



Fundraising Campaigns in a Crisis

Nora Ellertsen, The Funding Seed
Thursday, April 30, 2020

The Funding Seed, LLC ~ www.thefundingseed.com

Kellie Chavez Greene

Director, Nonprofit Leadership and Effectiveness



Housekeeping Notes

- All audience members are muted
- Please use the **Q&A Feature** to submit questions
- If you experience any technology or internet issues, please dial **1-312-626-6799**, the webinar ID is **973-2005-5668**. This will allow you to listen in to the presentation.
- This webinar is being recorded and will be emailed after the session
- A resource guide will also be emailed after the session

Meet Our Expert!



Nora Ellertsen
Founder and CEO
The Funding Seed

What campaigns are we talking about?

- GivingTuesdayNow (May 5)
- GiveNOLA Day (June 2)
- Peer-to-Peer Campaigns
- Emergency/ Special Appeals

The Funding Seed, LLC ~ www.thefundingseed.com

What are we also talking about?

- Fundraising campaigns are one piece of a year-round strategy.
- Success during a fundraising campaign requires external communication and internal admin work before, during, and after campaign time.

The Funding Seed, LLC ~ www.thefundingseed.com

So the first question to ask ourselves is...

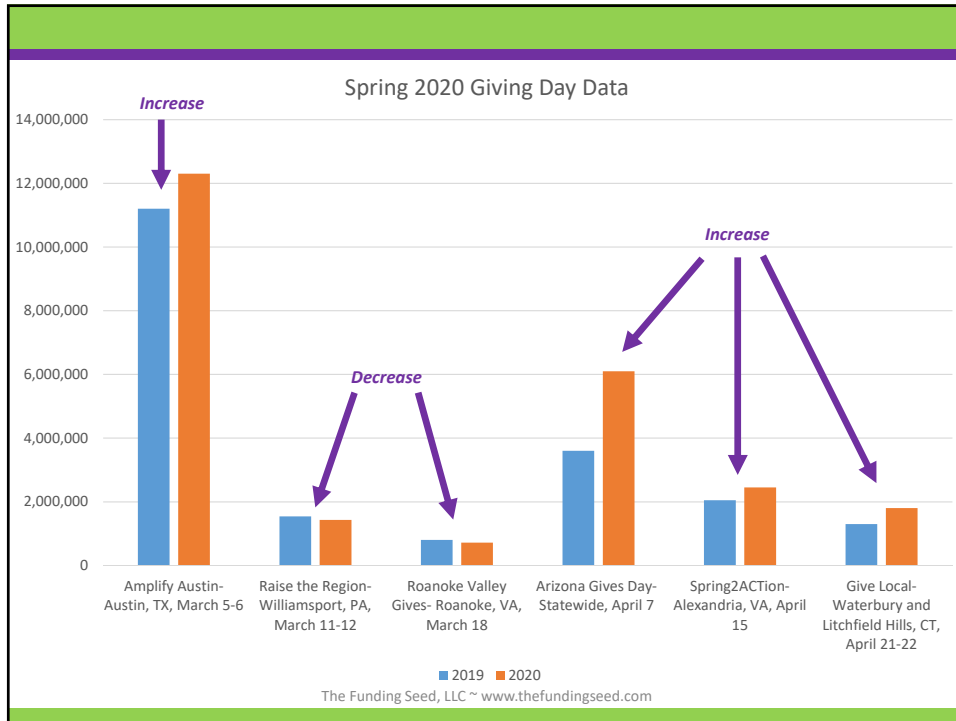
...how are we strategically using this time?

The Funding Seed, LLC ~ www.thefundingseed.com

Relevant context and data:

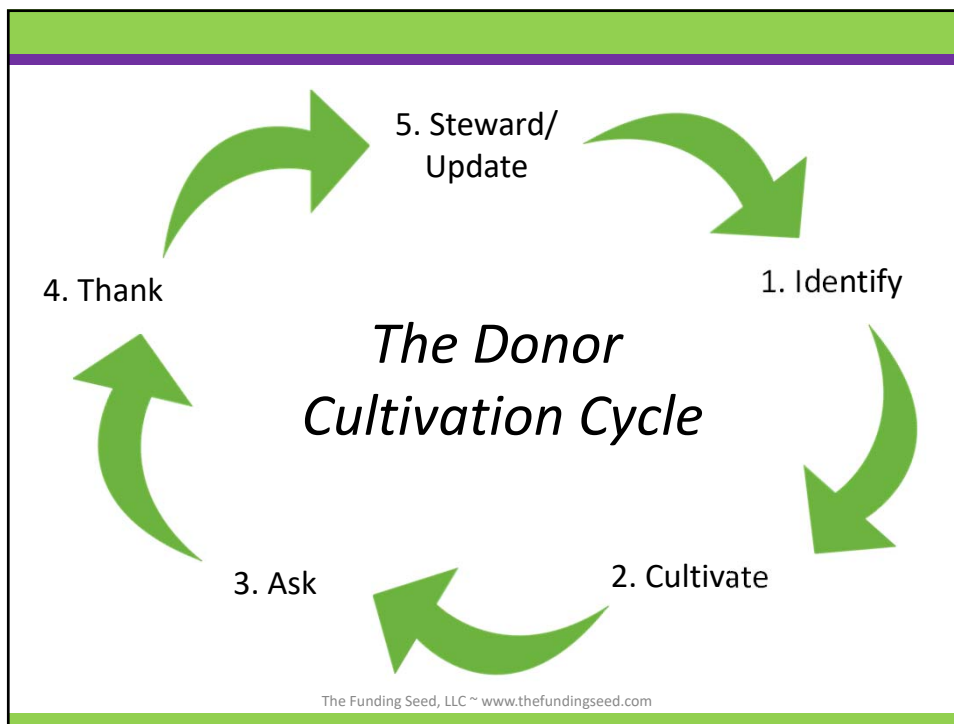
- Lessons learned about giving during the Great Recession.
- Lessons learned from other major disasters.
- New study: 31.8% of donors surveyed plan to give more; more than 50% plan to give at the same levels; only 8.8% plan to reduce.
- Significant increase in giving from donor advised funds.

The Funding Seed, LLC ~ www.thefundingseed.com



Is it okay to be asking for money right now?

*Short answer:
Yes, but you have to do it right.*



If you are going to be launching a fundraising campaign soon (May 5, June 2, or an internally-set time), decide first:

- 1) Who will you be asking?
- 2) How can you communicate with them BEFORE you ask?



The feeling you are communicating:

- You are a valued partner.***
- You are making the world better.***
- We care about you.***
- We are grateful for you.***

The Funding Seed, LLC ~ www.thefundingseed.com

The role of your **AMBASSADORS** in your crisis campaign



The Funding Seed, LLC ~ www.thefundingseed.com

Cultivating prospective ambassadors:

- Don't assume they know everything.
- Don't assume they are coming in with all the inspiration they need.
- Get specific about your needs, and how they can best help.
- Check back in with reminders and offers to help.

The Funding Seed, LLC ~ www.thefundingseed.com

One-to-Many Asks:

- Use relevant hashtags- #GivingTuesday, #GivingTuesdayNow, #GiveNOLADay.
- Link to your donation page- the one that's always on your website or a special campaign page.
- Post/ message/ update multiple times over the course of the campaign.
- Don't ignore the moment we're in.
- Get specific about what will happen with this donation.

The Funding Seed, LLC ~ www.thefundingseed.com

Your ambassador asks:

- Sharing the “official” ask is almost always easiest for the ambassador.
- Add something personal: “I care about this because _____.”
- More personal asks get more results...but asking in any way is better than not asking at all.

The Funding Seed, LLC ~ www.thefundingseed.com

One-to-one and non-electronic asks:

- Text messages
- Phone calls
- Paper mail
- Virtual conversations



The Funding Seed, LLC ~ www.thefundingseed.com

Grab bag of other tips:

- Suggest donation levels- and tie them to specific needs if you can. List low to high.
- If you can, line up a matching gift opportunity.
- Test your donation page in advance.
- Consider making a Facebook event and invite people to RSVP.

The Funding Seed, LLC ~ www.thefundingseed.com

Example Campaign Calendar: GivingTuesdayNow through GiveNOLA Day

Week 1: April 27-May 1

- ✓ Check in with ambassadors about new GiveNOLA Day timeline.
- ✓ One cultivation/stewardship touch by social media and one by email.

Week 2: May 4-8

- ✓ Change online donation button to GiveNOLA page.
- ✓ First round of asks on social media, email, and ambassadors' personal asks (using #GivingTuesdayNow).
- ✓ Update ambassadors on first week of campaign.
- ✓ Thank all donors.

Week 3: May 11-15

- ✓ Stewardship update on social media and email; personally update last week's donors.

Week 4: May 18-22

- ✓ Second round of asks on social media and email (using #GiveNOLA Day).
- ✓ Update ambassadors on campaign to date; remind ambassadors to make second ask.
- ✓ Thank all donors from previous week.

Week 5: May 25-29

- ✓ Stewardship update on social media and email; personally update last week's donors.

Week 6: June 1-5

- ✓ Final round of asks on social media, email (using #GiveNOLA Day).
- ✓ Update ambassadors on campaign to date; remind ambassadors to make final ask.
- ✓ Thank all donors from previous week.
- ✓ Stewardship update on social media and email; personally update all campaign donors.
- ✓ Change back online donation button.

The Funding Seed, LLC ~ www.thefundingseed.com

Example 24-Hour Online Campaign Calendar:

The night before:

- ✓ Send reminder email to ambassadors and campaign team.

The day of:

- ✓ 5am: First social media post and email (pre-scheduled).
- ✓ 8am: Personal emails and texts to ambassadors- thank you and reminder to post and email.
- ✓ 9am: Team kickoff meeting on Zoom.
- ✓ 10am: Thank you calls and emails to midnight-10am donors.
- ✓ 12pm: Second email and social media post with campaign update.
- ✓ 1pm: Team update via text message.
- ✓ 3pm: Thank you calls and emails to 10am-3pm donors.
- ✓ 5pm: Personal emails and texts to ambassadors- thank you, campaign update, and reminder for second post and email.
- ✓ 6pm: Third email and social media post with campaign update.
- ✓ 7pm: Team update via text message.
- ✓ 8pm: Thank you calls and emails to 3pm-8pm donors.
- ✓ 11pm: Final email and social media post with campaign update.

The next morning:

- ✓ Thank you and update email and texts to ambassadors and team.
- ✓ Thank you calls and emails to 8pm-midnight donors.
- ✓ Thank you and update email and social media post.

The Funding Seed, LLC ~ www.thefundingseed.com

Example Emergency Appeal Campaign Calendar

Week 1 (Preparation)

- ✓ Recruit campaign ambassadors.
- ✓ Create centralized campaign materials (emails, social media content, paper mail, talking points).
- ✓ Schedule special ask conversations with major donors and board members.

Week 2 (Preparation)

- ✓ Finalize campaign materials.
- ✓ Confirm campaign goals and timeline with ambassadors and campaign team.
- ✓ Continue special asks with major donors and board members.

Week 3 (Asking)

- ✓ Send campaign launch email and post on social media; mail special appeal.
- ✓ Remind ambassadors to share appeals.
- ✓ Thank donors.

Week 4 (Asking)

- ✓ Update ambassadors and team on campaign progress.
- ✓ Send follow-up campaign email and post on social media.
- ✓ Remind ambassadors to share appeals.
- ✓ Thank donors.

Week 5 (Asking)

- ✓ Update ambassadors and team on campaign progress.
- ✓ Send final campaign email and post on social media.
- ✓ Remind ambassadors to share appeals.
- ✓ Thank donors.

Week 6 (Wrap-Up)

- ✓ Thank all donors, ambassadors, and team members; share stewardship update.
- ✓ Share final campaign report on email and social media.

The Funding Seed, LLC ~ www.thefundingseed.com

Example Peer-to-Peer Campaign Calendar

Week 1 (Preparation)

- ✓ Recruit campaign ambassadors and schedule kick-off meeting/ training.
- ✓ Create centralized campaign materials (emails, social media content, paper mail, talking points).
- ✓ Schedule special ask conversations with major donors and board members.

Week 2 (Preparation)

- ✓ Host kick-off meeting/ training.
- ✓ Follow up individually with ambassadors.

Week 3 (Asking)

- ✓ Launch campaign- remind ambassadors to begin outreach.
- ✓ Thank donors.

Week 4 (Asking)

- ✓ Update ambassadors on campaign progress.
- ✓ Follow up individually with ambassadors.
- ✓ Thank donors.

Week 5 (Asking)

- ✓ Update ambassadors on campaign progress.
- ✓ Follow up individually with ambassadors.
- ✓ Thank donors.

Week 6 (Wrap-Up)

- ✓ Thank all donors and ambassadors; share stewardship update.

The Funding Seed, LLC ~ www.thefundingseed.com

Saying THANK YOU

- The 48-hour magic window.
- Personal, with warm-and-fuzzy feels.
- Reference what the gift will do.
- Facebook shout-outs are great! But they're not enough on their own.
- Donor recruited by an ambassador? Name the ambassador in your thank you message!

Also, it's not the THANK YOU, but...

- Does the tax letter address the specifics of this gift?

The Funding Seed, LLC ~ www.thefundingseed.com

The Meaningful Update

- 90 days to keep a donor.
- 7 touches before the next ask.
- Vary the communication channels.
- Talk about the thing the donor gave to, and focus on the IMPACT on the people, community, or cause important to the donor.

The Funding Seed, LLC ~ www.thefundingseed.com

2014 in Review

MISSION RESULTS

Year made 2014 Don't Forget to Feed Me's most amazing year yet! Year pet food donations, volunteer activities, support for new programs, and financial gifts made a huge impact on the lives of real pets and pet owners right here at home.

- 40 donation locations across the tri-state
- 143 completely passionate and dedicated volunteers
- 3 distribution partners
- 176,427 pounds of pet food collected and distributed
- 103 direct pet food donations
- 4,492 hours of volunteer time donated
- 2 new programs
- 1 focused base work

697,431 pet meals received by 109,004 pet families right here in your neighborhood.

MEASURED GROWTH

With your support, Don't Forget to Feed Me is experiencing growth while pursuing topics with need.

Year	Pet Food Distribution	Financial Income
2014	173,313 lbs	\$ 247,884
2013	153,708 lbs	\$ 128,327
2012	104,833 lbs	\$ 28,441
2011	46,919 lbs	\$ 40,327

FINANCIAL STABILITY

Because of your amazing generosity, Don't Forget to Feed Me is in a stable financial position to continue our mission as we enter 2015.

Year	Income	Expenses
2014	\$247,884	\$188,421
2013	\$128,327	\$100,000
2012	\$28,441	\$10,000
2011	\$40,327	\$10,000

Looking Ahead to 2015

ATTAINABLE GOALS

We can continue to be the difference between stop... or go for pet owners across North Texas in 2015 through Don't Forget to Feed Me!

- Goal: 200 donation locations
- Goal: 150 completely passionate and dedicated volunteers
- Goal: 3 new programs
- Goal: 200,000 pounds of pet food collected and distributed
- Goal: 5,000 hours of volunteer time donated
- Goal: 100,000 pet meals received

Donate, volunteer, and spread the word today!

The Funding Seed, LLC ~ www.thefundingseed.com

Suggested next steps:

- Identify your prospective donors and your immediate cultivation opportunity.
- Identify your prospective ambassadors and get them committed.
- Make your campaign calendar.
- Make your post-campaign donor communications calendar.

Thank you!

More virtual resources available at thefundingseed.com:

Virtual workshop:
Building Strong Donor Relationships
(\$20)

Webinar Series:
GivingTuesdayNow Crash Course (Part 1 and Part 2)
(\$10-\$15)

Online mini-courses:
Donor Relationships and Retention and Engaging Board Members in Fundraising
(\$10)

Online course:
Essentials of Grantwriting
(\$65)

Resource list:
COVID-19 Resources for Nonprofits
(free)

The Funding Seed, LLC ~ www.thefundingseed.com

Q&A



Next Steps

- This recording and the slides will be emailed to you
- visit our COVID-19 page for resources and our other webinar recordings:
<https://www.gnof.org/covid19-nonprofits/>
- Please take our survey and give us your feedback. This will help us continue to bring you all relevant content and help us improve!