Coronavirus: Adapting our Fundraising Strategy

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First Things First…

1. Stop, breathe, and think.

2. Ask questions – What impact does the money from our event bring our organization and those we serve?

3. Don’t make decisions alone, make them as a team.
Creative Examples

• Upaya – Virtual (exceeded goal by $70,000)
• ArtsCorp – “Live and Unplugged” (500 people tuned in and over $45,000 raised)
• Y-WE – Virtual Raise the Paddle and Online Auction (2/3 goal raised and still raising $)
Upaya Community, WE DID IT!! We are proud to announce that you have helped us raise $270,000, exceeding our goal of $200,000!! This is about so much more than Upaya meeting our goal. It’s about the families for whom a dignified job allows them to send their children to school, put food on the table, and improve their living conditions. Your gift is life changing. Thank You!!
Creative Examples – Success!
Check In: Event Updates

• What are your experiences to date with the cancellation of events?
• What have you adjusted?
• What were your results?
• How did your re-purposed event go?
• What do you wish you would have done differently?
Other Event Ideas

- Unvite
- Un-gala gala
- Virtual
- Couch and Pajama gala
- Postpone event and focus on another fundraising strategy
- Other Creative ideas?
Taking your event TO your people

• Letters and emails to gala attendees
• Peer to peer toolkit for table captains and attendees
• Video your speaker and send to your event list
• Send event collateral or program with letter to attendees with note from table captain
• Call and talk with your sponsors
Taking your event TO your people

• Online auction (GiveSmart, Funraise, GiveLively) mobile bidding
• Use auction items as drawings incentive to give
• Offer your content or panel at event as a webinar
P2P Tool Kit

• FAQ’s
• Timeline
• Communication Templates
  • Phone Calls
  • Emails/Letters
  • Social Media
    • Before, During, and After Posts
  • Talking Points
• Social Media Images
  • FB Frame
Other Strategies for Revenue

• Lean in to GiveBIG (your local giving day)
  - Ask event table captains to be FUNdraisers
• Spring appeals
• Phone or email tree
• Text to give
• Phonathon (get on the phone, people are home)
• Talk with your institutional funders and corporate donors
Other Strategies for Revenue

• What shifts to online strategies have you made?
• What other substitute fundraising strategies you are already employing?
Fundraising: Next Steps

- Determine what is critical
- Prioritize your fundraising efforts
  - Start with those closest to you
- Don’t be paralyzed (for too long)!
- Let donors make their own decisions
- Lapsed donors – connect with them!
- Focus on time, talent, and treasure
Communication: Next Steps

• Adapt messaging: short term and long-term messages
• What are you doing to maintain your services?
• Be there unconditionally
• Follow the lead of restaurants and other closed businesses (look for insight on messaging)
Overall Remember…

Hope and Stability

(Dr. Tim Seiler, The Fundraising School)
What are we seeing?

- Seattle Foundation Response
- Philanthropy Northwest Response
- #AllInSeattle
- Giving Compass
- Foundations loosening restrictions
- Year end giving “may” offset hit
- Giving will go down BUT in certain sectors it will go up
Overall Remember…

• We’ll get through this!
• Lean into your mission and impact
• Communicate – where is the next good idea?
• Relationship based fundraising – email/call your donors
• It’s isn’t about the event it is about the people who benefit from the event. The **impact** that comes from the event. Tell that story.