



# Recovering Your Pipeline 'Post Pandemic'

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Make-A-Wish America

# Agenda

1. What do our corporate partners really want?
2. How do we continue to relationship build in a virtual setting with our board members, committee and major supporters- where do we go from here?
3. Event portfolio- Is it time for a refresh?

TRY IT OUT!

# Interactive Activity

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# Brainstorm

Put pen to paper:

3 donors or corporate partners that have not returned since 2019.



# Time for reflection

Out of these three donors:

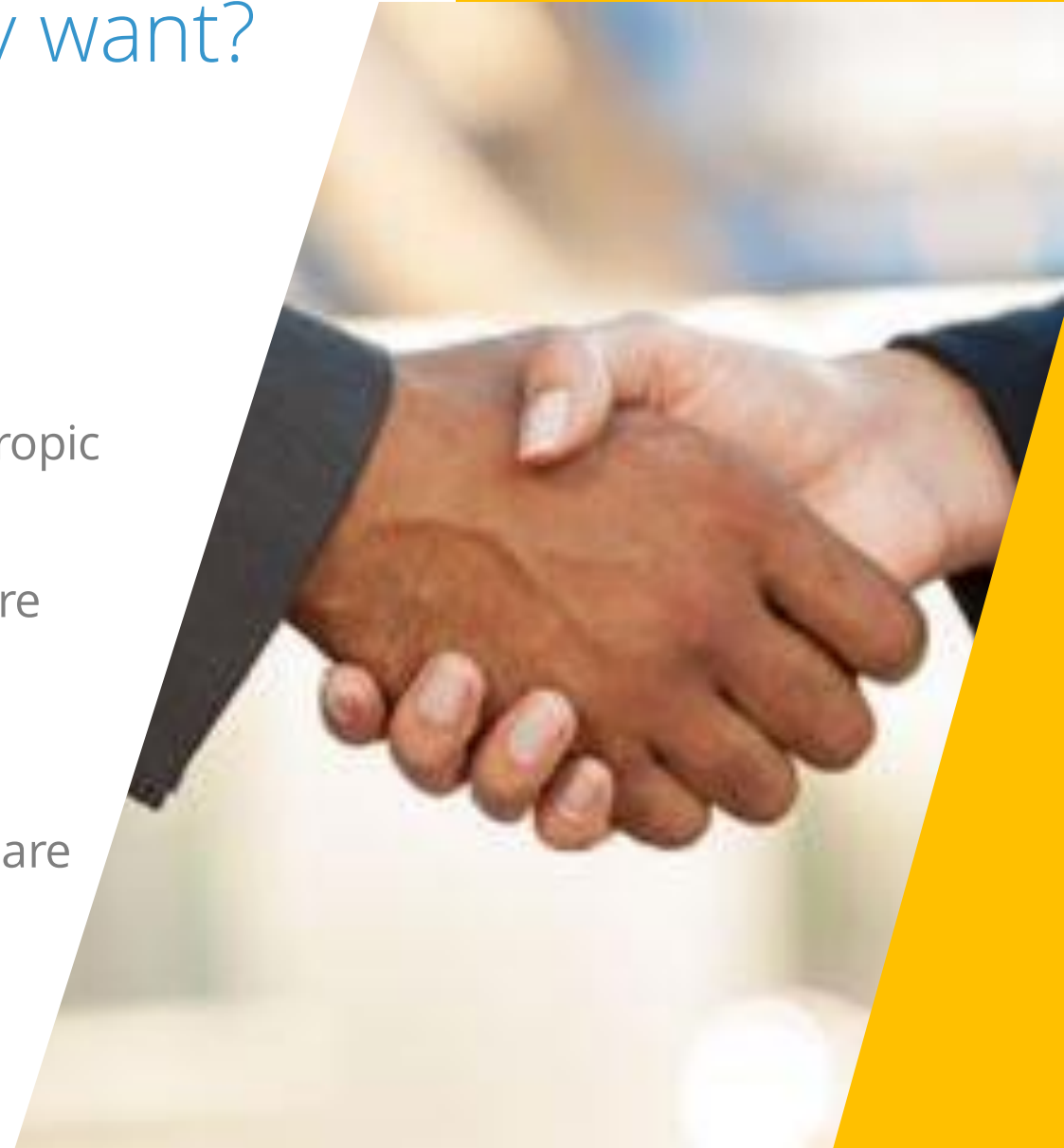
1. Did they mention why they will no longer support your mission?
2. Even if they have moved on, what have you done to continue to steward the relationship?



# What do corporate partners really want?

Ask yourself:

1. How has the organizations culture changed since 2019?
2. Is your mission relevant for their current philanthropic objectives?
3. Has their giving increased/decreased? Who else are they giving to now?
4. How do their employees want to be involved?
5. Has your key contact left the organization, where are they now?



# So, what now?

- ✓ Listen
- ✓ Have real conversations with empathy
- ✓ Be prepared to use to 'P' word when you meet
- ✓ Be flexible
- ✓ Continue relationship building no matter the outcome





# Hello, it's me.



NOW IS THE TIME TO  
RECONNECT

Where did your key  
donors go?



# Put yourself in donors' shoes

**John-** He and his family were personally impacted by COVID

- Does he have the bandwidth to be involved at the same level pre pandemic?
- Does he still have the motivation?
- Now just may not be the time.
- Be aware of mental health



# Put yourself in donor's shoes

**Sally-** Lost her job or is in a career transition

- Where does Sally work now? How long was she unemployed or furloughed?
- She may not have the capacity to give like before but will someday again.
- Does she have the bandwidth to be involved?



# Put Yourself in the donors' shoes

**Mark-** Completely ghosted the organization

Ask yourself?

- What was his motivation for involvement pre pandemic? Job, vendor relationships, personal connection?
- What have you done to try to stay in touch?
- When is it time to give space and move on?



# Breakout Session

What steps has your organization taken to stay relevant & get in front of lapsed donors in 2020 and 2021?





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- The heart and soul of a company is creativity and innovation

Robert Iger, CEO, Walt Disney

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# Relationship Building + Stewardship in a Digital Age

## Pros:

- ✓ Donors are easier to access- Hello snowbirds!
- ✓ Less expense on the organization
- ✓ Your outreach and territory has been extended- Why did we not think about this before?!
- ✓ Bring the mission to your donors.
- ✓ Mobile bidding is a must requirement for live events- Say goodbye to paper bid sheets.

## Cons:

- ✓ Older demographics are harder to reach with newer technology- You have to meet people where they are at.
- ✓ Miss that 1:1 organic relationship building.
- ✓ There is something magical about an event that virtual cannot replace.





# Relationship Building + Stewardship in a Digital Age

## What are our options?

- LinkedIn dating
- Virtual coffee dates
- Virtual conferences
- Mailings and direct mail- It's not dead!
- Text message marketing and outreach





# The Power of Text-to- Give

## According to Forbes:

- The average worker receives 121 emails a day
- 40% of consumers have at least 50 unread emails in their inboxes
- Open rates of 95%
- Consumers are 35X more likely a brands texts VS. a brands mass email
- Make-A-Wish Families For Wishes success, Utah Chapter



# The Power of Live Streaming

- Cooking Up Wishes with Gordon Ramsay
- Make-A-Wish Arizona Hybrid Wish Ball
- Tiltify
- World Wish Day



# Poll – Put it in the Chat!

What is your organization's approach to your live events menu?

1. Cutting back on live events
2. 100% virtual- No questions asked
3. Hybrid model
4. Moving efforts and resources to major gifts

# What about live events?

## What Gen Z, Millennial & Gen X want

- Pick your target audience and don't look back!
- Start planning for the future.
- Is now the time to shake things up with your live event menu?



# 'Post Pandemic' event trends

## "Post pandemic" event trends

- Endurance-Trailblaze Challenge + Choose Your Challenge
- Competition based fundraising- High level of recognition
- Hybrid/streaming





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QUESTIONS?

Now's my time to  
hear from you!



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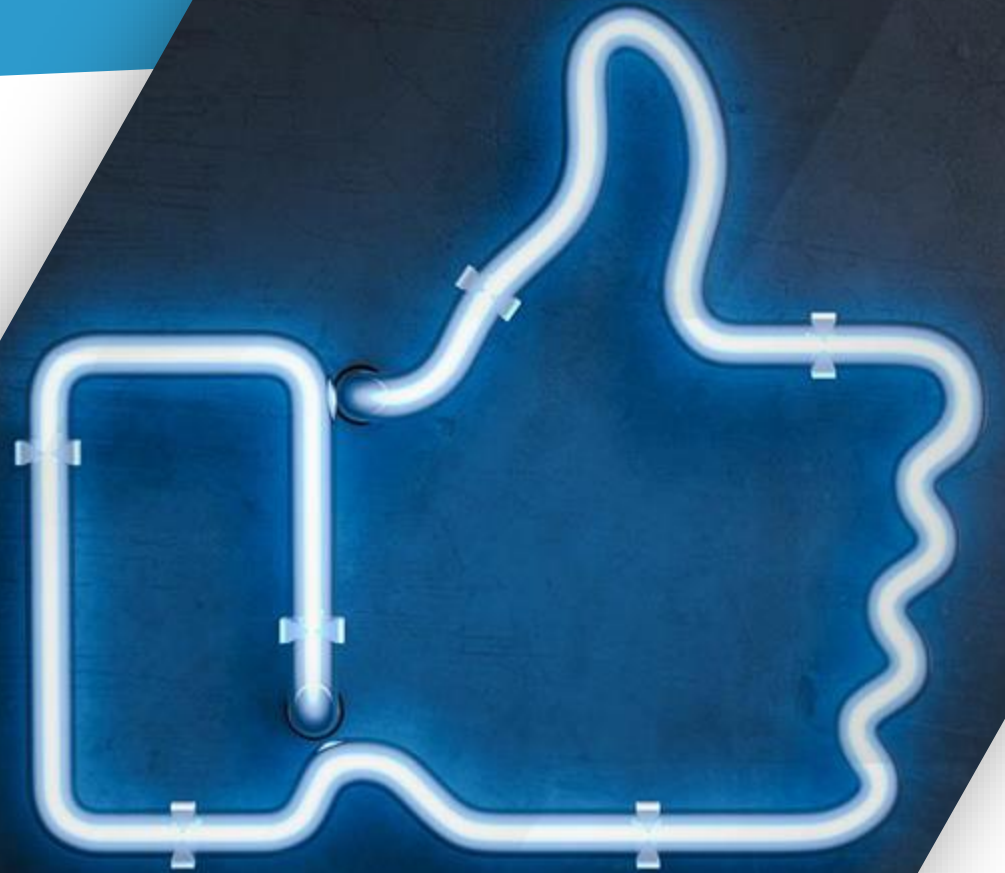
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