



COVID-19 FUNDRAISING SUCCESS STORIES

What We Learned From Successful
Nonprofits In March and April



TUES JUNE 9, 2020 | 1PM ET | 12PM CT | 11AM MT | 10AM PT

HOSTS



Kelly Velasquez Hague
VP of Content Marketing
OneCause



Steven Shattuck
Chief Engagement Officer
Bloomerang

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





<https://bloomerang.co/dei/>

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.

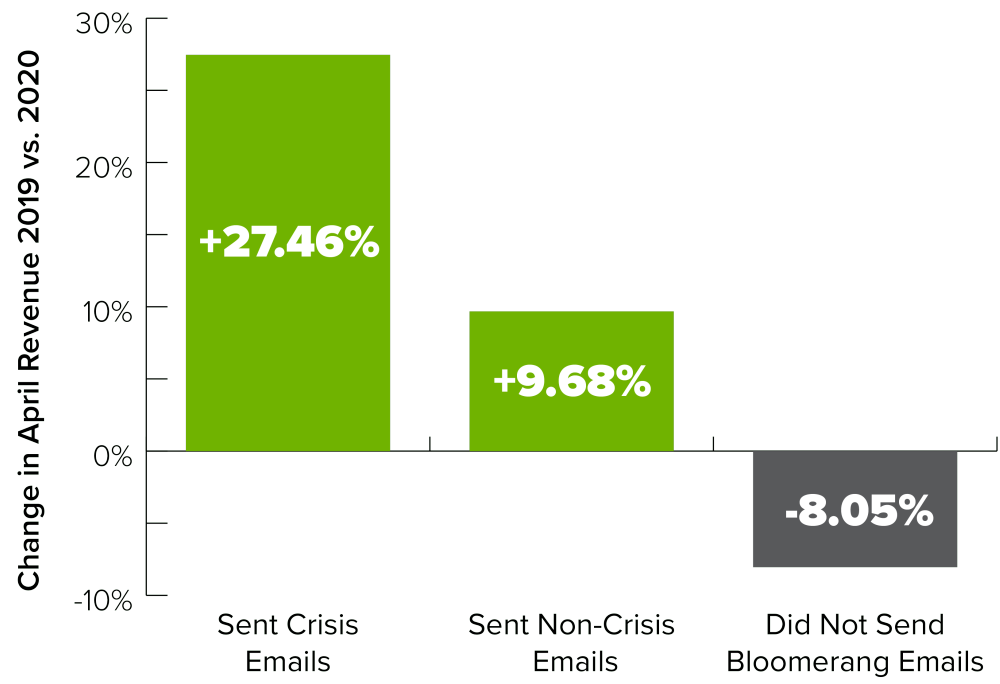
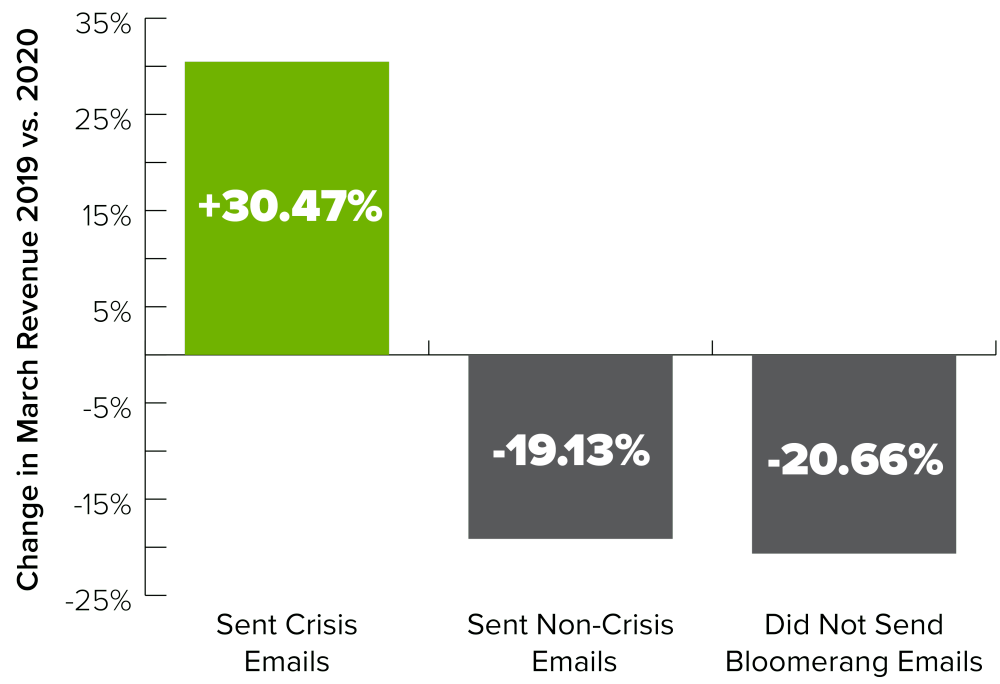
You are worthy of support.

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

 [View Tweet activity](#)

201 Retweets **552** Likes

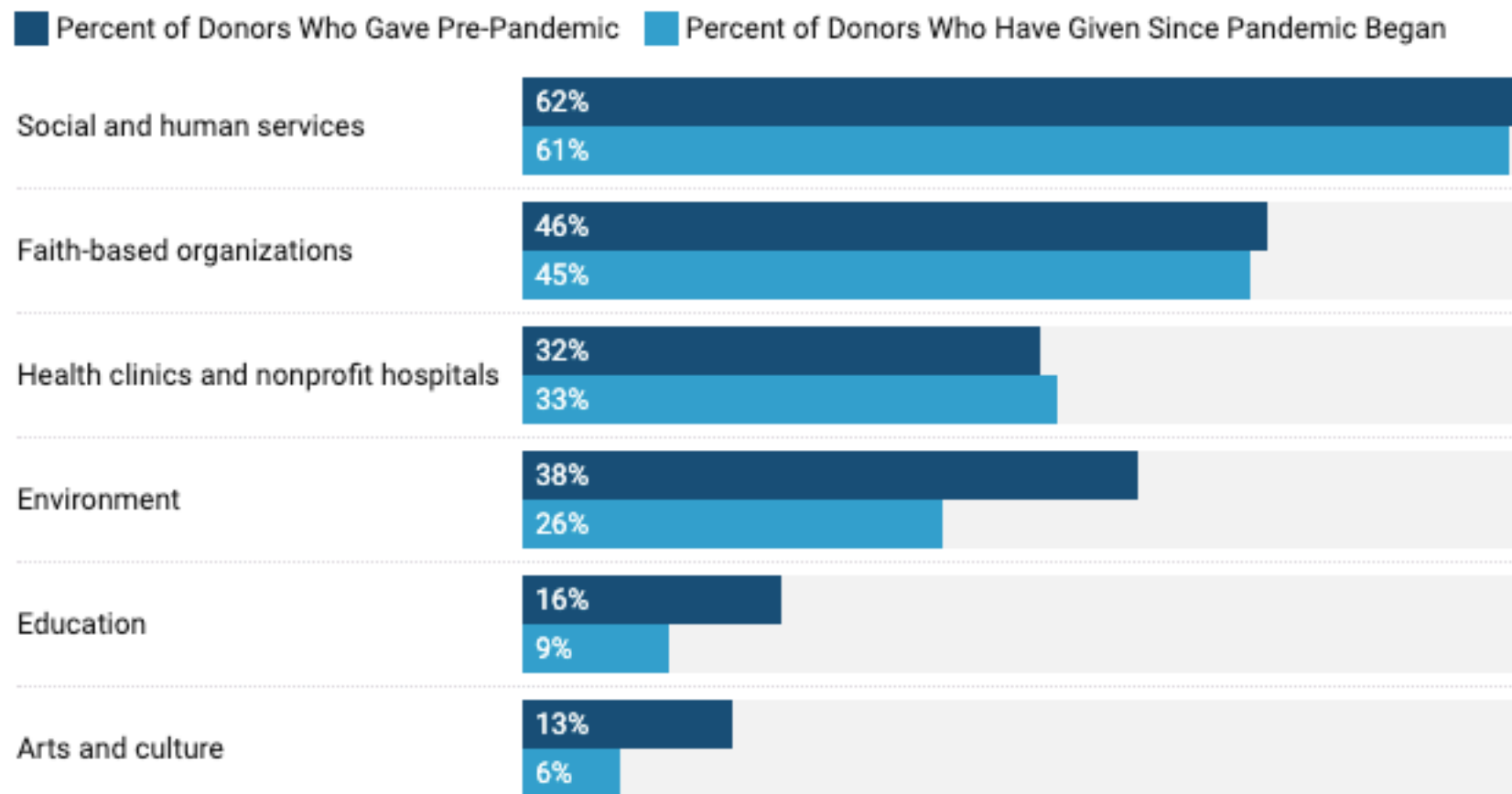
Don't stop fundraising »



<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.

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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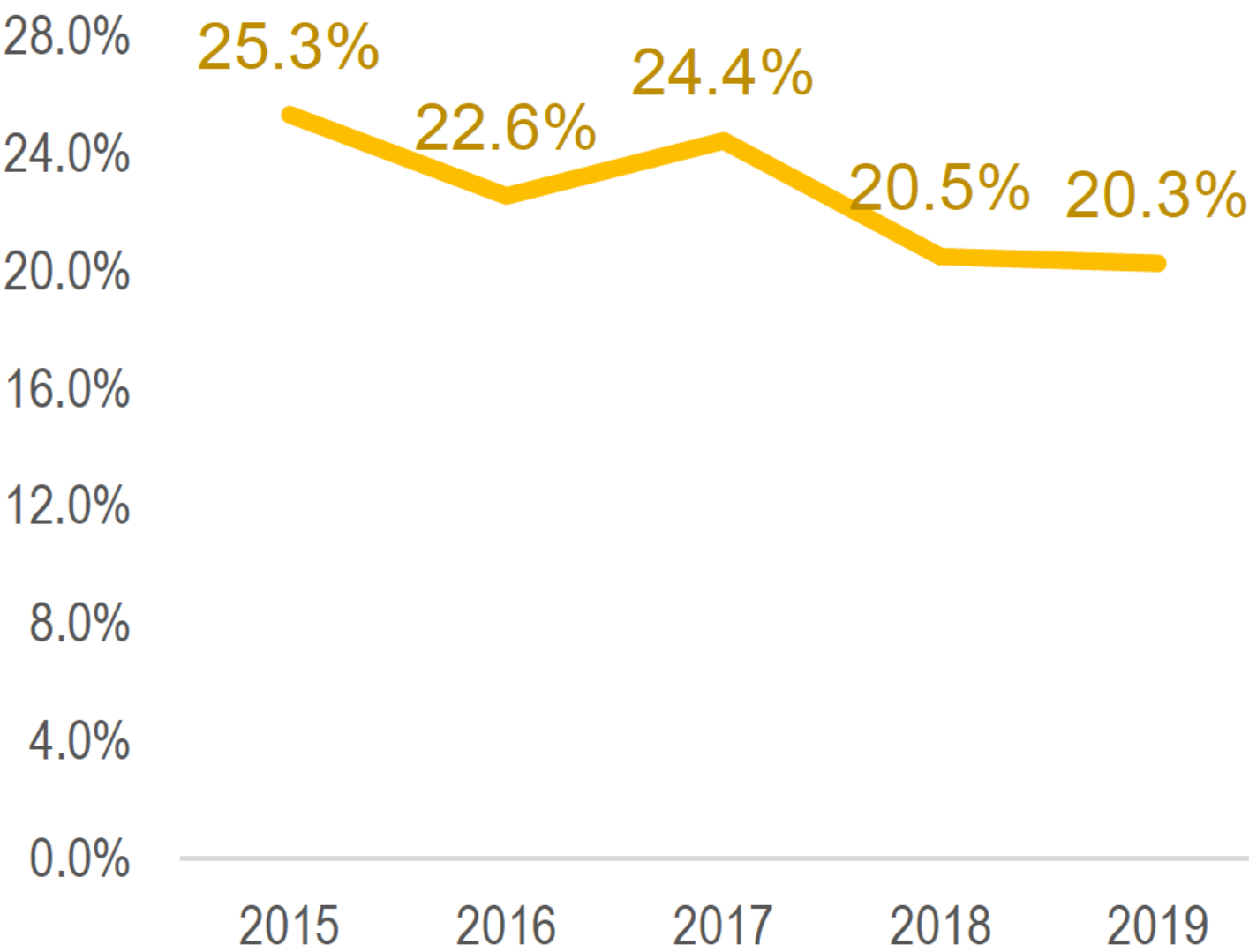


My favorite “COVID” segments »

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 »



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



**girls
inc.**

Inspiring all girls
to be strong,
smart, and bold

Girls Inc.
of Greater Indianapolis
3935 N. Meridian Street
Indianapolis, IN 46208
(317) 283-0086
girlsincindy.org

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President & CEO



Dear Steven,

On behalf of Girls Inc. of Greater Indianapolis, I want to thank you again for your support of girls in the Greater Indianapolis community. You are now part of our Girls Inc. family that equips girls with the skills needed to face the challenges of today and prepare for a bright tomorrow.

We know you chose to give your gift because you share our understanding of the obstacles that girls face in today's world.

- Over 70% of girls ages 15 to 17 avoid normal daily activities like attending school when they feel negatively about their looks.
- Indiana ranks 46th of 50 states with regard to the wage gap between men and women, with women earning only 74 cents for every dollar men earn.
- Children in homes where domestic violence is present are 1500% more likely to become victims themselves.

The collective financial support from donors like you provides developmentally-appropriate, hands-on programming that prepares girls to overcome these and other obstacles.

- **Redefining Beauty:** Redefining Beauty builds self-esteem and self-confidence in girls by confronting body image stereotypes and identifying healthy lifestyle habits.
- **Young Women in Leadership (YWIL):** A year-long program for emerging leaders in high school, YWIL helps them focus on leadership development and college and career preparedness.
- **Project BOLD:** Project Bold helps girls identify resources and people to increase their personal safety, while providing basic self-defense techniques. This violence-prevention program provides a safe environment for girls to ask questions, get answers, and feel supported.

Our work extends far beyond these three programs. You are supporting over 4,000 girls annually through hundreds of programs happening all around Indianapolis. You can be confident that we are using your gift wisely as we continuously reassess our curriculum, train engaged volunteers, and strive for more positive outcomes. We want you to know that our mission of inspiring all girls to be strong, smart, and bold is one we are happy to share with you. We look forward to continuously striving to better prepare girls for a life of creativity, empowerment, and growth with you.

Sincerely,

Madeleine

Madeleine Smith, CFRE
Vice President of Development & Public Relations

*We are grateful
for you!*

Stay connected to Girls Inc. Indy by following us on social media and signing up for our newsletter at www.girlsincindy.org under "Connect With Us."



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.



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

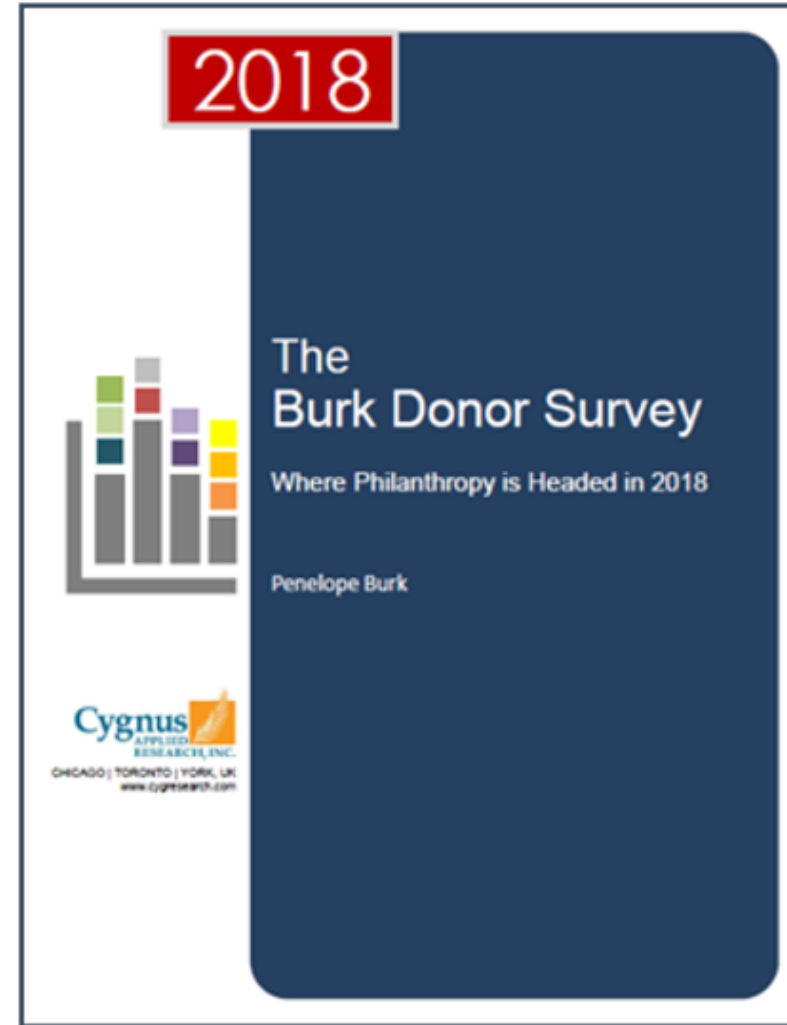
4. Employ the personal touch

The personal touch still works »

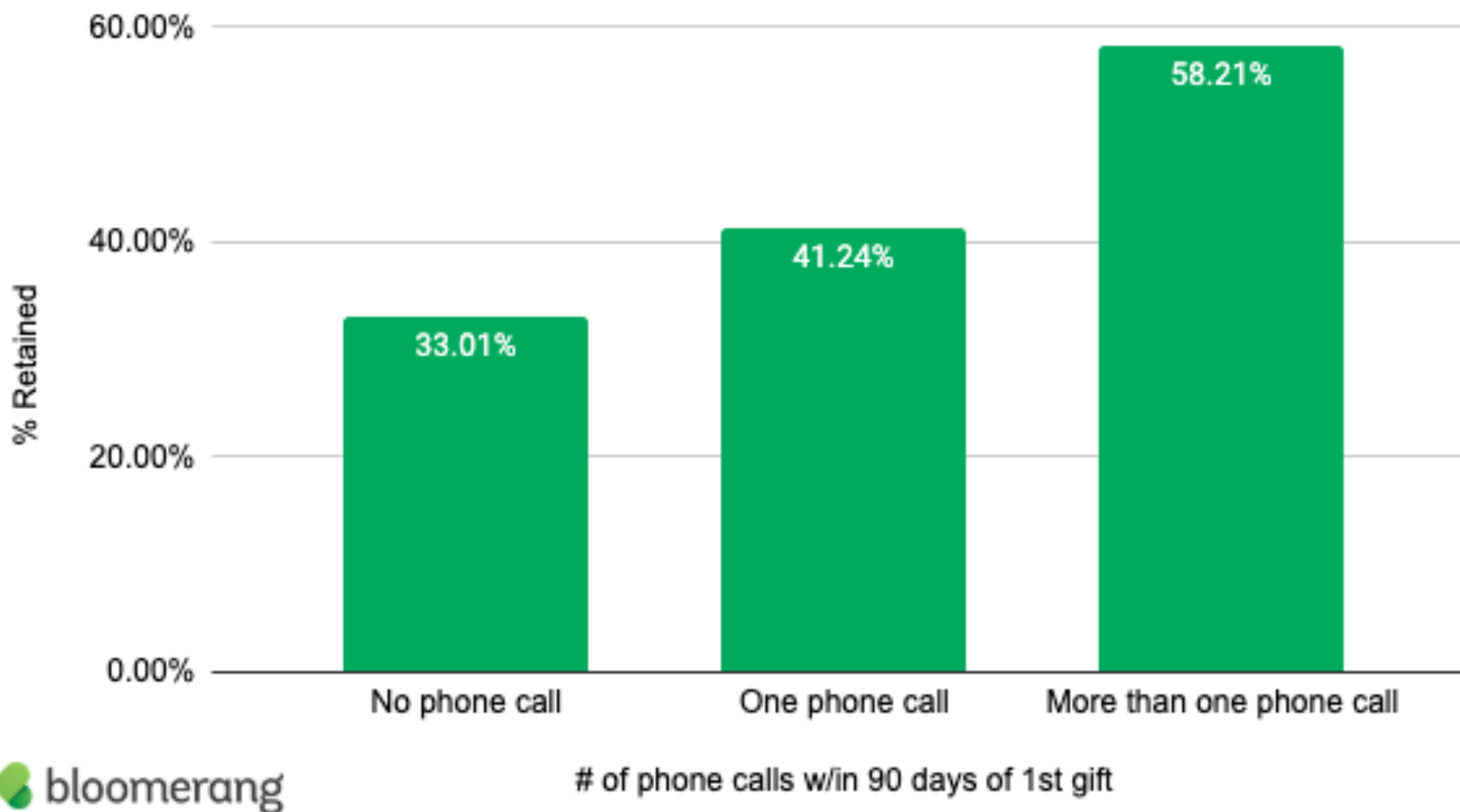
- first-time donors who get a personal thank you within 48 hours are 4x more likely to give a second gift.
(McConkey-Johnston International UK)
- a thank-you call from a board member to a newly acquired donor within 24 hours of receiving the gifts will increase their next gift by 39%.
(Penelope Burk)
- 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.”

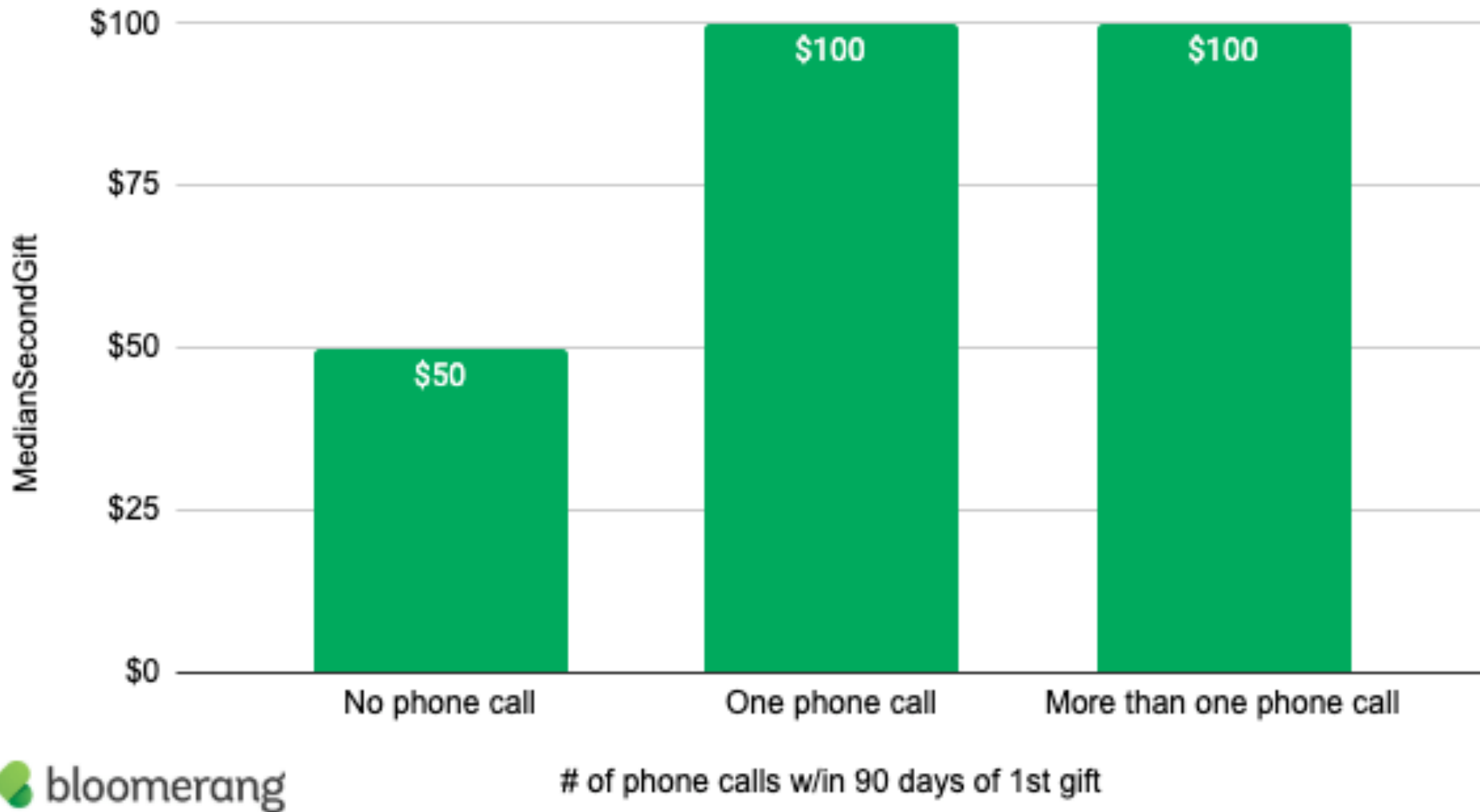


Impact of phone calls on 1st-time donor retention



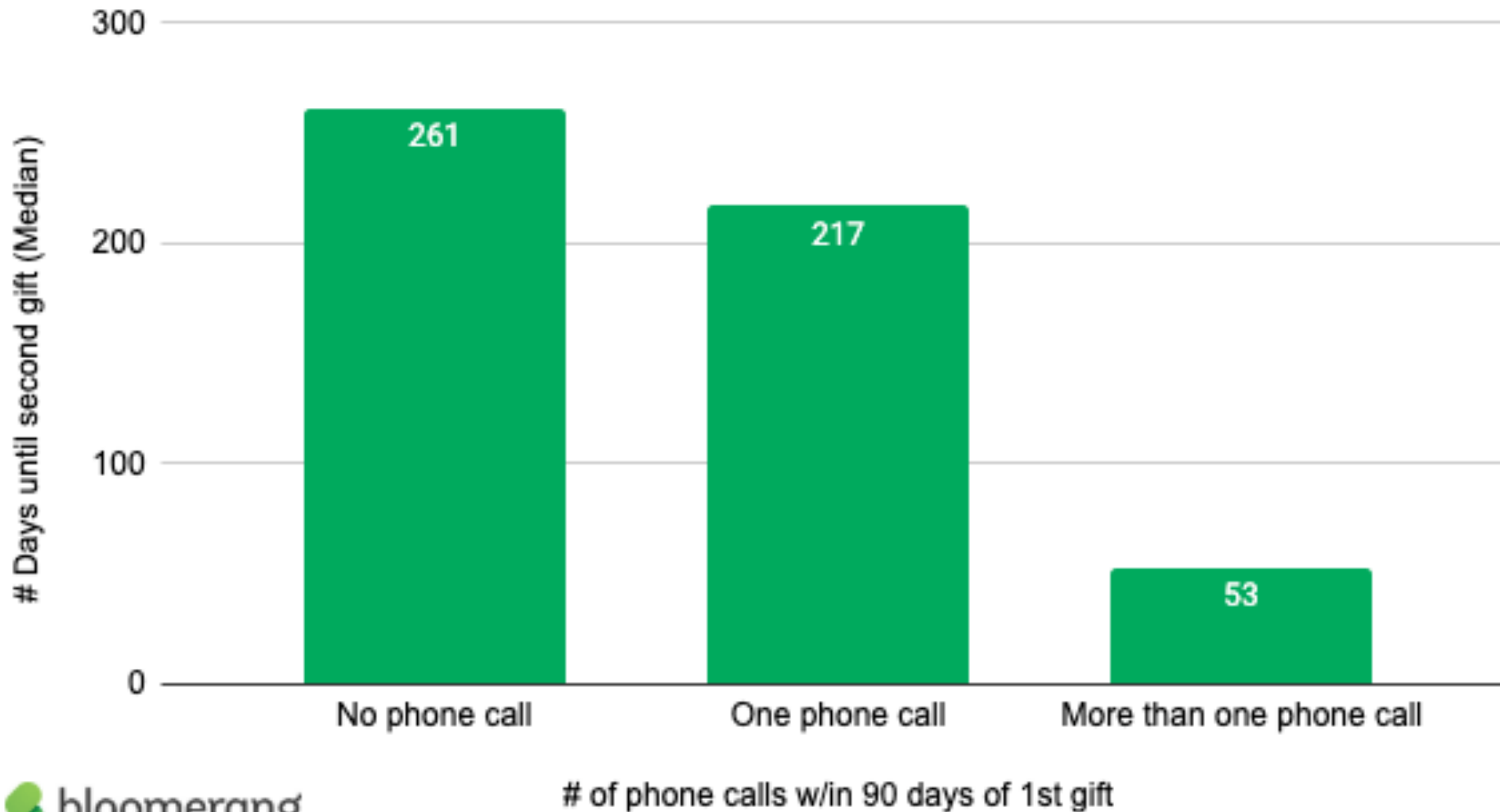
<https://bloomerang.co/blog/actually-calling-donors-to-thank-them-does-make-them-more-likely-to-give-again-and-give-more/>

Impact of phone calls on second gift size

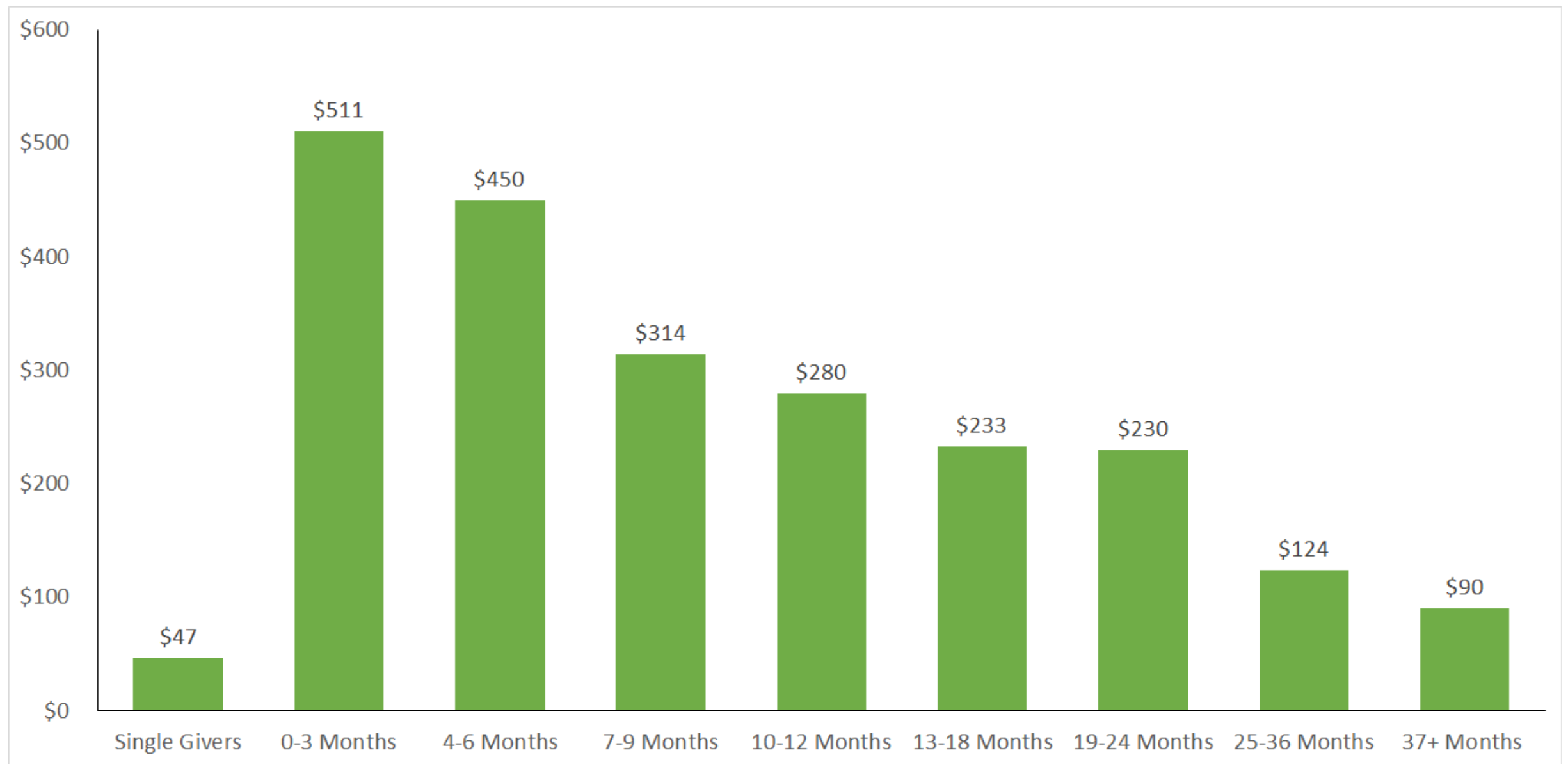


<https://bloomerang.co/blog/actually-calling-donors-to-thank-them-does-make-them-more-likely-to-give-again-and-give-more/>

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/>



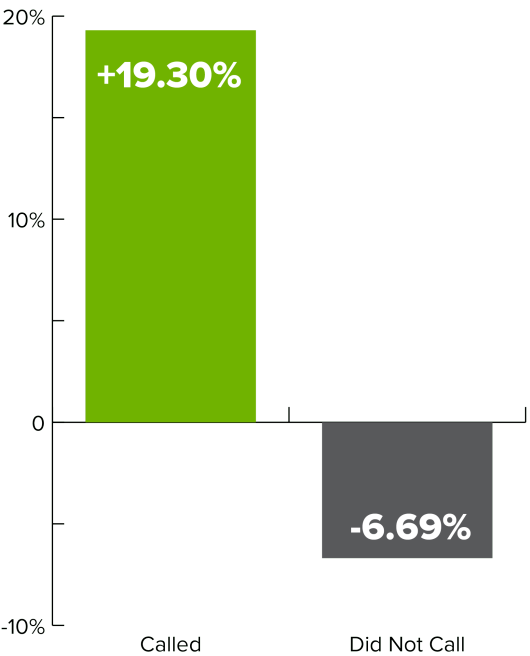
<http://www.analyticalones.com/the-exponential-importance-of-second-gift-timing/>

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



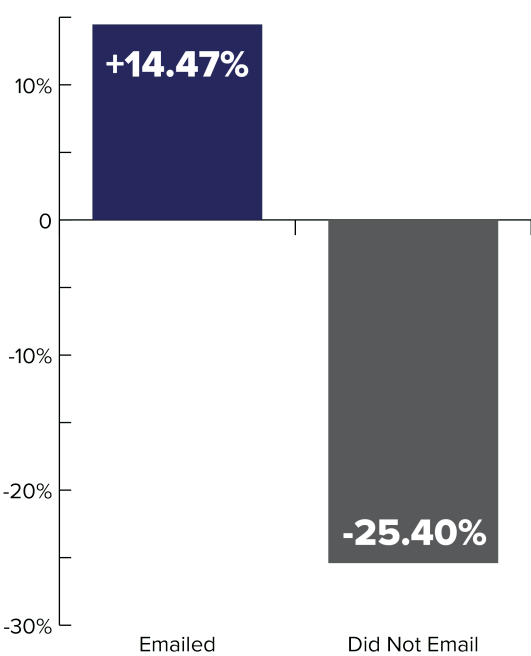
Customers are grouped based on whether or not they recorded any interactions through each channel between March 1st and April 30th.

Phone Calls



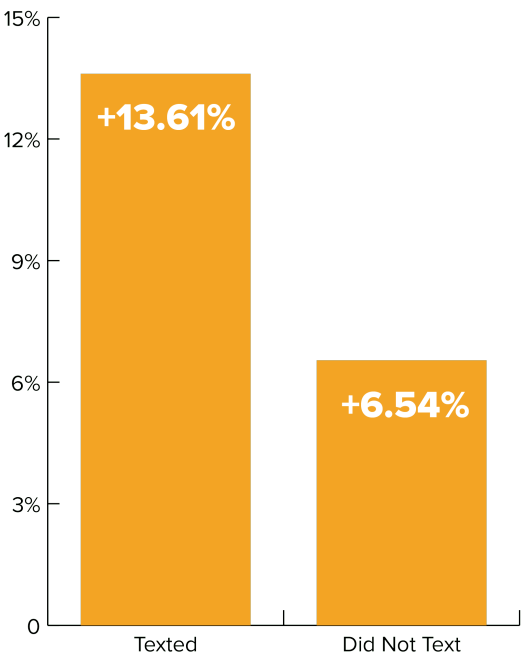
Phone Calls	Customers	%
Called	955	24%
Did Not Call	3,056	76%

Personal Emails



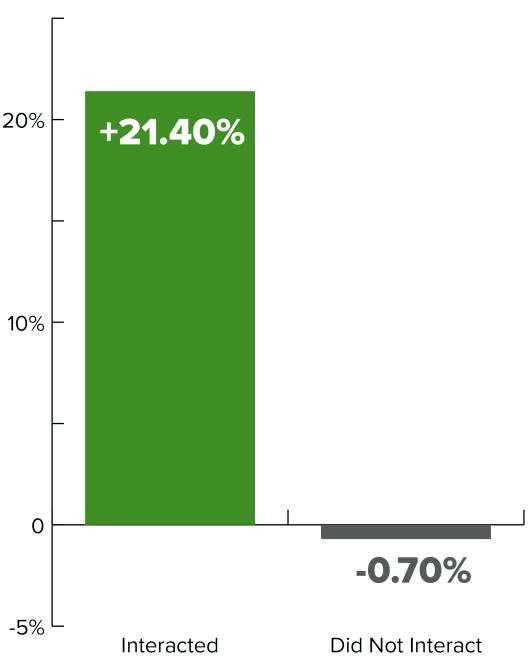
Personal Emails	Customers	%
Emailed	2,185	54%
Did Not Email	1,826	46%

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%

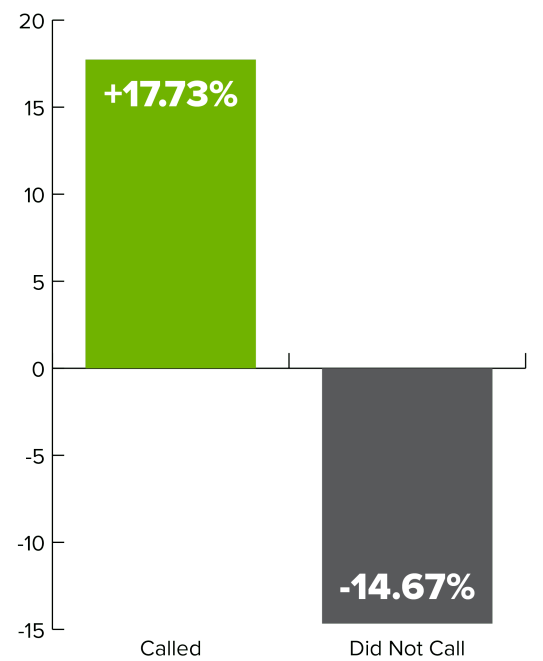
<https://bloomerang.co/blog/data-shows-the-effectiveness-of-personal-outreach-to-donors-during-covid-19/>

Percent Change in Revenue (compared to Spring 2019)



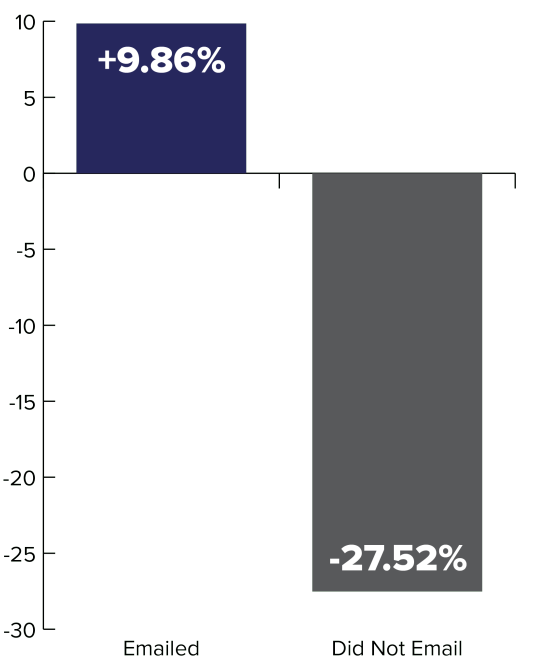
Customers are grouped based on whether or not they recorded any interactions through each channel between March 1st and May 31st.

Phone Calls



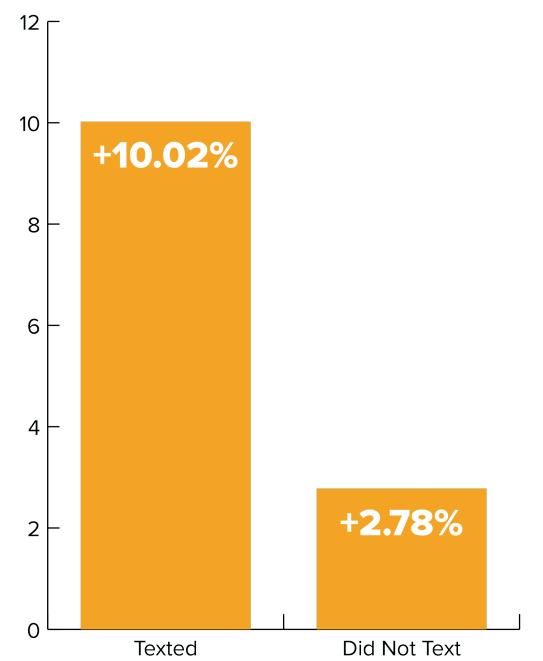
Phone Calls	Customers	%
Called	1,085	26%
Did Not Call	3,015	74%

Personal Emails



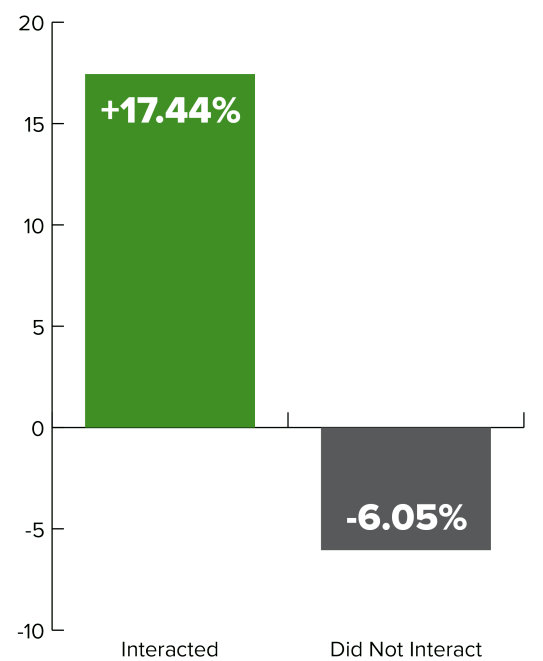
Personal Emails	Customers	%
Emailed	2,360	58%
Did Not Email	1,740	42%

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](#) Mobile: [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

Raise
2020

WE'RE GOING VIRTUAL

2 Days of Online Learning & Networking

SEPTEMBER 14-15, 2020

REGISTER

FAQS

<https://www.onecause.com/raise/>

THANK YOU TO OUR GENEROUS PARTNERS:

BMO Harris Bank

Healthy Driver
LINDSEY CHASE

HomeVest
Company

Raymond
Hyberg

Book donations
Shipley

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,

BJ Andersen, CAWA
Executive Director

Tracy Crandall
President, Board of Directors

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.**

In partnership,

Roice Parable

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. Denise 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

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Questions?

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