During Times of Fear & Uncertainty
HOW to Fundraise?

Thank You!
Here We Are

Thank you for YOUR Work
Lori L. Jacobwith

- Fundraising Culture Change Expert & Master Storyteller
- Helped NPOs raise $350 million from individual donors...And counting
- Named one of America’s Top 25 Fundraising Experts
- Speaker & Trainer - 500,000+ people & 4500+ organizations

www.ignitedfundraising.com

Lori Jacobwith – Ignited Fundraising
@LJacobwith
Quick Poll

I Know the Names & Most Recent Gift Amount of Our Top 50 - 100 Donors

YES – NO

Quick Poll

We are Personally Connecting with Our Top Donors During the Pandemic

YES or NO
Quick Poll

We Plan to Hold (or Have Already Held) a Virtual Fundraising Event

YES – NO - Undecided

Pause vs. Panic

What Comes After Plan B?
Pause vs. Panic

- When we feel anxiety we’re far less flexible.
- Pause & think through responses.

Pause vs. Panic

- PREPARE by planning.
- ACCEPT that there’s a lot we don’t know – and won’t for awhile.
- Make positive language choices.
Today’s Agenda

- Pivot Fundraising
- 3 Most Important Actions
- Data – Your New Best Friend
- Powerful Language
- Donor Attitudes
- More Examples
- Next Steps & Q & A
Pivot

“A change in strategy without a change in vision.” - Eric Ries

Image source: Imagine Museum

Basketball Pivot

A movement in which the player holding the ball may move in any direction with one foot, while keeping the other (the pivot foot) in contact with the floor.
Pivot Fundraising - Lori’s Definition

Conversations, actions & movements fundraisers make, with grace & ease, to raise money in a previously unimaginable direction.

Dr. Clarissa Pinkola Estés

“Ours is not the task of fixing the entire world all at once, but of stretching out to mend the part of the world that is within our reach.

Any small, calm thing that one soul can do to help another soul, to assist some portion of this poor suffering world, will help immensely.

Image Source: Clarissa/Pinkola Estés Facebook
It is not given to us to know which acts or by whom, will cause the critical mass to tip toward an enduring good.

What is needed for dramatic change is an accumulation of acts, adding, adding to, adding more, continuing.

We know that it does not take everyone on Earth to bring justice and peace, but only a small, determined group who will not give up during the first, second, or hundredth gale.”

3 MOST IMPORTANT ACTIONS
1. Communicate
2. Dispel Myths
3. Listen
Our Job - Now More Than Ever

What Do We Want People To:

Feel?
Do?
By When?
Donor Communication Checklist

- Thank
- Check-in
- Share Mission Moments & Money Story
- Provide Options

Key Drivers of Donor Communication*

- Perceives organization produces outcomes
- Knows what to expect with each interaction
- Receives a timely thank you
- Receives opportunities to make views known
- Feels they’re part of an important cause
- Feels their involvement is appreciated
- Receives info showing who is being helped

bit.ly/donorcommitmentstudy
Dear Loyal Friend,

The COVID-19 pandemic has our attention -- as I am sure it has yours.

As one of our most important supporters, I am writing to let you know VOA has quickly mobilized. We are working to ensure all 4,060 residents and clients of our shelters and housing programs throughout Northern California and Northern Nevada are protected from the spread of germs.

Shelter At Home in CA Issued

Sent:
March 13, 2020 – 3:50 PM Pacific

As one of our most important supporters...

Our board & staff have also made the decision to postpone Sacramento's annual fundraising breakfast on May 7.

Stay-tuned as we develop other ways to update you on the impact your financial contributions have on thousands of fragile individuals we see every day in our community.

This year, the difference in what we expect to receive in government funding and the total cost of all of our programs leaves a funding gap of $2,950,000 to shelter, support, and guide more than 16,000 men, women & children in our region. Your financial contributions make that care possible.

If you were planning to host a party or holiday event, a collection drive or provide a meal at Sacramento's Senior Safe House or at Sierra Manor in Reno -- please still consider making that donation but in a different way. Your financial donation will be used to celebrate birthday parties, provide nourishing meals, warm and safe shelter, counseling, treatment, and so much more. Please remember -- YOU make our work possible.

Thank you for being our partner in good times and these difficult times.
21st Century Communication = Text

Update Your Attendees Quickly

Updated calendar invite received 3/16/20 - Within moments of receiving CEO message about moving fundraising event date.
Success Anytime

Communication
Communication
Communication

In times of uncertainty such as this, we see the best of our community emerge. We are overwhelmed with gratitude for all who have asked, "How can I help?" in the midst of the COVID-19 crisis.

The best way you can help our most vulnerable neighbors right now is by making a financial donation.

March 16, 2020
Subject Line: Are you hungry to help?

In times of uncertainty such as this, we see the best of our community emerge. We are overwhelmed with gratitude for all who have asked, "How can I help?" in the midst of the COVID-19 crisis.

The best way you can help our most vulnerable neighbors right now is by making a financial donation.

We need your help.

To support neighbors in need, you can make a financial donation online at:

Financial donations support our daily food and financial assistance to people who are hungry and need help.

Here are some ways you can make a difference:

- $25 fills 6 emergency meals
- $75 provides a family of 4 with food for a week
- $100 provides food for 236 meals

Here are some ways you can make a difference:

- Help us spread the word
- Share our message on social media
- Consider volunteering

This community always rises to every challenge, and this is no exception. Our community knows how to get really hard things done.

Thank you for your support!

Please check our website to stay up to date on our emerging needs and services offered during COVID-19.

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Prevent Hunger

Your gift during the COVID-19 crisis provides essential services for our most vulnerable neighbors. Every $1 you donate allows us to source $9 of food and goods from our partners. Thank you for feeding families and fueling hope in this time of uncertainty.

* = Required fields

Gift Information

- Enter a Gift Amount:
  - $250.00 fills 60 emergency bags
  - $100.00 feeds a family of 4 for a month
  - $50.00 provides food for 256 meals
  - A gift of any amount will help prevent hunger and fuel hope

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Dear Lori,

For so many of us, the past few weeks have been hard. We all know the changes we are making to slow it down. It’s been a time of uncertainty, even anxiety.

Yet I am also filled with hope. Every day, Lutheran Social Service of Minnesota is meeting the needs of our neighbors in creative ways.

Here are just a few of examples of neighbors helping neighbors this week.

- Volunteers are providing contact-free delivery of groceries and household supplies to LSS shelters for youth experiencing homelessness in Duluth and the Twin Cities.
- Those with sewing skills are busy making protective face masks — including one LSS Meals recipient who sewed homemade masks to help keep our meal delivery staff and volunteers safe.
- LSS employees who provide essential support for people with disabilities are working longer hours. Staff from several homes organized a virtual bingo game to help residents have fun and feel less isolated.
- Other generous individuals are sending care packages, gift cards to local restaurants, and more to brighten the lives of those sheltering in place.
If you, your household, or your congregation are looking for ways to support our neighbors during the outbreak, here are a few ideas.

Pray. Join me in praying for the safety and health of all people – especially LSS employees and other essential support providers who continue to serve in person.

Serve. Visit our page of volunteer opportunities, which we are regularly updating as our services adapt in response to COVID-19. Click here to get involved.

Give. Our services are possible thanks to your generosity. Please give now, when those we serve are counting on us more than ever.

Thank you, Lori. Your continued support makes it possible for LSS to meet the urgent needs of our state – just as we have done for the past 154 years.

With hope and gratitude,

Jesse M. Stromha
Chief Development Officer
Lutheran Social Service of Minnesota

P.S.: If anyone you know needs additional support during this time, LSS is here to help. Please visit lssmn.org/services to learn about services available in your community.

Don’t Forget: Tag Board Members, Volunteers & Others on Your Posts
Pop Ups on Your Website

Use Compelling Visuals

60 X Faster

Rate the brain processes images in comparison to words.
2. DISPEL MYTHS

Tell The Truth

FACTS
MYTHS
Be a Source of Truth & Calm

• What does it truly take to do your work?
• What’s open & what’s closed?
• How can donors & volunteers help?
• Reference CDC &/or WHO vs. news outlets.

Image Source: YMCA Greater Des Moines - Facebook

Be a Source of Truth & Calm

Image Source: Grand Canyon Conservancy Facebook
Myth: Donor Fatigue

“No such thing as donor fatigue. There IS uninspiring or demanding message fatigue.”

~ Lori L. Jacobwith

Should We Ask for Money Now?

YES!
You and YOUR vs We and US

IT'S ALL ABOUT YOU

Dispel Myth’s

• Fully Funded by Government
• Clients Only Need You One Time
• We Don’t Need You Right Now…
• Your Mission is Less Important Right Now.
• What Else?
Put A Face On Donor Impact

AND

Share What It Takes To Make This Happen

A Story is a Mission Moment

Lori’s Definition:

“A short, inspirational, example of how your donor’s contribution is making an impact.”

About a “real” person.

Image Source: American Midwest Ballet - eNews
Mission Moments

Create Unforgettable Emotional Connections

and Empathy

Empathy Creates Connections
Sympathy Creates Distance

3. LISTEN
Listen
To your staff
Your clients
Your donors & volunteers
Your own family
Yourself

Viruses are Contagious.
So is
Fear
Panic
Hysteria
Calm
Kindness
Love
Joy
Invite Feedback & Interaction

This time of year has so many people, from preschoolers to professionals, working their tails off to perform. And now—the games, the meets, the recitals, the productions, big and small—are shut down. Well, the show must go on, people!!! Break out your oboes, belt out your torch song, run in place—I don’t care. Show us what you’ve been working on and we will show it to the world. Use #heyjenlookatme, because I want to see.

https://www.picuki.com/tag/heyjenlookatme

Listen & Engage: Quarantine Tango

Images: Heart of Dance Minnesota – Facebook
During Fear & Uncertainty – How to Fundraise?
Arts South Dakota - May 2020

12 Ways the Humanities Can Improve Your Life and Help You Thrive During Quarantine

Tuesday, April 28, 2020

Another Resource to Help You Through the Pandemic
Since the coronavirus pandemic began, we have been providing various humanities resources to help you through the quarantine, including instructions for creating a virtual book club, a list of reading recommendations, and various at-home resources for exploring the humanities.

Image Source: South Dakota Humanities Council
DATA:
Your New Best Friend

Clean Your Data Now
Segment Your Data

Take inventory of your most valuable supporters
(your “we can’t lose these people) & reach out
Choose From these Segments

- Long-term loyals (3-5+ years of giving)
- Monthly donors
  - Longtime corporate sponsors
- P2P fundraisers
- Active social media supporters
- People with scheduled pledges
- Board members
- New donors within 90 days
Donor Retention Rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Average</td>
<td>43.4%</td>
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<tr>
<td>First-Time</td>
<td>20.2%</td>
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<tr>
<td>Repeat</td>
<td>61%</td>
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<tr>
<td>Monthly</td>
<td>90+%</td>
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Source: Fundraising Effectiveness Project [http://afpfep.org](http://afpfep.org)
Pick. Up. The. Phone.

✓ First-time donors who get a personal thank you within 48 hours are 4x more likely to give a second gift.

~Source: 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%.

~Source: Penelope Burk

Make A Plan – Update Often

<table>
<thead>
<tr>
<th>Donor Engagement Strategies - COVID-19 Contingency Planning</th>
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<tr>
<td><strong>Reasons for Canceling Spring Fundraisers</strong>: Health concern, low attendance, perceiver and responsible decision making, viability of stock market and the reduction of personal giving.</td>
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<td><strong>Estimated Cost</strong></td>
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<td><strong>Donor Engagement Opportunities</strong></td>
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<td><strong>Done</strong></td>
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<td><strong>Done</strong></td>
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<td><strong>Mission Experiences</strong></td>
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<td><strong>Small, Intimate, “Satur” Asking Events</strong></td>
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<td><strong>One-on-One</strong></td>
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<td><strong>Daily Inspiration</strong></td>
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<td><strong>Personal Call to Donors</strong></td>
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<td><strong>Facebook Live with CEO</strong></td>
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<td><strong>Video Conference Calls with CEO</strong></td>
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<tr>
<td><strong>Short Videos</strong></td>
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Link to Download Plan Template

bit.ly/frplanningcovid19

This IS a case sensitive link
Craft Messages That

- Teach
- Inspire
- Call to Action
Paint a Picture of One Person

Duty & Obligation Communication

Donate
Attend
Help Us
Give More
Give Again
### Inspiring Communication

- Donate
- Attend
- Help Us
- Give More
- Give Again

- Invest
- See Your Impact
- Who Will Your Gift Help?
- Long-Term Partners

### Scarcity Communication

- Hard
- Donor Fatigue
- We Can’t
- Not Enough…
- They Won’t
Possibility Communication

Hard
Donor Fatigue
We Can’t
Not Enough…
They Won’t

Learning To…
Inspire You
What if We Could
The Very Right People
Long-Term Partners

It’s Okay to Talk About Money
During Fear & Uncertainty – How to Fundraise?
Arts South Dakota - May 2020

MIND THE GAP
Money Story

The gap between where you are today in reaching your annual fundraising goal vs. the amount you’ve raised so far this year.

Share Your Money Story

Image by Paul Hartman
“Here’s What it Takes…”

Fact: No one cares about your goal but you.

Make sure your share:
Here’s how you’ve already made a difference AND here’s what’s left to do NOW.
Clear Money Stories

- Explain How We Help One Person
- Show Progress to Next $ Milestone
- Inform About “What It Takes” Financially
- Inspire, are Specific, & Relationship-Building

Be Creative With Donate Buttons

Thank You For Continuing to Change Lives!

MAKE A GIFT

$ 68

YES! Get Information Out Now!

You can be part of this creative, expansive work by investing in Upstream Arts!

Invest in creativity and inclusion
Instead of Donate

You Helped Nature Today
I Care
I Support My Community
I’m Hungry to Help
YES. Count on Me!
Every Gift Matters
What Else?

Fear Makes Bad Fundraising
Fundraising

“The privilege of facilitating the reallocation of the world’s financial resources away from fear and towards that which we love.”

~ Lynne Twist, Author,
The Soul of Money
During Fear & Uncertainty – How to Fundraise?
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Coronavirus need states

- To help: I want to do something to help
- Combat helplessness: I want to be part of the solution – I want to help take control
- Personal growth: I want to be seen to be part of the solution. Manage guilt.
- Engagement: Keep me informed. I don't want to look stupid.

Image Source: Mark Phillips BlueFrog
Communication To Build Community

Share These Stories

• Beneficiaries
• Staff
• Donors
• Wins, Contributions, Updates
• Volunteers Doing Amazing Things
• And for Goodness Sake…
Share Your Money Story

Virtual Donor Meetings - Virtual Fundraising

Source: April 1, 2020 Virtual Hope Begins Here Experience – VOA NLA
Beneficiaries

Image Source: VOA NLA

WE'RE STILL HERE

Image Source: CASA LA - Instagram

casa.la Like many of you, I am working from home with my children home from school. I can’t help but think of the nearly 20,000 children in Los Angeles County who are in out-of-home foster care today. Many of them live in group homes or temporary shelter care facilities and so many others are separated from their families. The CASA/LA staff is working remotely for the next couple of weeks, but you can be assured that our staff and over 1,000 CASA volunteers are continuing to advocate for our kids in every way possible and help them feel safe during this time. Our dedication to our mission is steadfast, and we couldn’t do it without your support. To make a donation, please go to LINK IN
Volunteer News

I told my friend Jack Black I was doing a benefit for Upstream Arts. He took one look at their website & mission statement & then sent me this video. I was blown away! I told him that by helping to shine the light on this amazing Twin Cities’ theatre arts organization—that brings theatre arts & education to children & adults with disabilities—he was using his voice to help others find their own. I’m blessed to know JB from our days at The Actors’ Gang Theater in L.A. That’s one reason Jack appreciates the love & power of theatre. Because he was once a young & struggling theatre artist, too. Driven by the passion & love of the transformative power of art. I hope you all join Jack and I in supporting Upstream Arts. Because to those still struggling to find their voice, art IS always essential. Please let your friends know about our last weekend of Booth’s Ghost Benefit for these amazing Twin Cities’ theatre arts organizations:
Friday 5/1 Upstream Arts
Saturday 5/2 History Theatre
Sunday 5/3 In the Heart of the Beast Puppet and Mask Theatre
All performances start from 8pm till noon the following day. Donate & enjoy! 😊

Image Source: Wheeler In the Sky – Facebook video from Jack Black

MORE EXAMPLES
For Canceled Events

Image source: Pangea World Theater Instagram
Engage & Listen

Daniel Graves, Founder, The Florence Academy of Art

The Florence Academy of Art

The Florence Academy of Art is on lockdown...

...but the FAA Community of students, faculty & artists in Florence is non-stop!

*A View from your Room*

As most of you know, Italy is currently in lockdown. Even though the number of cases of the virus in Tuscany is relatively low, the Italian government has taken action to keep it from spreading. We are encouraged not to leave our homes, so we are drawing, painting and sculpting in our rooms.

We are asking artists all over the world, in particular those affected by the virus, to send us the drawing or painting of the view from your rooms. We’ll post a few of the submissions, and offer a prize of a workshop to one of you, and celebrate the end of this difficult moment.

With your participation, we hope to create a long-lasting positive experience for our students and the FAA community!

A View From Your Room #FAAnonStop

What It Takes

Grand Canyon Conservancy

WHO is the story about in this Welcome email?

Lori,

Thank you again for signing up to be a part of our online community! Did you know you don’t have to wait for our online monthly newsletter to get your Grand Canyon fix? Join thousands of individuals on Facebook, Instagram, and Twitter who follow Grand Canyon Conservancy for real-time updates and happenings at Grand Canyon National Park.

Each week we feature content from our most important audience... YOU! If you have a photo, video, or story from Grand Canyon National Park to share, email it to gcca@grandcanyon.org or tag Grand Canyon Conservancy in your posts using #GCCConservancy for a chance to get featured.

Talk to you soon,

Mindy Riesenberg
Director of Marketing and Communications
Disruptive Innovation

- Take Risks
- Be a Forward Thinker
- Choose New Donor Engagement Strategies
- Choose New Ways to Provide Core Services/Programs
- Use Technology to Challenge Status Quo
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Image source: American Craft Council enews May 12, 2020

George Takei, Lea Salonga, and Jay Kuo

Yeah, some big names. They’ll be our Mu-tini Hour guests on Friday, April 24.

Let us know you’ll be there →
As we adapt and innovate to stay connected, Artistic Director Matt Guidry shares some of Upstream Arts’ best practices so that those who are sheltering at home, out of school, or isolated from usual activities can practice creativity and social connection. Welcome to In Small Moments, where Matt offers tools and tips for practicing Upstream Arts activities on your own and with your loved ones at home.

Find some comfort. It’s there.
Dear Lori,

Want a fun game you can play with someone in your home, from 6 feet away, or through a screen? Minoring is how we at Upstream Arts practice distancing and following as we move our bodies in creative and expressive ways. Notice how your breath and your thoughts clarify as you move in sync with your partner. Watch Upstream Arts Co-Founders Matt and Julie Guidry demonstrate for you on our newest STUDIO ACCESS video.

In these short Studio Access videos, our Teaching Artists share arts learning curriculum that you can practice at home, by yourself or with someone you’re sharing space with.

If you know someone who could use a breathing exercise, movement break, or creative inspiration, please forward this message and encourage them to sign up for our newsletter. Our curriculum is specifically designed using the creative arts to cultivate social and emotional skills with individuals with disabilities of all ages. Everyone can participate, from the act of witnessing to the joy of moving! We’ll continue to roll out videos multiple times a week.

Heart of Dance – Virtual Event

"Class was AWESOME today. I was BLOWN AWAY by how beautifully you were able to pivot to the online platform, and still offer all the familiar routines to kids."

UPSTREAM ARTS COMMUNITY PARTNER

Welcome to Dancing with Heart!

Special thanks to our sponsors:
Update & Thank

Pivot Fundraising

1. Be prepared for constant change
2. Assume positive intent
3. Communicate clearly
4. Dispel myths
5. LISTEN

bit.ly/pivotfundraising
NEXT STEPS

What Do We Want People To:

Feel?
Do?
By When?
Donor Communication Checklist

- Thank
- Check-in
- Share Mission Moments & Money Story
- Provide Options

Type In and Share

- What did you learn?
- What will you DO differently?
“It is our choices, that show what we truly are, far more than our abilities.”

J.K Rowling
Questions?

Thank You!