Achieving Fundraising Resiliency: Arts and Culture

Tuesday, June 16, 2020
We’re so often told that art can’t really change anything. But I think it can. It shapes our ethical landscapes; it opens us to the interior lives of others. It is a training ground for possibility. It makes plain inequalities, and it offers other ways of living.

### Estimated Aggregate Impact of COVID-19

On Finances of Nonprofit Arts and Cultural Organizations in the U.S. with Annual Budgets Above $50,000, March 2020–February 2021

| Loss of earned revenue tied to provision of mission-related services | $5.4 billion |
| Loss of contributed revenue | $5.2 billion |
| Loss of other earned and investment income | $1.8 billion |
| **Total lost revenue** | **$12.4 billion** |
| Compensation reduction due to pay cuts, furloughs and cancelled contracts | $3.9 billion |
| Cuts to non-personnel expenses | $1.7 billion |
| Addition of crisis-related expenses (e.g., cleaning supplies, lost deposits, etc.) | $126 million |
| **Total net expense reduction** | **$5.5 billion** |
| **Net effect on bottom line** | **-$6.8 billion** |
4 Questions to Consider

1. What might the next year look like?
2. What is the source of our strength?
3. How will we manage our people and revenue to confront the new reality?
4. When our doors reopen, whom will we gather?
Donors + Crisis Communications

• Donors have a stake in how you respond to the crisis
• Make it clear you have a plan – builds trust and communicates crisis impact
• **Boardsource** crisis communications
• Be clear about timing (or what you don’t know; when will you decide if programming is proceeding as planned, or proceeding differently?)
• Talk about how are you engaging meaningfully in your community?
Be a Steady Presence

• Tell them what you don’t know (certainty outweighs expediency)
• What are your goals for the short and longer term?
• If you reach an important goal, let them know
• Are there special ways they can help? Short list.

Ask for Continued Support

“Let them know that as your work continues, their support is more valuable and needed than ever before. Your work continues – and they want it to – so ask for their help.”
Re-Thinking Events and Fundraising Tactics

• Cancel vs. postpone vs. virtual

• Consider the Goal *(friend or fund)*

• Consider the ROI

• Returning $?
Long Term Planning: Lessons from 2008-09

- Focus on maintaining relationships
- Who needs additional cultivation/stewardship?
- How can your team partner to achieve this? Especially from home...
- Know your donors: who responds to urgency + crisis; how do they give?
- Testimonials and communications from board, leadership + current donors
Repositioning Your Case

Builds on case for operating
Clear, compelling, urgent;
Outlines greatest needs and opportunities

Focused on the donor
And the results the donor wants to achieve (not what your organization wants/needs)

Position the donor as partner in your future: “Would you consider partnering with us to address these challenges?”

Tell Stories
Make it real and urgent
(86% of top 3% households by wealth give to meet critical needs)
Case Scenarios + Questions
Thank you!

Contact us: Amy Schiffman & Lisa Tylke

amy@evolvegg.com | lisatylke@evolvegg.com

evolvegivinggroup.com