



FUNDRAISING WEBINAR

# **Fundraising in Crisis: What We Have Learned & What We May Have Forgotten**

MONDAY, MAY 4, 2020 | 1 PM EST



**Billy Dunn, M.S.**

Senior Consultant, The Center Consulting Group



**Scott Keating, M.S.**

Senior Consultant, The Center Consulting Group  
Vice President for Advancement, Lancaster Bible College



**Cameron Martin, M.A.**

Consultant, The Center Consulting Group  
Director of Development, Reading Hospital Foundation

History shows that organizations that reduce fundraising efforts during times of crisis face a difficult future, whereas those that stay the course, make strategic adjustments and come out stronger.

# THE SAFER WAY TO BUY OR TRADE A CAR



Shop for cars 100% online from the safety and comfort of your home, with touchless delivery to keep our customers and employees even safer.

**CARVANA**



2 • 12:00 PM Today    Nearby

**Get inspired** [View all](#)

**Philadelphia Restaurants Offering Unique Delivery and Takeout**

**Discover Philadelphia**

**Browse by cuisine**

- American
- Italian
- Seafood
- Steak

**Explore the area**

- Skippack (1)
- Northern Liberties (1)
- Rittenhouse Square (1)
- King Of Prussia (1)
- Main Line (1)
- Swedesboro (1)

Home    Search    Saved    Reservations    Notifications

2 • 12:00 PM Today    Nearby

**Takeout available** [View all](#)

**Torre Restaurant**  
\$\$ • Mexican • ★ 4.7 (1,400)

**Melt**  
\$\$\$ • Italian • ★ 4.6 (3,500)


**Give to a restaurant** [View all](#)

**Bud & Marilyn's**  
\$\$ • American • ★ 4.7 (3,508)

**The Victor Cafe**  
\$\$ • Italian • ★ 4.9 (3,500)

**Order a gift card** [View all](#)

Home    Search    Saved    Reservations    Notifications


[Sign Up](#)
[Donate](#)

[RACE INFO](#)
[EVENT INFO](#)
[SIGN UP](#)
[GROUP/TEAMS](#)
[FIND A PARTICIPANT](#)
[DONATE](#)
[MORE](#)

## Rock N' Run 10K, 5K, & Kids Fun Run: Now a Virtual Event

Fri May 1 - Sun May 31, 2020  
 Allentown, PA US 18104 [Directions](#)

[f](#)
[t](#)
[o](#)

EVENTS

Save the Date for  
**#GivingTuesdayNow** on May 5th!

*Click here to see how you can support nonprofits during the COVID-19 crisis.*






# Things to Remember When Fundraising in a Crisis

- 01 This is not our first crisis.
- 02 Fundraising can be unpredictable because people can be unpredictable.
- 03 Don't make drastic changes to your plan.
- 04 Donors = loyal customers

# Working Your Plan Under Pressure

- 30–60–90 day goals
- Rank your donors
- Review and update your list of potential donors
- Keep accurate records of gifts and information shared
- Make sure you are providing clarity and transparency for your donors
- “Wait and see” is not a successful plan
- Don’t say “no” for your donors
- Pray, Pray, Pray

# The Power of Story

“I’ve never asked anyone for a gift. Not ever. I let them know about my dreams and vision for the future. I explain how important the program is and about the lives it affects. When I finish, it seems I never have to ask. They always come forward with what they want to do. It has become their dream and vision.” – *Dr. Vartan Gregorian, former president of Brown University*

- We need to be crafting our narrative to sell dreams.
- You don’t need to feel compelled to connect your story to Covid-19.
- Story telling is one of the most powerful tools we have in our toolbox.



# Ideas to Consider Implementing

1. Set a goal for connecting with so many of your constituents each day:
  - 5 hand-written notes
  - 8 emails
  - 15 phone calls
2. If you aren't setup for online giving, now would be a great time to put that option in place for your donors.
3. If your church or organization has never done face-to-face soliciting, or in this current environment phone-to-phone solicitation, it might be a good time to challenge your organizational paradigms.
4. This is a particularly good time to have conversations around planned giving. Your constituents may be thinking about end of life issues more than normal. It is a way for some who feel like they may not be in a position to make a gift now to do so.
5. The Cares Act makes provision for donors who itemize to contribute up to 100% of AGI for 2020 in cash gifts. In all likelihood, there are some in your circles who are still in a position to make significant gifts and this might just be the time for them to give more than they normally do. Check with your tax advisors.

# Ideas to Consider Implementing

6. Use technology – Phone calls, video calls, sending videos, texts, emails, etc.
7. Use snail mail...yes, snail mail
  - Handwritten notes are still appreciated.
  - Direct mail, while expensive, is driving in revenue.
8. Keep building trust with donors – Building trust with donors is one of the most important jobs, and “staying with” a donor during a time of crisis will give you and the organization.

# Q&A

“

Refuse good advice  
and watch your  
plans fail; take good  
counsel and watch  
them succeed.

”

– *Proverbs 15:22*

If you would like to talk to a  
member of our consulting team,  
contact Sarah at 215.723.2325 or  
[sderstein@centerconsulting.org](mailto:sderstein@centerconsulting.org).

