

How Should We Respond in this Time of Crisis?

Featuring Richard Perry, Jeff Schreifels, and Nick Ellinger, Chief Brand Officer of Moore.
Recorded March 24, 2020

Found here: <https://veritusgroup.com/coronavirus-and-fundraising/>

Note: This document was written by Green Future Fund staff. It reflects their interpretation of what was said and what is important. It is NOT necessarily an accurate, detailed reflection of the webinar.

Prioritize:

1. Look after yourself (physically and mentally)
2. Look after your donors (contact them and make sure they are okay)
3. Look after your organizational team.

Contact, contact, contact. Talk to your donors. Let them know you care about them.

Don't assume they don't want to give.

How to Deal with cancelled events:

- Identify the key donors from last year's event. Typically, these key donors are responsible for the vast majority of revenues.
- Reach out them and see if they would be willing to make a donation in lieu of the event.
- Have a virtual event.
- Send a special appeal in lieu of the event. You would be surprised how many people will "step up" and help.
- This is a good opportunity to develop donors who go to events into major donors (and therefore focus on personal contact).

Caring for (Major) Donors:

- face-to-face is not necessary
- show the impact of your organization on a regular basis and that their gifts make a difference
- create a plan for every one of your donors

The "Silver Lining" to Working from Home:

what took you 8 hours in the office, you can do in 3-4 hours at home. Use the extra time to:

- learn/research about your donors
- stay/get in contact with them
- get your database in shape

Some Interesting Questions:

Q: How do you deal with people who may have concerns about how the stock market has affected their ability to give?

A: You are not their portfolio manager. Your focus should be on the organization. They are adults. During the DOT COM meltdown in the early 2000s, major donor gifts only went down by 1%.

Q: A donor was ready to give. How do I proceed?

A: Use the communication method most appropriate to the donor. Be authentic and bold and contact them. First, ask if they are okay. Then, ask about their commitment to the organization, assuming they are still able to do so. Be authentic.

Q: Should we be planning postal mailings in the next quarter?

A: Yes.

Q: What advice to secure the payments of people who have made a pledge but have yet to fulfill it?

A: Behave as you would to a friend.

Other Tidbits:

- replace door canvassing with videos to people.