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Fundraising in Uncertain Times

Presented by the
Adirondack Foundation
for the
**Adirondack Nonprofit
Network**

Once upon a time...



There was a fearless fundraiser who kept asking when everyone else was too afraid to ask ... and got great results!



Poll: What's your biggest fundraising concern right now?

Health is concern #1; after that, your biggest is:

- Uncertainty; difficult to plan
- Impact of COVID-19 on the economy
- Cancellation of events & in-person fundraising
- Logistics of moving everything virtual
- Competition for donations
- Other



Fundraising during a crisis:

Three big myths

Myth: “Our work isn’t relevant now.”

Truth: More than anything else, people want **community** and **connection**.



Myth: Donors are giving to somebody else – nothing left for us!

Truth: After 9/11/2001, about *one percent* of giving went to 9/11 charities.





Myth: Economic crash = less giving.

Truth: Partially true: during Great Recession, giving declined 10-15%.

Tough times, but not catastrophic.

Fundraising lessons from the California wildfires



- Respond in ways that make sense; it's not mission-creep to support your neighbors
- Get closer to your donors!
- Avoid freelancing
- Don't freak out

In times of crisis, seek out and create

Shared fundraising opportunities



- Grant proposals
- Funder briefings
- Joint fundraising events (virtual?)
- “Giving days”
- Joint approaches to major donors
- Shared training

Where's the money?

Income for US nonprofits

\$427 billion

Philanthropy

\$300-\$400 billion

Public funding

\$600-\$700 billion

Earned income

\$1.5 trillion

Total income



U.S. Philanthropy

\$427 billion in 2018

18% Foundations

5% Corporations

68% Individuals

9% Bequests





- 50%-plus households contribute
- The typical household supports 5-10 organizations per year.
- The median amount contributed per household is about \$900 per year

Before cutting costs, raise \$

Kim Klein: “Most people’s instinct is to cut expenses rather than raise money.

Resist this impulse as much as possible.”



Income sources for nonprofits



Grants

- Foundations
- Corporations
- Public charities
- Government
- Service clubs
- Faith-based

Individuals

- Membership
- Major gifts
- Monthly giving
- Online giving
- Benefit events
- Workplace giving
- Planned gifts





Earned income

- Goods
- Services
- Publications
- Investment income
- Cause related marketing



Pros and cons of income options

Because not all money is created equal...

	Pros	Cons
<i>Grants</i>	<ul style="list-style-type: none">• Large amounts• Program funds• Get organized!	<ul style="list-style-type: none">• Lousy odds• Restricted money• Mission drift
<i>Individuals</i>	<ul style="list-style-type: none">• Lots of options• Unrestricted \$• Community support• “Lifetime value”	<ul style="list-style-type: none">• Donor retention and upgrading takes effort• Board resistance
<i>Earned Income</i>	<ul style="list-style-type: none">• Improved financial systems• Greater program impact?• Diversification	<ul style="list-style-type: none">• Underpricing• Some programs can't be monetized• Risk



The key to successful fundraising: Income diversity

Focus on the revenue sources that have the
greatest potential for growth

COVID-19 Federal relief funding

With thanks to:

National Council of Nonprofits, councilofnonprofits.org

The Agitator / Donor Voice, agitator.thedonorvoice.com

Overview

- Three programs

- Most relevant:

Paycheck Protection

Program, Emergency

SBA 7(a) loans



COVID-19 funding (continued)

- For organizations with up to 500 employees
- Administered through local financial institutions, so talk with your banker!
- **Loan converts to a grant** if you retain staff
- Covers wages, 1099 compensation & benefits
- Start now – limited funding
- We will send more info...



Five ideas:

Engaging your donors remotely

1. Online party or virtual happy hour
2. Donors-only presentation, performance, etc.
3. Virtual focus group or check-in





4. Donor interviews by phone, Skype, Zoom, etc.
5. Walk and talk (six feet apart!)

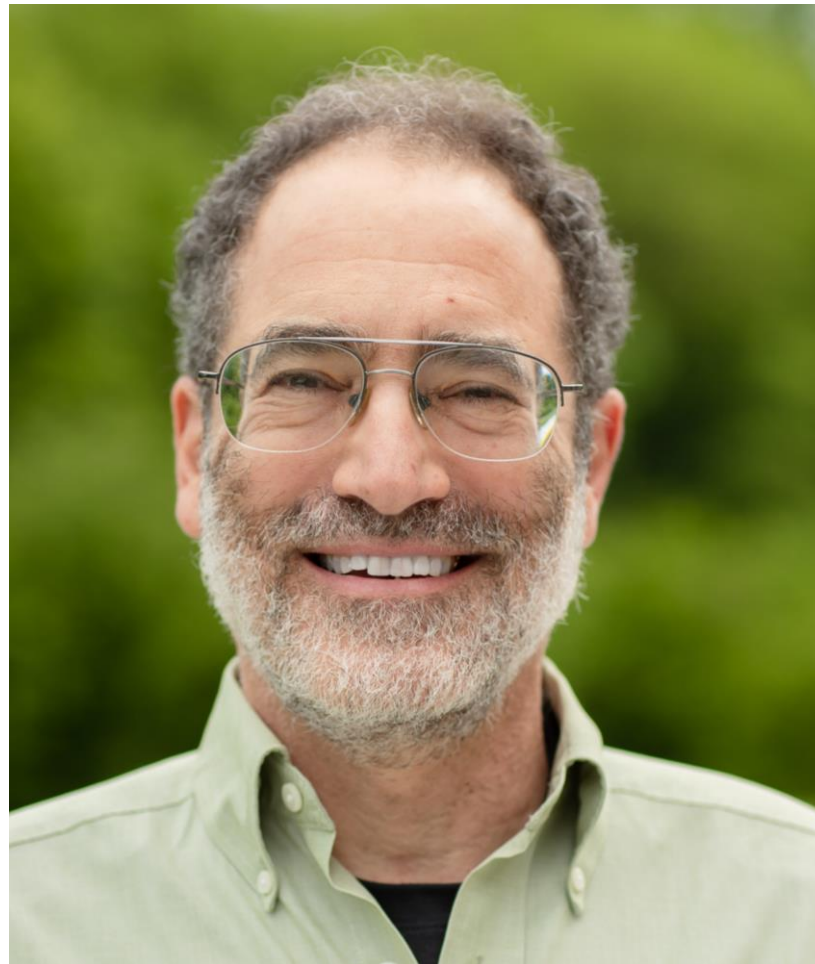
What would you add to the list?

Questions?





How will you implement what you learned today?



Good luck and stay in touch!

www.andyrobinsononline.com

www.trainyourboard.com