

3.27.20 ANN: Donor Outreach and Fundraising

In Attendance:

Mitch Teich, Ben Strader, Erin Walkow, Steven Engelhart, Paula Michelsen, Kathleen Colson, Jessica Rubin, Diane Fish, Donna Beal, Emily Eisman, Cali Brooks, Holly Wolff, Dan Fitts, Kerry Crowningshield, Martha Spear, Sophie McClelland, James Lemons, Kara Page, Sarah Lewin, Sue Montgomery, Matt Donahue, Tyler Merriam, Lizette Haenel, Bob Engel, Nolan, Bill McColgan, Baylee Annis, Nathalie Thill, Carolyn Koestner, Nicole Reaulo, Carolyn Sicher, Nina Schoch, Linda Carela, Elisha Bartlett, Andy Robinson, Lindsay Yost, Bill, and Gwyn, Janine Scherline

SUN Fund Update: Cali

Today cutting checks for \$85K, first week of SUN Fund grants serving frontline organizations

ZOOM Breakouts

- What are you currently doing in terms of donor outreach and fundraising?
- Brainstorm ideas for the next month?
- Ideas for the summer?

Breakout Reports

Jessica Rubin –

- Timing. What is it that we should or shouldn't be doing?
- Wellness calls, what can we do for our donors?
- Assessment mode – what IS going to happen
- Stimulus package- could impact timing
- Perhaps time to focus on unrestricted support?
- Publications being added to or changed
- Zoom meeting for donors
- Summer Events – what does COVID mean for that?

Ben Strader–

- Anxiety about finding a sensitive tone, the right tone – good to do something to keep the communication going
- Not all about the ask, about the before and after
- People want to be connected now, donors cared three months ago and that they'll care today
- Some organizations going deep into programming
- Encouraging monthly gifts, letting people know you're caring about staff, clients and safety
- Don't get paralyzed

Diane Fish –

- Use resources beyond staff to call donors and connect with board members
- Planning and settling stage of new systems and new communications
- Big cancellations already happening
- Budget work taking place, when can we make the decisions that we can make to move forward
- Meet along organizational types?

James Lemons –

- Focus on personalization and personal reach outs, regular communication
- Incorporate our response to crisis
- What we're doing moving forward
- Increased communication with biggest supporters and board
- Moving to other virtual platforms

New ideas from these conversations or shifting of strategy?

- Contingency budget
- Conference Call for nonprofit Executive Directors?
- What are thoughts from donors? Where are they thinking their giving?

Next Steps

- Weekly themed call, role model different Zoom strategies, keep them engaging
- Use topics from initial ANN call re: COVID-19, send input to Lindsay
- May bring in some additional facilitators
- Adk Foundation will put some thoughts together from donor communications

Specific feedback in Ben Strader's breakout:

Struggling with communications and messaging, paralysis internally before hard decisions are made and shared them, could/should have communicated better to make donors feel a part of the decision making, less tentative, more transparent.

Struggling with our need being now because media is providing services during this storm and people who normally support us now, are being impacted, helping neighbors by helping us, need and down the road.

Notecards, touchpoints, letters

Unique advantage as radio station

Events and programs first – one operational, exhausted by being on the internet, translate events to online so that it's different and unique, not same template

3 things they knew they could maintain digitally, brighten their days, how we want to connect with our donors, more emails, more posts, embed soft giving opportunity all the time, hope donors see that their getting something unique

What you're doing to maintain your financial viability, safety of staff

Telling stories, how that's providing comfort, encouraging their support – maybe a monthly gift, establish financial viability

Brainstorm strategies for the next month and strategies for the upcoming summer season

Concerns:

Balancing act of finding the right strategies, striking the right tone, finding sources to support admin capacity

Sensitive and insensitive ways of communicating

People who cared, still care

So much resilience in nonprofit community

People want to feel connection, bigger than themselves

This is your opportunity - Worst thing you can do, is nothing at all