%
Did Not Call	3,015	74%

Personal Emails



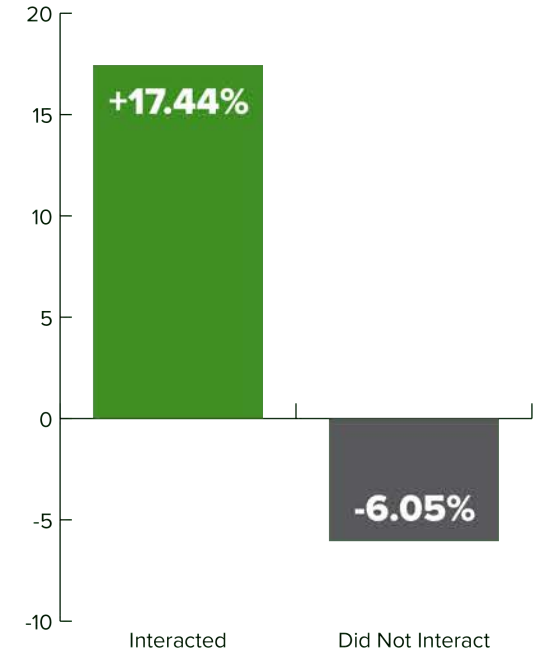
Personal Emails	Customers	%
Emailed	2,360	58%
Did Not Email	1,740	42%

Text Messages



Text Messages	Customers	%
Texted	234	6%
Did Not Text	3,866	94%

In-Person Interactions



In-Person	Customers	%
Interacted	729	18%
Did Not Interact	3,371	82%

<https://bloomerang.co/blog/data-shows-the-effectiveness-of-personal-outreach-to-donors-during-covid-19/>

Thank you!



Mike Elliott <melliott@outreachindiana.org>

Nov 2 (5 days ago) ☆



to me, Eric ▾

Hi Steven,

Thank you so much for becoming a monthly donor! You and your family give Outreach the ability to bring hope to homeless youth. I have made a quick 2min video for you to share what your monthly gift does for the mission of Outreach – [click here to view](#)

Thank you again, Eric, and I are truly humbled to have your support in the mission of Outreach.

Mike Elliott | Director of Development
[2416 E. New York St Indianapolis, IN 46201](#)
Direct: [317-653-1545](tel:317-653-1545) Mobile: [317-600-9561](tel:317-600-9561)



OUTREACH
Hope for homeless youth

outreachindiana.org

317-951-8886



Thank you Steven!



<https://share.vidyard.com/watch/rh6mDE1mrwLKqZChs2bPfs>

5. Events: be creative and decisive

THANK YOU TO OUR GENEROUS PARTNERS:

BMO Harris Bank

Healthier Drivers
LIFEPOINT HOTELS

HomeVest
Company

Hyberg

Shibley

There's
no place
like 203

203 NAPERVILLE
EDUCATION FOUNDATION

27TH ANNUAL
BUILDING A PASSION
FUNDRAISER



Now more than ever, we need your generous support.

For the first time in 27 years, the Naperville Education Foundation is canceling our major fundraising event, the Annual Building a Passion breakfast.

After careful consideration and review of the remaining school year calendar, we are unfortunately unable to reschedule this year's event.

Our programs like the Kid Booster Anonymous Fund depend on the funds raised at this event.

Our goal was to raise \$100,000 to support the students of Naperville 203 through ticket sales and donations at the event.

We are bracing ourselves for the impact that this virus will have on our most at-risk students and families. We hope you will consider a donation to NEF to support our students.

Donate at www.cherryfish.com/NEF2020

[DONATE NOW](#)

Thank you for being a part of our giving and generous community. **NOW is the time YOU can make a difference.**

Hi *{{Informal Name}}*,

While you might have already seen [our recent announcement](#) about postponing shelter events due to rising COVID-19 concerns, we wanted to reach out about the open forum we had scheduled for this Wednesday, March 18, which we invited you to attend in our letter about exploring the future path of Willamette Humane Society.

Following the recommendations of public health officials, **we are postponing this gathering to ensure the health and well-being of our community.**

Our shelter team is closely monitoring the situation and we plan to reschedule this open forum as soon as it is safe to do so. We will communicate this new date and time as soon as possible. This is an important conversation that we look forward to continuing with you all. And while we are not able to have it in person yet, we welcome your phone calls and emails until then.

We know the world is chaotic right now and we're sending our thoughts out to you all. Rest assured, in the spirit of non-profit service, we will get through this. Together. Thank you for your continued understanding, support, and cooperation.

In Good Health,

A handwritten signature in black ink, appearing to read "BJ Andersen".

BJ Andersen, CAWA
Executive Director

A handwritten signature in black ink, appearing to read "Tracy Crandall".

Tracy Crandall
President, Board of Directors

Learners to Leaders: Onward



Dear ,

As the Executive Director of Peace Community Center, I want to thank you for your support of this year's Learners to Leaders event. In response to Governor Inslee's guidelines limiting large events, **Peace is moving forward with its annual benefit dinner with a first ever virtual Learners to Leaders.**

Now more than ever, our students, community and organization need your support. While this event will not be held at the Tacoma Convention Center, **please keep March 27th on your calendars because Peace is still Leveling Up with the goal to raise \$100,000 to invest in the incredible students and families we serve.** Please stay tuned for additional information in the coming weeks on how you can make a meaningful investment in your community, and thank you for standing with us.

In partnership,

A handwritten signature in black ink that reads "Heidi Paralle".

You can support students like Imahni today!



[CLICK HERE](#) or on the video to hear from Imahni!

Today is the day: March 27th. The original plan was for all of us to gather at the Tacoma Convention Center tonight to celebrate students like Imahni and their countless achievements. While you are missing out on this tasty dinner and fun evening, Hilltop students are missing out on so much more.

Thank you to everyone who has already shown their support and taken a stand with Hilltop students when needed most. If you have not yet made your gift, today is the day to take action! **YOU can have a critical impact on Hilltop students as they face many unknowns and new ways of learning to finish their school year.**

Your dollar today will make an even bigger impact than ever before. In this last plea, **we are asking one more time for your support to help Hilltop students like Imahni reach their full potential.** You can join your community in supporting incredible students.

Thank you for standing with us and investing in a brighter future!

THANK YOU for Your Commitment to Our Community!!



[CLICK HERE](#) or on the video to hear from our Executive Director, L. Denice Randle!

Dear ,

I am excited to share that, collectively, we raised nearly \$118,000 to support the educational achievements of our Hilltop scholars!!

As an organization, we are incredibly grateful for the generosity shown by our community via Peace's first virtual Learners to Leaders campaign. While it is not the platform we were anticipating, it was important that this current crisis didn't waiver our spirits in achieving our goal for our students. The outcomes of our event could not be possible without the generosity of our faithful community.

Your investment in our organization affirms the value you place, on education, our children, our young adults and our families. There is no greater return on investment than the investment in talented and hardworking children and young adults who are passionate about leading lives of purpose and serving their communities.

I literally cannot thank each of you enough. Because of you, Peace Community Center will be able to continue our investment in the academic growth of our students; one-on-one coaching; tutoring; STEAM focused enrichment and so much more. I am honored and grateful to have each of you as partners in this great work. As an entire organization, we THANK YOU!!



If you cancel »

We will be offering refunds to all ticket purchasers (assuming you purchased your tickets from our authorized vendor, Front Gate). Within the next day or two, we will be emailing ticket holders with information about the process for securing your refund.

We are grateful to those of you who have inquired about converting your ticket purchase to a tax-deductible donation. This is indeed possible and we will include details about that option as well.

We are very grateful for the kind words and support that we have received from so many of you.

[Plan Your Trip](#) [Sponsor or Exhibit](#) [At the NTC](#) [Speakers](#)

Donate Your Registration

Thank you for donating your registration. Refunding 20NTC registrations creates a financial challenge for NTEN. We still need to fulfill conference contracts, regardless of whether the event happens, and your donation will help us to offset those costs.

If you would like to donate your registration fee, please fill out this form and let us know. All tax deductible donation receipts and cancellations will be sent by April 30.

We appreciate your support.

Thanks for contacting us.

All tax deductible donation receipts and cancellations will be sent by April 30.

If you cancel »

- Automatically convert to donation
- Give donor opportunity to opt out, get refund

Final thoughts »

- Don't decide for donors
- Acknowledge gifts in extraordinary times
- Embrace peer-to-peer
- Pick up the phone
- Events: don't leave people hanging

bloomerang's
Webinar Series



hosted by
Steven Shattuck



bloomerang.co/resources/webinars

ABSOLUTELY FREE RESOURCES

All of our fundraising knowledge at your fingertips!

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

<https://bloomerang.co/resources/covid19/>

COVID-19 Fundraising Advice Library

We are here to help.

[Browse Now](#)

Donor management software
nonprofits actually love to use.

WATCH A VIDEO DEMO

bloomerang.co/demo/video

Questions? »

steven.shattuck@bloomerang.co

@StevenShattuck

robotsmakebadfundraisers.com

