

Fundraising during COVID-19

Lessons learned...

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Tell us about yourself...

Name

Organization

Location

Fundraising
Tenure

“You can’t connect the dots looking forward; you can only connect them looking backwards.

So you have to trust that the dots will somehow connect in your future.

You have to trust in something – your gut, destiny, life, karma, whatever.

This approach has never let me down...”

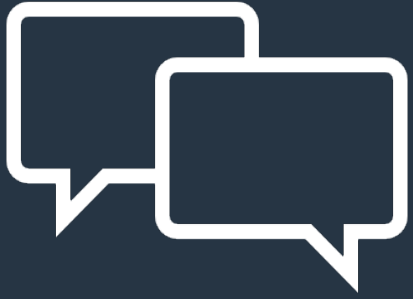
- Steve Jobs

Fundraising Fridays

- Weekly, informal, virtual meeting
- June - present
- 40 - 50 people/week
- Variety of nonprofits, skill levels
- Questions, advice, referrals, job leads, program partnerships, funding opportunities
- Relationships made & deepened



Join us! <https://leichtag.org/event/fundraising-fridays-2021-02-12/>



Lessons learned

- Connections are critical
- Maintain donor contact no matter what
- Changes to case for support
- Virtual work is here to stay

Lesson #1

Connections are critical
and
we need to work harder
at them now.

Connections

- Miss **work conversations, brainstorming, breaks**
- Can't take **communications for granted**
- Seek out varied **online networking** opportunities



Lesson #2

Maintain donor contact

no matter what

Donor contact

- Greater need to **relate personally**, with empathy & transparency
- Communicate by **phone and in-person online**. Person to person conversations increase giving 47%.
- **Meet donors where they are** – *use software easiest for them; phone is fine*
- **Invite the family**
- **How can you help?**



Deepen donor relationships

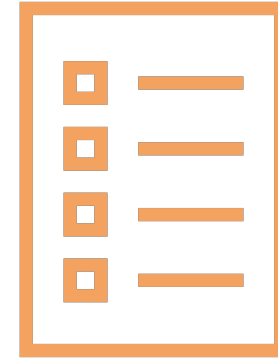
- Learn about **education, career, family, pets, homes, and interests**
- Ask about their background **every time you talk**
- Why your **cause and organization?**
- What prompted their **first gift?**
- **Track all data** & send note of thanks for meeting
 - ***What data** are you storing data and **where?***
 - ***How** are you reviewing data?*



Lesson #3

**Missions didn't change but
*cases for support likely
did...***

Case for support



- Reflects greater **relevancy and urgency**
- Crisis prompted **innovation & experimentation**
- Why is your **organization needed and why now?**
- Are there **new priorities?**
- What **needs remain critical?**
- Keep your message relevant with **compelling and current stories**

Lesson #4

Virtual, remote, digital –
all here to stay



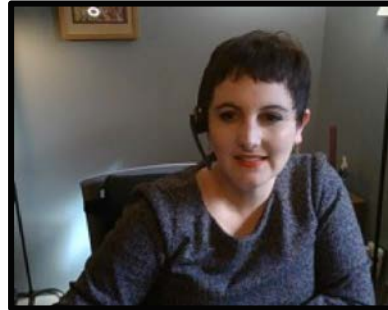
Zoom Meetings

- Good **headset or microphone** for quality sound
- Quality **camera**
- Light **front of face**
- Professional setting **without distractions**
- **30 minutes max**
- **Use software that is easy for donors**

Body language



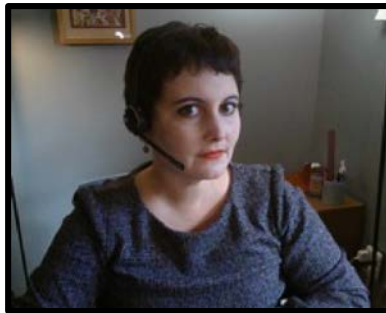
Smiling, engaged, looking at donor



Looking at own image



Someone walked into room



Opened a website, no longer listening



Completely out of conversation

Events: What do donors like best?

- Meeting **staff/volunteers**
- Meeting **other donors**
- **Convenient time**
- **Feeling valued**
- Learning **how gifts are used**
- Meeting **beneficiaries**



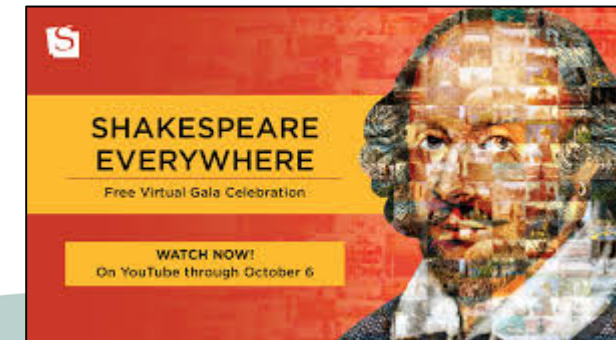
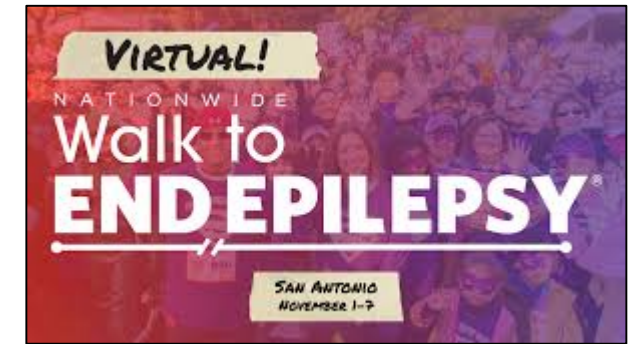
Tips for event success

- Acknowledge **every donor's** presence
- Donors at the **center of the experience**
- See donors and **let them see others**
- Make it as personable as possible **before, during, and after**
- Want donors to log off Zoom and say: ***“So glad I joined; it was important to be there!”***



Boost online **facilitation skills**

Virtual engagement



Assessing Virtual Platforms



- **Were eliminated or replaced plans** missed?
- **Was savings** realized or were **revenues** increased?
- How was **event attendance** impacted?
- How did heightened **phone and video use** **impact** productivity?



COMMENTS & QUESTIONS?

*"Everything will be okay in the end.
If it's not okay, it's not the end."*

John Lennon