

Philanthropy Matters

We Share Your Passion! May 2020

During the course of this coronavirus crisis, we have seen the amazing work being done by all of you in the FR world.

We want to share with you three strategic initiatives and a new report that we have been discussing with clients and colleagues across the country. These projects are being added to ongoing modified fundraising that continue to fuel development plans.



\$100,000 Mini Campaign

A ten-week approach that guides you through all the steps from start to finish. An important prerequisite is to have an initial prospect list of 15 current donors who you think would be \$5,000 and above prospects.

We will guide and partner with you with each step and strategy throughout the process. It will include leadership expectations, solicitation training, gift chart, a case for support, along with the 10-week plan.



Donor Survey

We have been counseling our campaign clients to stay in touch with their current campaign donors. We have seen that their personal calls have been well received and they have engaged in wonderful conversations...one good thing from Covid-19.

In the next few months, a donor survey would help you initiate a research strategy that many of you said would be very helpful in your planning moving forward. The survey will be implemented through a variety of platform options based on your donor needs: zoom conversations, regular phone calls, survey monkey or traditional survey forms.

Wouldn't it be helpful to learn about your donor's interests such as: responses to how you should communicate with them now and in the future, funding interests now and in the future, what your agency means to them etc.?

Most important it keeps you connected, engaged and showing genuine interest and appreciation. The survey would be done by our staff or yours depending on what is most convenient.



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Short-term Planning Strategies

I know this is a fundamental strategy that all of you do but have you had the time to create 3, 6, or 9-month fundraising strategies to guide you and your board during this crisis? Things, as we all know, are changing and you want to be realistic over the next 9-12 months and beyond.

The strategy planning would address the following phases:

Crisis planning- what do you need to continue doing today?

Stabilization moving forward – with small changes happening what could your post crisis climate look like?

Reimagine your future- what lies down the road in strengthening your development program, as your fundraising/revenue engine becomes even more critical to your agency's future?

In a recent national webinar, Kevin Washington, national CEO of the YMCA, broke down his fundraising planning this way: Response, Resume and Reopen, Recovery, and Revitalization.

We would incorporate the following: return on investment, staff availability, and ongoing evaluation steps.



Impact of Covid-19 on Fundraising: CCS Fundraising Survey

A survey of 1,183 nonprofits was conducted between April 20th and May 1st, 2020.

The following are among the most significant findings of the survey:

- 63% of respondents cite a decline in fundraising since the start of the pandemic
- 1 in 4 nonprofits report a significant fundraising decline over the same period
- Nearly 80% of respondents expect a decline in fundraising results for the remainder of 2020, with half of these organizations expecting a significant decline
- Slightly more than half of those responding have launched special appeals in response to Covid-19
- Most nonprofits continue with their major pre-existing campaign plans, despite the pandemic, with appropriate modifications
- Despite extraordinary fiscal challenges, few nonprofits have laid off or furloughed fundraising staff

Several additional findings:

Nonprofits are adjusting or expanding their case for support to include new COVID-related programs as well as an enhanced focus on current programs.

Current donors and stakeholders are the primary supporters cited by more than 68% of respondents.

Nonprofits report that they plan to stay the course (with some modifications) regarding their campaign plans.

Only 9 respondents (less than 1%) noted campaign cancellations.



In closing, I wanted to share a statement that I recently saw referring to **Arthur Robert Ashe, Jr.** For those who may not remember, he was a great American professional tennis player who won three Grand Slam singles titles. Ashe was the first black player selected to the United States Davis Cup team and the only

black man ever to win the singles title at Wimbledon, the US Open, and the Australian Open. He retired in 1980.

In addition to his pioneering tennis career, Ashe is remembered as an inspirational figure and social justice leader. He once said: *"True heroism is remarkably sober, very undramatic. It is not the urge to surpass all others at whatever cost, but the urge to serve others at whatever cost."*

I believe our profession offers us the opportunity every day to do just that and you continue to serve as a powerful example of serving others.



Stay safe. Stay healthy. Stay strong.



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Dawn Hensley, Editor

