THIS PROGRAM MADE POSSIBLE WITH FUNDING SUPPORT FROM:

Albany Guardian Society
Bender Family Foundation
The Freddie Institute
The Lincoln Fund
The Community Foundation for the Greater Capital Region
Linda G. Toohey Donor Advised Fund
MVP Health Care
Pavonia Fund
United Way of the Greater Capital Region
The recording and the slides will be uploaded to the Resource Hub after the presentation: https://www.cfgcr.org/covid-19-resource-hub/

Please add your Questions to the Questions box throughout the training.
ABOUT THE SPEAKER

Former Peace Corps Volunteer, Senegal 2000-2002
Mom of 2
Author of *Storytelling in the Digital Age: A Guide for Nonprofits* and *How to Build and Mobilize a Social Media Community for Your Nonprofit in 90 Days*
Former one-woman Development Director/Marketing Director/Kitchen Sink Coordinator
Passionate digital community builder

TWITTER: @JULIACSSOCIAL @COMMFOUND518
What We Will Cover Today

The dramatically changing fundraising landscape and the implications for nonprofits

The 7 steps to thrive and not just survive in this new reality

How to manage through these changes and get buy-in from the Board, supervisors, and staff

How to pivot your marketing and fundraising strategy to focus more on virtual events and digital fundraising
HOW ARE WE FEELING TODAY?
GO TO MENTI.COM AND USE THE CODE 17 40 21

TWITTER: @JULIACSOCIAL @COMMFOUNDS18
Neil Webb
@neilmwebb

"You are not working from home; you are at your home during a crisis trying to work."

I've heard this twice today. I think it's an important distinction worth emphasising.

10:39 AM · 31 Mar 20 · Twitter Web App
WHAT FUNDRAISERS NEED TO KNOW ABOUT THE CHANGING LANDSCAPE

TWITTER: @JULIACSOCIAL @COMMFOUND518
Phase 1
“The Bump”
Surge in emergency giving, then rapid drop.
Spike only happens if an organization moves quickly with a relevant message.

Phase 2
“The Slump”
Medium length period of lower-than-normal giving.

Phase 3
“The Surge”
Recovery of giving and erasing of shortfall, usually led by Major Donors.

Though it doesn’t look like it in this graphic, the ‘shortfall’ in this area is much larger than the earlier bump in giving.

HTTPS://BETTERFUNDRAISING.COM/PANDEMIC-FUNDRAISING-AND-HOW-TO-SUCCEED/
THE THREE SEISMIC SHIFTS IN FUNDRAISING
1. YESTERDAY’S GROWTH DRIVERS ARE BECOMING INCREASINGLY OBSOLETE, OUTDATED, AND INEFFECTIVE.
In 2000, Giving USA reported that there were around 688,600 charities in the United States.

By the end of 2020, they estimate there will be more than 1.7 million.

1 in 5 Americans have given to an individual’s medical-related fundraiser.

**PLAYING FIELD IS GETTING MORE CROWDED.**
2. DEMOGRAPHIC SHIFTS ARE ResetsTING DONOR AND PARTICIPANT EXPECTATIONS.
Giving USA’s 2019 report revealed a decline in general and mid-level donors (defined as donors who make gifts less than $250 and between $250 and $999 respectively).
The generations defined

Generation Z
ages 7-22*

Millennials
ages 23-38

Generation X
ages 39-54

Boomers
ages 55-73

Silent
ages 74-91

*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER
DONOR BEHAVIORS AND EXPECTATIONS ARE SHIFTING.

Younger generations tend to:

- Want participation at a deeper level.
- Expect personalization and a frictionless fundraising and donation experience (Netflix, Amazon).
- Want to be recognized for their contributions within their networks (not just a trophy or a t-shirt).
3. THE PROMISE OF TECHNOLOGY IS HERE.
PEOPLE ARE ONLINE MORE THAN EVER

1.5 billion people under stay-at-home orders.

TWITTER: @JULIACSOCIAL @COMMFOUND518
Pan-Mass Challenge Facebook Fundraising Jumps 5,348%, Yields 31,000+ New Donors

Chris Strub  Contributor ©
CMO Network
I highlight successful social media strategies from savvy nonprofits.
Mandy always wanted to do a Bob Ross cosplay/paint stream so she chose to host it as part of her third Extra Life fundraiser. Thanks to her fun idea and donors, she was able to raise $1,260. Nice job and moves, Mandy!
ARE YOU INVESTING YOUR TIME, ENERGY, AND RESOURCES TRYING TO CUT AND PASTE THE OLD WAYS ONTO THE NEW WORLD? OR ARE YOU INVESTING FOR TOMORROW?
Our Unique Responsibility

Trust in institutions, brands, nonprofits is at an all-time low.

The content we share should build a community of people who believe what we believe.

We have a moral obligation to engage our communities on digital platforms.
POLL — TYPE INTO THE CHAT

Name at least one way that your work has shifted online in the past few weeks.

TWITTER: @JULIACSOCIAL @COMMFOUND518
7 STEPS TO THRIVE AND NOT JUST SURVIVE
1) FOLLOW THE THREE 3CS.

Communicate **compassionately**. Express genuine care for your audience.

Communicate **clearly**. Don’t bury the lede.

Communicate **concisely**. No unnecessary information.

TWITTER: @JULIACSOCIAL @COMMFOUND518
Looking after your mental health while you have to stay at home during the Coronavirus outbreak

- The government is now advising us to avoid all but essential social contact.
- This will mean that more of us will be spending a lot of time at home and many of our regular social activities will no longer be available to us.
- It will help to try and see it as a different period of time in your life, and not necessarily a bad one, even if you didn’t choose it.
- It will mean a different rhythm of life, a chance to be in touch with others in different ways than usual.
- Be in touch with other people regularly on social media, e-mail or on the phone, as they are still good ways of being close to the people who matter to you.
- Create a new daily routine that prioritises looking after yourself.
- You could try to read more
- or watch movies
- find ways to keep movement or exercise in your life.
- try new relaxation techniques
- or find new knowledge on the internet.
- Try and rest and view this as a new if unusual experience, that might have its benefits.
As we move forward together during this challenging time, I believe we will emerge as a stronger community — and will be closer than ever to achieving our mission to create a world without T1D.

Aaron Kowalski, PhD
JDRF President & CEO
2) ASK QUESTIONS, BUT DON’T ASSUME.

“Should we still fundraise during the crisis?”

“Should I launch an emergency appeal?”

“What if I am not providing COVID-essential services?”

“Aren’t people hurting financially?”
Trust is an issue.

There is a lot of noise right now.

Donors are on their own journey, but they are just like us right now.

We must talk about our work in relation to the coronavirus.

We have to acknowledge what we are all going through, and show how we are doing things in our unique way.
WHAT WE KNOW — OPPORTUNITIES

All donors surveyed said that they see charities as part of the solution and understand there is an increased need to give.

People want to feel a sense of control.

Donors who are financially secure and can’t leave their homes want to help – they would like to volunteer and to give.

Of course many people are frightened about the impact on their finances.

But others are spending much less on themselves and can afford to give much more.
There is no such thing as a "non-COVID essential" charity.

Every mission matters right now. Any diminished service offering has an impact.

You. All. Matter.


You are worthy of support.

11:31 AM · 08 Apr 20 · Twitter Web App
WHAT SHOULD WE DO NOW

Ask for help — if you need it.
Dear Daily Table customers and supporters,

We don't usually write to you like this, but this is an urgent message.

During the COVID-19 crisis, our employees are leading teams, stocking shelves, ringing registers, preparing food, and picking up deliveries so that our neighbors can continue to buy healthy, affordable food.

They are on the front lines. They are facing real risks.

Our employees are tired and stressed. To give them more time to clean and stock the shelves, we have shortened our store hours by three hours per day (to 10am-6pm Monday-Saturday) and by one hour on Sunday (11am to 6pm). Shorter hours mean less revenue for Daily Table.

We recognize and reward the tremendous hard work our employees are doing to keep Daily Table open and making healthy food affordable for those who need it most during this crisis. More than a year ago, Daily Table set a minimum wage of $15 for all hourly employees. Retroactive to March 16, Daily Table began paying them a $2/hour emergency aid bonus. These funds were not in our budget.

Would you consider a special gift of the cost of one hour's wage of $17 for one or more of our employees?

Your action is needed now. Please support one or more team members who are serving those who are most vulnerable during this crisis with your gift of $17 or more.

Please visit our website for the latest information and updates about the actions Daily Table is taking.

Thank you,
The Daily Table Team

SUPPORT THE TEAM
Families living at the edge of their means and struggling seniors cannot afford to stockpile supplies. They rely heavily on VOA meal delivery and other programs and more so during these uncertain times. Your immediate support will bolster our ability to continue providing meals and supplies for families and seniors in dire need.

Yesterday – For nearly 36,500 yesterdays, our commitment has been service to the community.

Today – We serve 1000s of households in our community, but WE NEED YOUR SUPPORT to continue this mission.

Tomorrow – With your support, our doors will reopen and YOUR community organization will be stronger than ever!

Please visit https://communityhouse.org/annual-fund/ to donate. Or give at https://paypal.me/TCHforALL . We appreciate your support!
PASSION MATTERS SO MUCH MORE THAN BEST PRACTICES.
3) DON’T STOP COMMUNICATING.

Make yourself visible!
Your donors want to hear from you.
Be the go-to resource.
When survivors are forced to stay in the home or in close proximity to their abuser more frequently, an abuser can use any tool to exert control over their victim, including a national health concern such as COVID-19. For 24 Help Visit: https://www.thelotline.org/ or call Call 1-800-799-7233 or 1-800-799-7233 for TTY.

For Abused Women, a Pandemic Lockdown Holds Dangers of Its Own
DON’T STRESS ABOUT PERFECT CONTENT. JUST DOCUMENT.
7 Days of Gratitude, Day 2: "I'm grateful for the little ways and the big ways I am able to be creative and that I can be my full self at Amirah." Gratefully, Survivor at Amirah
#gratitude #easter #creativity

7 Days of Gratitude, Day 4: "In this season of uncertainty and change I'm most grateful for the little things, for family, food, technology, and connection with loved ones." Gratefully, Mike, Amirah's Regional Impact Director CT
#gratitude

02 CREATIVITY

04 THE SIMPLE THINGS

7 Days of Gratitude
4) BE AS CONSISTENT AS POSSIBLE.

Choose one or two channels. You do not have to be everywhere right now! A mixture of where your audience spends time and what you like to use and your comfort level. Don’t bite off more than you can chew.
Healthy @ Home

WITH SUSAN G. KOMEN FLORIDA

In a world full of uncertainty, it can be difficult to stay calm. That’s particularly true for breast cancer survivors and patients who are particularly vulnerable to infection. Fortunately, there are tips and tools that will help us reduce our anxiety and take the best care of ourselves.

Kate Watt, Executive Director for Susan G. Komen Florida will be joined by Leah Eustace, CFRE, ACFRE to discuss how to cope in times of crisis, how you react can reflect on those around you, and that supporting your mental well-being is essential.
For breast cancer patients, the COVID-19 pandemic presents new risks to treatment. This leaves patients with a difficult choice — deciding what is more perilous, delaying chemo treatments or venturing out to receive them and risking contact with the disease. Join Dr. Iyengar from Florida Cancer Specialists & Research Institute for a discussion on chemotherapy for breast cancer patients during COVID-19.
WHEN WE DENY THE STORY, IT DEFINES US.

WHEN WE OWN THE STORY, WE CAN WRITE A BRAVE NEW ENDING.

BRENÉ BROWN
5) AUTHENTICITY IS (AND ALWAYS WAS) VITAL.

- TALK TO YOUR DONORS ABOUT WHAT YOU ARE AFRAID TO TALK ABOUT.
- GET IN FRONT OF THE CAMERA AND BE HUMAN.
- WRITE YOUR EMAILS LIKE YOU WOULD WRITE TO A FRIEND OR FAMILY MEMBER.
As you know, **2020 is our 50th year providing high quality, compassionate and affordable reproductive health care for Utahns.** To celebrate this momentous milestone, we had planned to host **HERSTORY**, our 50th anniversary gala, tonight. Unfortunately, a global pandemic had other plans, and we had to postpone our celebration.

While the party will certainly go on once the coronavirus pandemic is over, we did not want to let this day pass without raising a glass to 50 years of Planned Parenthood of Utah. **Will you grab a drink and join me?**

Thank you for your generous and unwavering support of Planned Parenthood Association of Utah. We can't do this work without you.
We are grateful for your support for Charleston’s businesses and especially the creative sector, including our artists, food & beverage industry, and the many cultural organizations that are at the heart of what makes our city so special. In this video, Gibbes Executive Director Angela Mack shares how the Gibbes is managing the impact, and what we are doing to stay connected and adjust our direction. Please stay home, stay safe, and stay in touch with us here.

#ArtIsTheReason
6) DON’T TREAT THIS AS BUSINESS AS USUAL.

Workplaces need to change.
Expectations need to change.
Fundraising needs to change.
We have to be willing to adapt.
DIGITAL FUNDRAISING

Facebook fundraising
Email appeals
Emergency crowdfunding campaigns
#GivingTuesdayNow – May 5th

TWITTER: @JULIACSOCIAL @COMMFOUND518
The Greater Boston Food Bank

Feed a family for the holidays. Your $20 gift provides a complete holiday meal for a family of five.

Michelle Obama

For #GivingTuesday, the Global @GirlsAlliance asked young women what they're thankful for this holiday season—and how they plan to pay it forward to girls around the world.

I hope you'll follow their lead. Support projects for girls at gofundme.com/globalgirlsall...
$71,320
Raised by 559 people in 22 days

Pabst Theater Group Employee Relief Fund Benefitting Our Amazing Theater Staff

Created March 17, 2020

#nonprofitemployee Relief: Create a COVID-19 Nonprofit Employee Relief Fund Campaign
Pabst Theater Foundation Inc Team Organizer
Pabst Theater Foundation Inc Benefiting Charity

Recent Donations
Anonymous $75
3 days ago
This is a huge shift for us but also for our donors.

We have to bring them along with us and not expect that they know how to “do digital” (even if they are younger).
VIRTUAL EVENTS

This is a huge shift for us but also for our donors. We have to bring them along with us and not expect that they know how to "do digital" (even if they are younger).

TWITTER: @JULIACSOCIAL @COMMFOUND518

#VIRTUALWALKMS
We’re making Gateway history this Saturday... and we need your support!

Dear Friends,

Every spring we hold the Great Gateway Gathering, our signature family fundraising event of the year and a beloved tradition for parents and staff alike. This year’s event was scheduled for Saturday, March 14 with a 70s disco theme; it was going to be a groovy get-down!

Unfortunately, our event is impacted by the City’s directive to cancel all “nonessential” community events, jeopardizing over $70,000 in funds for the mission-critical supports and programs that allow us to serve every unique learner in our charge. This would be a tremendous blow to our teachers and students.

**But at Gateway we dream big and we know disco never dies!**

We are adapting the annual party to a live-streamed “telethon” event families and friends can view and participate in from home. We need YOUR support to ensure our students’ education is affected as little as possible by emerging public health concerns.

**Please tune in to our YouTube LIVE casting on Saturday, March 14, 3-8pm for Gateway’s first-ever, totally groovy, throwback “telethon” event!**

---

The live broadcast will feature:

- 70s-inspired karaoke, vintage recipe demonstrations, and more old-school fun
- Auction packages, including Warriors tickets, and incredible raffles
- ...plus lots of surprises!

We hope you’ll be a part of our ambitious goal to raise "$70k in the 70s!"

Here’s how you can help...

**Bid NOW in our Online Auction**

The first round of bids closes TONIGHT at 9 PM. Raffle and wine tickets remain on sale all week.

**Set a reminder to join the Telethon**

Use the button below to access our streaming channel, then click “Set Reminder” in the bottom of the video frame. You’ll receive an alert when it’s time for the event to start!

**Donate at any time!**

Busy weekend ahead? No problem. Your gift of any amount will help ensure that our students continue to receive the support they need to thrive.

We are confident that with your support we can ensure that our students and teachers have the resources they need to achieve great things at Gateway, and that we can have a great time doing so from the comfort of home!

---

Regards,
Sharon Oken, Executive Director

---

TWITTER: @JULIACSOCIAL @COMMFOUND518
Join us LIVE!
Saturday, March 14
3-8 PM

Gateway's Groovy Virtual Disco Telethon
11 waiting • Scheduled for Mar 14, 2020

Gateway Public Schools
134 subscribers

A few germs can’t stop the groove! Celebrate with us via livestream in lieu of our usual Great Gateway Gathering party as we work toward our big goal of raising “$70k in the 70s!” Join our auction, buy raffle tickets and more at: https://groovy2020.ggo.bid/bidding/pa...

SHOW MORE
7 Ways to Make Your Virtual Shave Fun

by St. Baldrick's Foundation

March 20, 2020
Virtual Spirit Week

Monday, March 23, 2020 - Sports Day
Tuesday, March 24, 2020 - Super Hero Day
Wednesday, March 25, 2020 - 80's Day...Dress like Mrs. Worley did in MS...
Thursday, March 26, 2020 - PJ Day
Friday, March 27, 2020 - Wacky Day

WhyHunger Presents
Isolation Fun Run!

Join us on April 4th for WhyHunger's Isolation Fun Run to help raise funds for WhyHunger's Rapid Response Fund! The fun run is a great way to increase physical activity, get outdoors and raise funds for essential frontline food banks & pantries, farmers and food workers and those in immediate need who have been impacted by the COVID-19 crisis. To sign-up or make a donation today, visit: whyhunger.org/isolationfunrun/

On Saturday April 4th, support frontline food banks & pantries, farm & food chain workers, and those in immediate need impacted by the COVID-19 crisis when you take a run with us on your treadmill, your sidewalk or even a local park. (while social distancing, of course!)

For more information on how you can sign up or donate, visit www.whyhunger.org/funrun

Twitter: @JULIACSOCIAL @COMMFOUND518
7) PLAN FOR THE FUTURE.

What lies ahead for the nonprofit sector in a post-pandemic world?
5 WAYS THE SECTOR WILL CHANGE

1. The way we work and organize our staff will change.
2. Philanthropy will shift.
3. More direct collaboration between nonprofits: https://www.northtexasgivingday.org/
4. Events will come back, but look very different.
5. Creativity and digital innovation.
WE NEED TO DO SOMETHING SO INNOVATIVE THAT NO BRAND HAS EVER DONE ANYTHING LIKE IT.

SEEMS RISKY. CAN YOU GIVE EXAMPLES OF OTHER BRANDS THAT HAVE DONE THIS?
WE MUST BE VISIONARIES.

"In the rush to return to normal, use this time to consider which parts of normal are worth rushing back to"

- Dave Hollis
YOUR NEW MANTRA

Less is more.
Focus over frantic.
QUESTIONS?


My website: [www.JCSocialMarketing.com](http://www.JCSocialMarketing.com)

[Julia@JCSocialMarketing.com](mailto:Julia@JCSocialMarketing.com)
How to Have a Successful Online Board Meeting

Monday, April 20, 2020, 2 pm to 3 pm

Speaker: Jeanne Allen: Read Jeanne's Bio

Now that you have moved your board meetings online, what’s next? Join Jeanne Allen to learn how you can host effective and engaging board meetings in the "new normal" of online. This short webinar will cover tips for facilitating, organizing and structuring an effective, and engaging board meeting. We will touch briefly on the tech side, but most of our time will be on the people side and keeping your Board engaged through this crisis.

We’ll cover what to do before the meeting to set the stage, during the meeting to engage your members, and after the meeting to wrap it all together

This presentation will be conducted via a Zoom Webinar: Please click to register for this training.