INSTITUTIONAL RESILIENCE: FUNDRAISING IN AN UNPREDICTABLE TIME

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AGENDA

1. Adjusting to a New Reality
2. Fundraising Campaign Momentum
3. Cancelled Events (Revenue Loss and Cultivation Opportunities Missed)
4. 1:1 “Meetings” – Opportunities Abound
5. Donor Communications
When you can't control what's happening, challenge yourself to control the way you respond to what's happening. That's where your power is.
CAMPAIGN MOMENTUM

What should we...
  Start
  Stop
  Continue
CRISIS HIT: Should We Talk To Donors? Should We Ask?

Source: The Center on Philanthropy at Indiana University, Giving USA 2019
CRISIS HIT:
Should We Talk to Donors? Should We Ask?

• Even in the biggest recession in recent years, there were donors capable and wanting to give, so don't be afraid to have conversations and ask.

• Even in times of crisis, stay in contact, plant the seeds for people to consider gifts, and give them time to decide.

• Many donors want to help during difficult times, especially during the worst of times.

• And, many donors will want to know what your organization is doing.

Market Drops and Crisis: Fundraising Lessons and Your Lighthouse
March 11, 2020,
John Pepperdine, Principal at Making Philanthropy Work (MPW) Strategies
EVENTS AND OUR SUDDENLY EMPTY CALENDARS

Loss
• Cultivation Opportunities
• Facetime with Donors
• Brand Building
• Honoring Honorees
• Lost Revenue (Tickets/ Sponsors/ Tributes)

GAIN
• Time to Call and Connect
• Virtual Events- Gatherings- Points of Connection
• You Already have Next Year’s Honorees
• Request Sponsorship Moves to Donation
1:1 DONOR MEETINGS
IN COMPLICATED TIMES, COMMUNICATION THAT COMPEL DONORS TO DEEPEN CONNECTION AND/OR INVEST

1. No One-Size Fits All Answer
   • It Is Important to Develop an Organization-Wide Point of View and Plan...

2. Donor-centric Ethos and Practice is Critical
   • Donors have unmet needs and may not be in position to respond to an appeal at this moment if their basis needs (or perception of) may be at risk
   • Place highest priority on the authentic relationship and then navigate if the timing is right and message accordingly
As we progress through this unique period of time, where we have been asked to practice physical isolation, how might we engage in meaningful donor stewardship to enable us to nurture vital relationships with our donors.