

PRE-WEBINAR QUESTION:

**How is your nonprofit adjusting during the current crisis?**

**\*\*Share your answer in the chat pane of Zoom\*\***





venture1:9

April 21, 2020

**RESPONSIVE FUNDRAISING: 6 Strategies Amidst Covid-19**



## We are the responsive nonprofit's growth partner.

We equip nonprofits with:

- An integrated CRM, communications, and giving **platform** built by fundraisers for fundraisers.
- A modern fundraising **playbook** designed to build lasting relationships with today's donor.
- Hands-on support and on-going insights delivered by real **people** who deeply care about your success.



Learn more at [VirtuousCRM.com](https://VirtuousCRM.com)



# The Responsive CRM & Fundraising Platform

One Conversation. Multiple Channels. Better Relationships.



## Responsive Nonprofit CRM

- ✓ Predictive data-analytics
- ✓ Insightrich reporting
- ✓ Social & email integration



## Automation and Email

- ✓ Marketing automation
- ✓ Email marketing
- ✓ Campaign builder



## Web Listening

- ✓ Tracking pixel
- ✓ Lead forms
- ✓ Web insights



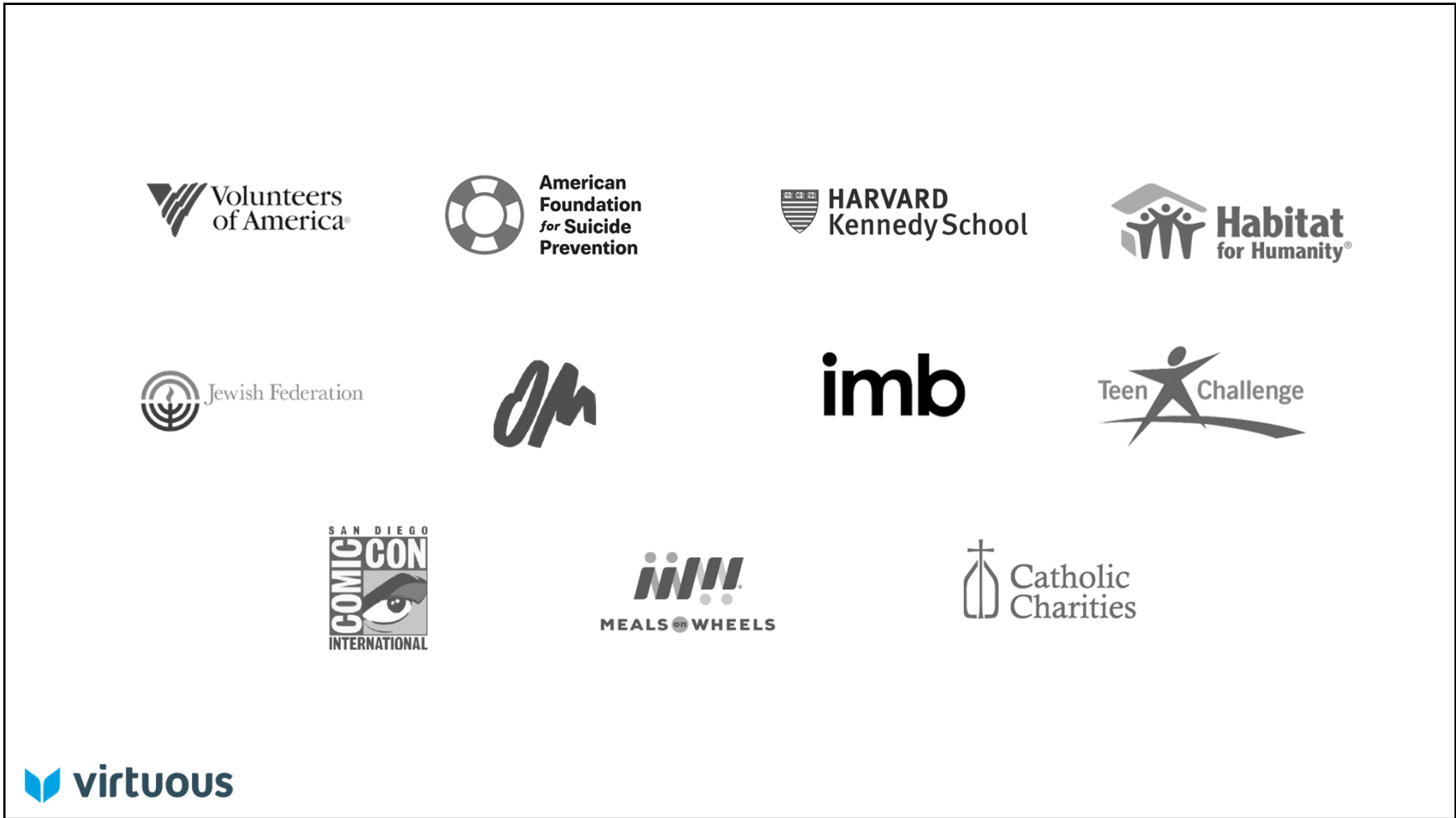
# Fundraising Amidst COVID-19: Quarantine, Market Meltdowns, & Unfettering Uncertainty



**Noah Barnett**  
Director of Partnerships &  
Community at Virtuous



**Gabe Cooper**  
CEO & Founder at  
Virtuous



## Today we'll cover:

- 1) The New Normal: COVID-19 Crisis & More
- 2) Responsive Fundraising: A Donor-Centric Approach
- 3) 6 Strategies To Maximize Impact During Crisis
- 4) Questions & Discussions

The world you fundraise in *has changed.*







## Our new reality:

- Quarantine / shelter in-place
- Business and school closures
- Mandatory work from home
- Market drops and economic fallouts
- Unfettering uncertainty and fear

## How this impacts nonprofits:

- Operational shifts
- Canceled events and travel restrictions
- Distributed teams and #WFH
- Funding shortages: grants, corporate, major donors
- Vulnerability and uncertainty



*“Some organizations will thrive from this increased chaos, some will be unprepared, and some will merely fight it and lose.”*



— **Seth Godin**  
Marketer, Innovator, Author

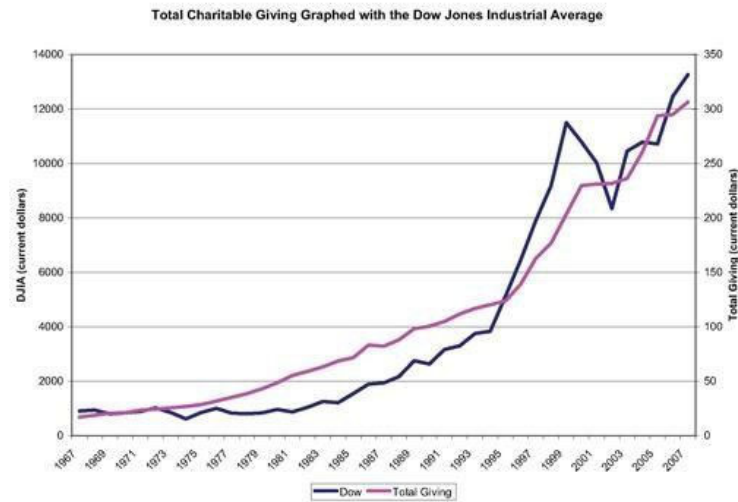


## The good news:

- This will end. We will get past this.
- We have history to reference.
- You serve a societal need.
- Donors still want to hear from you.
- Keep going. Keep relating. Keep fundraising.

# Donors are resilient!

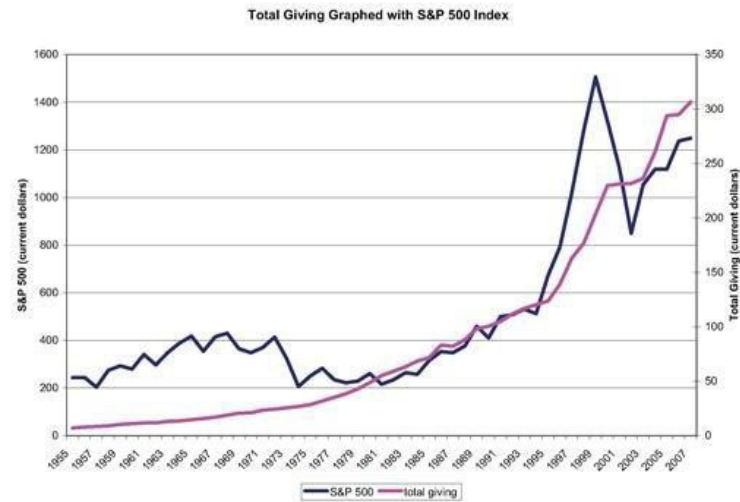
## Giving overall is less volatile than the market





# Donors are resilient!

## Giving overall is less volatile than the market



*“Gravity problems are unchangeable, irreversible, and long-lasting. Just like gravity, the problems exist like a law of nature. They are fixed and the only way to handle them is to accept the situation for what it is or reframe the way you think about it.”*



**Bill Burnett**

Executive Director of the Design Program at Stanford

## A plan forward:

- Take care of yourself, and your team first.
- Audit upcoming fundraising campaigns and communications note changes needed.
- Evaluate funding sources and inevitable gaps.
- Sketch out short-term, realistic action plans.



## A New Normal Requires New Approaches

**Today's growing nonprofits use technology  
to treat all donors like major donors.**

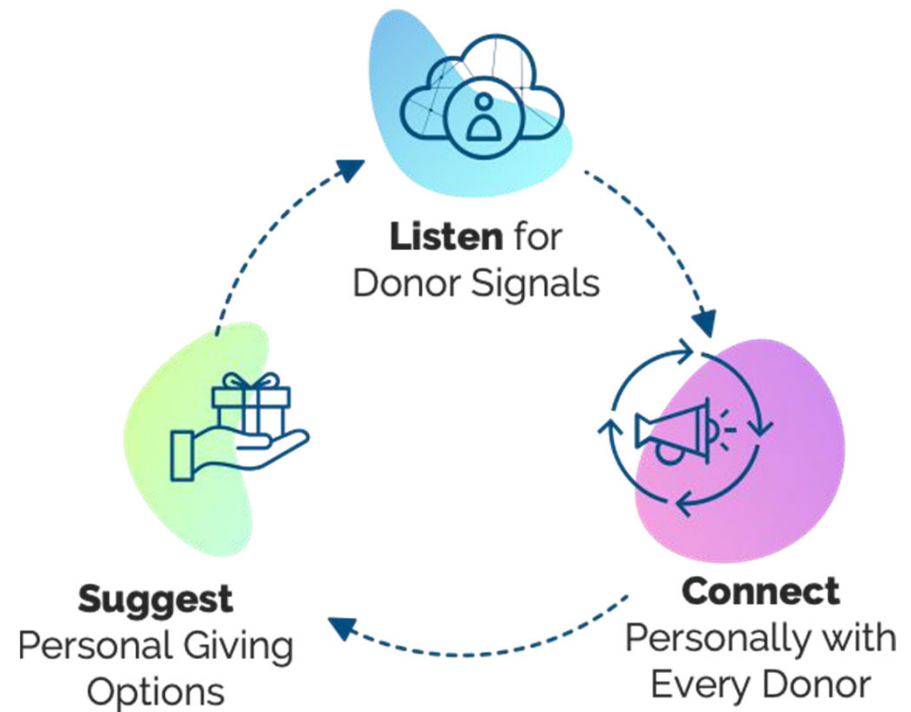


# The Responsive Framework

Puts your **DONOR** at the center of fundraising

Treats **ALL** donors like major donors

Personalized cycles **NOT** impersonal funnels



## Technology has drastically changed how your donors communicate, connect and learn




### Today's donors...

- Are hyper-connected and rely on recommendations by friends.
- Want to be PART of your causes... not just an ATM.
- Expect personalized experiences across all areas of their lives



**Personalization Everywhere**



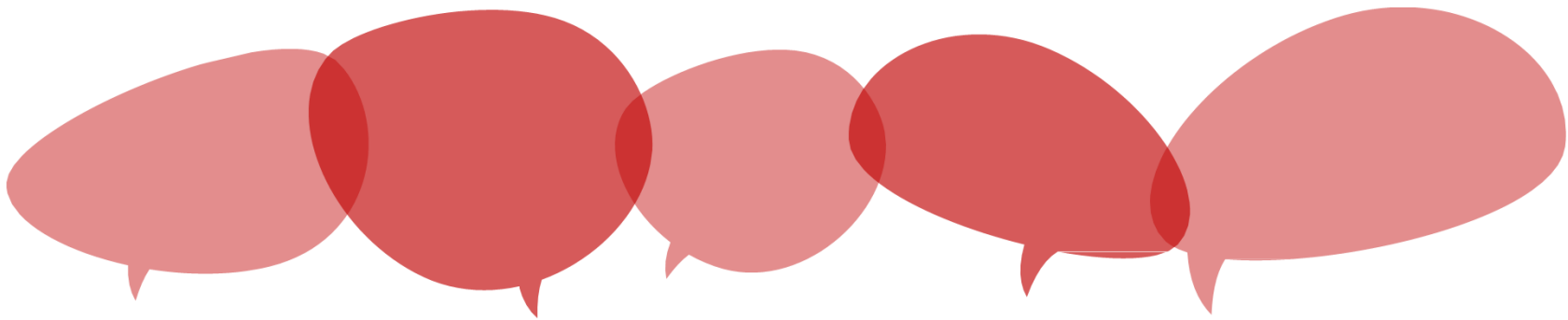
audible  
Spotify  
Kroger  
SUN BASKET  
STARBUCKS COFFEE  
Disney  
NETFLIX  
STITCH FIX  
REI  
Nike + Apple



# Nonprofits rely on impersonal, unresponsive tactics that alienate the majority of donors.



## The result of this disconnect? A generosity crisis.

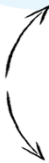


Charities are struggling to raise support from everyday givers.

Each year, nonprofits **lose more than half of their donors** and **76% of new donors\***

**Responsive Fundraising** uses modern technology to foster genuine conversations and create personalized engagement for every donor.



NO  **Everyone** receives personal engagement

Development Teams, Communications,  
Phone Calls, 1-1 Meetings, Personalized  
Emails, Mailings, Text Messages





RESPONSIVE RECOMMENDATIONS

# 6 Strategies for Building Lasting Donor Relationships Even In Times of Crisis



## RESPONSIVE STRATEGY #1

# Contextual messaging

Though you may not be working directly on the current crisis, you're still serving a societal need, and should look for opportunities to contextualize your messaging.

- Don't ignore the current crisis
- Be clear, communicate impact
- Be transparent about the impact
- Bridge the gap between your donor's current reality and your cause



----- Forwarded message -----

From: **charity: water** <[teams@charitywater.org](mailto:teams@charitywater.org)>

Date: Sun, Mar 22, 2020 at 8:46 AM

Subject: It's World Water Day. Clean water is more important than ever.

To: <[noah@toolry.com](mailto:noah@toolry.com)>



As the coronavirus continues to spread, **handwashing is one of the main ways to save lives.**

You've helped us fund more than 51,000 water projects that will bring clean water to over 11 million people. Families are able to stay safe and healthy during a global health crisis thanks to your support.

It's a challenging time for all of us, and we know that many people are facing uncertainty. **But today, on World Water Day, we created a simple way for you to bring**

It's a challenging time for all of us, and we know that many people are facing uncertainty. **But today, on World Water Day, we created a simple way for you to bring some good news to the world and help bring clean water to people in need, without giving financially.**

We're launching a quiz to help raise awareness for the 785 million people who lack access to clean water. You can test your knowledge of the global water crisis and learn more about how safe water, sanitation, and hygiene impact lives around the world.

Thanks to a long-time charity: water supporter, the first 2,000 people who take the quiz and join our mailing list will unlock a **\$40 donation** and provide one person with access to clean and safe water.

If you're getting this, you're obviously already on our mailing list—but that doesn't mean you can't participate!





**charitywater** • Following

**charitywater** Wow! What an incredible #WorldWaterDay. You took our quiz, unlocked donations, and gave so generously, funding clean water for more than 2,100 people! We are so inspired by each and every one of you—always, but especially right now. We truly couldn't do this without you.

22h

**scottharrison** 22h 6 likes Reply

**cubbygraham** Blown away by this incredible community 22h 5 likes Reply

Liked by **cgorder72** and 2,361 others  
22 HOURS AGO

Add a comment... [Post](#)





## A brighter, healthier world is ahead.

Now more than ever, we are guided by the belief that everyone has the right to healthcare. At Watsi, we are leaning heavily on our values of **people over path + listen and learn first** as we adapt for the journey ahead.

Read more about what is guiding us as we support our community through COVID-19.

Our blog post



Sent from Watsi, a 501(c)(3) non-profit • [Unsubscribe](#)

What we are hearing is their concern that support for surgery continues. Our partners share that they are preparing for harder times ahead and the influx of patients in need of surgery without the financial resources remains high. Without our support, they would be turning these patients away.

We have also heard that healthcare workers are taking precautions as best they can and bolstering systems and resources, such as ventilators and protective gear, where possible. We are continuing to monitor these preparations and should requests from our medical partners come in, we will look for innovative ways and partnerships to help meet this need.

In some limited cases, we are starting to hear of surgery being postponed. One of our partners that relies on international travel for life-saving cardiac surgery has had to temporarily postpone treatments. We share a deep hope that these patients can remain healthy enough to access this critical care when borders reopen.

We will continue to share with you what we are hearing and learning as the situation changes. We are also available to listen to you, please reach out anytime by emailing [connect@watsi.org](mailto:connect@watsi.org).

While this is a time of unprecedented physical distancing, the glimmers we've seen of humanity coming together—just as our Watsi community has always done—reminds us that a **brighter, healthier world is ahead**. Onward, together.



**The Watsi Team**  
Everyone deserves healthcare.



***Important Updates & Changes at Miriam's House***

Due to the essential nature of our work, we will not stop serving our vulnerable neighbors during this time but will rather creatively identify solutions to continue to end homelessness in Central Virginia.

We take the safety of our community *very* seriously, and are closely monitoring the COVID-19 crisis and the guidance provided by the Centers for Disease Control and the Virginia Department of Health.

**For the time being, we will not be allowing visitors to our home on Magnolia Street to minimize exposure for the women living at Miriam's House. However, in-kind donations of crucial items can be dropped off on our front porch.**

*If you have questions about dropping off a donation, please [contact us](#).*

## RESPONSIVE STRATEGY#2

# Shift in-person to online

Whether it's a large scale gala, regional events, or 1:1 donor meetings, in-person connection is a staple of many fundraising plans. But, in a world where this isn't possible, we must consider how we can bring these experiences online.

- Digital galas and donor events
- Virtual runs, walks, and challenges
- Online communities and conferences





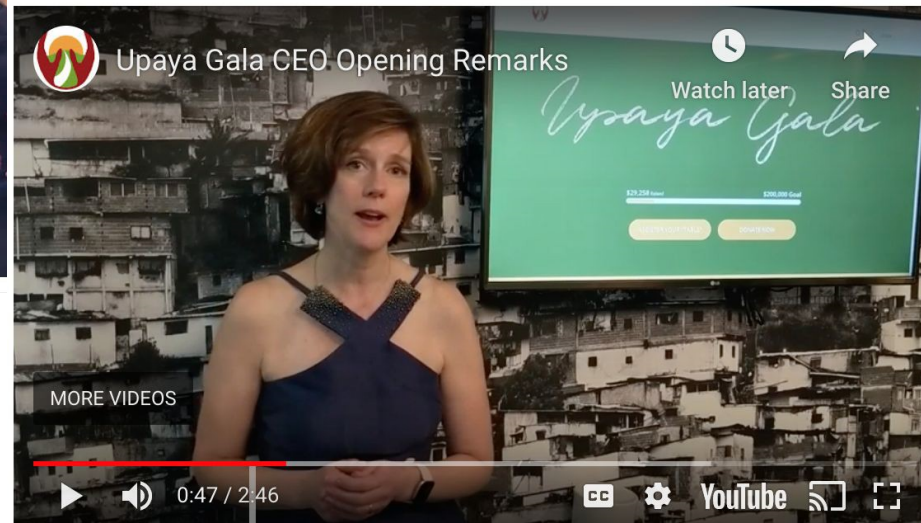


**Upaya Social Ventures** about 3 weeks ago

**ANNOUNCEMENT:** We have made the extremely difficult decision to cancel the 2020 Upaya Gala, scheduled for March 6. Please see the statement from CEO Kate Cochran below, and stay tuned for more details as we prepare to kick off a virtual gala this week.

**Upaya Social Ventures** ▶ 2020 Virtual Upaya Gala  
March 2 at 4:16 PM

owing the recent cases of Coronavirus in the  
fficult decision to cancel the Upaya Gala, sch

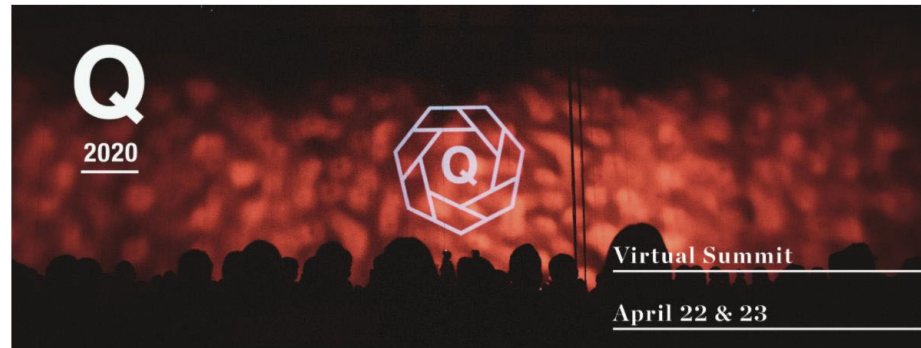


Source: <https://www.upayasv.org/blog/2020/3/10/virtual-reality-making-an-online-fundraiser-connect-with-donors>



**Source:** <https://www.upayasv.org/blog/2020/3/10/virtual-reality-making-an-online-fundraiser-connect-with-donors>

From: **Q Ideas** <[info@qideas.org](mailto:info@qideas.org)>  
Date: Tue, Mar 24, 2020 at 4:11 AM  
Subject: Q 2020 Is Still On!  
To: <[noah@toolry.com](mailto:noah@toolry.com)>



At a moment when so many events are being canceled—when the weeks and months ahead feel more uncertain than ever—we're grateful for the opportunity to host Q 2020, even if it might look a little different than originally anticipated.

**This year, Q Conference will take a new form as we host Q 2020 in an all-virtual format and interactive experience. With your digital pass for the Q 2020 Virtual Summit, you will experience:**

- Two days of more relevant-than-ever talks
- Audience feedback and participation
- Digital connection with like-minded leaders
- Q&A with presenters
- Resources to enhance the digital experience
- Complimentary one-year subscription to Q Media for continued learning after the event ends



# WHAT YOU CAN EXPECT

When you participate in the Q 2020 Virtual Summit, you will experience thirty curated talks, panel interactions, Q&A opportunities where we feature the changing state of society. From the global view to our local communities, the opportunity to lead change has never been more ripe. Participating in Q includes:



## Relevant Talks Critical Topics

Presentations curated to inform on what you need to know now and how to mobilize change.

[VIEW DETAILS](#)

## Virtual Participation

Share your opinion with the global Q Audience in real-time.

[VIEW DETAILS](#)

## Live Q&A With Experts

Engage difficult conversations with thought leaders after their talk.

[VIEW DETAILS](#)

## Unite With Like Minded Leaders

Discover innovators on a similar journey through interactive online forums.

[VIEW DETAILS](#)

## Learn From Peop

Gather your ones to grow together.

[VIEW DETAILS](#)





## RESPONSIVE STRATEGY #3

# Personalize donor outreach

The primary reason donors continue to give is based on their **confidence in** and **connection with** the nonprofit. Each of these is driven through relevant and personalized communication.

Amidst our current crisis, personalized communication is even more important to ensure our messages don't get lost within the noise and build deeper relationships.



## When donors...

### Stop Giving

- Inappropriate asks & impersonal messages
- Lacking acknowledgement & limited transparency
- Poor & unhelpful communication

### Continue Giving

- Personalized attention & support
- Accessible & kept informed about impact
- Quick responses and helpful communication

Source: Managing Donor Defection by Adrian Sargeant



## RESPONSIVE STRATEGY #3

# Personalize donor outreach

Now is the time to focus on connecting personally with as many donors as possible while other fundraising means aren't available:

- Phone and video calls
- Thank you notes
- Postcards
- Personalize letters
- Use video as often as possible






The screenshot displays a CRM interface for managing contacts. On the left is a dark sidebar with navigation options: DASHBOARD, CONTACTS, GIFTS, QUERY TOOL, AUTOMATION, CONTACT IMPORT, MERGE CONTACTS, CAMPAIGNS, PROJECTS, CONTACT MANAGEMENT, and SETTINGS. The main content area is titled "Contacts" and includes a search bar, navigation tabs for "CONTACTS", "INDIVIDUALS", and "MAP", and buttons for "ACTIONS" and "ARCHIVED CONTACTS".

The "YOUR CONTACTS" section is filtered for "Phoenix, AZ, USA". It features a "FIND CONTACTS NEAR Phoenix, AZ, USA" search box and a "FILTER" section with an "Add a Filter" button. Below this, a "CONTACTS" list shows four entries:

- Arizona Public Service**  
Main  
400 N 5th St  
Phoenix, AZ 85004-3902
- Devin De Roon**  
Home  
839 N 2nd Ave #5  
Phoenix, AZ 85003-1410
- Gabe Cooper**  
New Address  
1 N. 1st Street, Ste 610  
Phoenix 85004
- (A fourth contact is partially visible but mostly obscured by the map.)

The right side of the interface features a map of Phoenix, AZ, with a "SEARCH THIS AREA" box. The map shows various landmarks such as Encanto Golf Course, Heard Museum, Phoenix Art Museum, Japanese Friendship Garden of Phoenix, Greenwood/Memory Lawn Mortuary, Children's Museum of Phoenix, and Phoenix Sky Harbor International Airport. Major roads like I-17, I-10, and I-60 are also visible.



“Targeting donors on a 1:1 level increases response rates up to 50% or more.”

NP Source: 2018 Fundraising Stats Report



## RESPONSIVE STRATEGY#4

# New programmatic offerings

The current crisis has brought with it many constraints that limit how your organization can operate. However, it also provides new design space to delivery on your mission in new creativesways.

- How could you digitize your program offerings?
- What expertise or knowledge does your organization have that you could serve up in new ways digitally?
- What new programs, that still fit within your mission, could you create to serve our new normal?



**TO SCALE**  
A SMALL WORKS GROUP SHOW

*Current*  
**EXHIBITS NOW AVAILABLE ONLINE**

PHOTOS | EXHIBITION LISTS | 360° GALLERY VIEW

*While the galleries are closed, visit us at [riverviews.net/current-exhibits](http://riverviews.net/current-exhibits)*

R|V  
A|S

## Cincinnati Zoo is Bringing the Zoo to You!

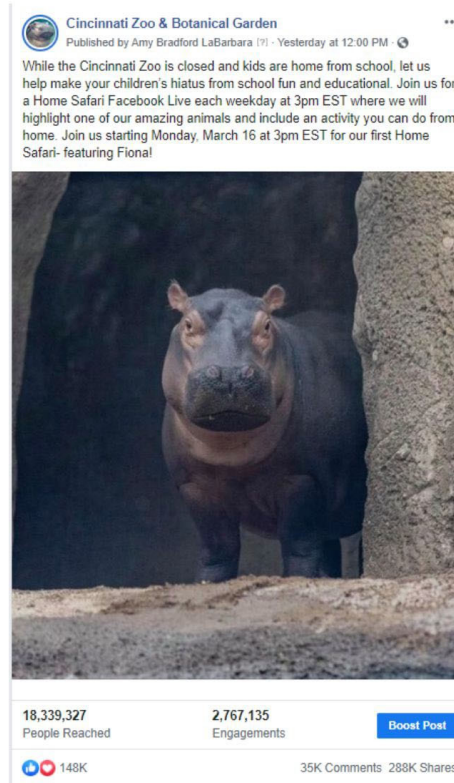
Posted March 16, 2020

*Home Safari Facebook Lives start today.*

**CINCINNATI, OH (March 16, 2020)** – The Cincinnati Zoo & Botanical Garden closed to the public yesterday to do its part to curb the spread of the Coronavirus (COVID-19). During the closure, the Zoo plans to offer [Home Safari Facebook Lives](#) seven days a week!

“We’re bringing the Zoo to people who are stuck at home,” said Cincinnati Zoo Director Thane Maynard. “This Zoo is so important to the community and not being able to visit will create a void that we’re trying to fill. The goal with the daily live sessions is to provide fun and educational content to people who are stuck at home.”

The Home Safaris will start today at 3 p.m. EST. The first one will feature the world’s most famous hippo, Fiona. To watch live, just visit the Zoo’s Facebook page at 3pm. The Zoo will also post the safaris on its website and on YouTube so everyone can view.



The screenshot shows a Facebook post from the Cincinnati Zoo & Botanical Garden. The post text reads: "While the Cincinnati Zoo is closed and kids are home from school, let us help make your children's hiatus from school fun and educational. Join us for a Home Safari Facebook Live each weekday at 3pm EST where we will highlight one of our amazing animals and include an activity you can do from home. Join us starting Monday, March 16 at 3pm EST for our first Home Safari- featuring Fiona!" Below the text is a photograph of a hippopotamus (Fiona) looking out from a dark enclosure. The post's engagement statistics are: 18,339,327 People Reached, 2,767,135 Engagements, 148K reactions, 35K Comments, and 288K Shares. A "Boost Post" button is visible in the bottom right corner of the post area.

## These programs can unlock new giving opportunities too!



“As a non-profit organization, the Zoo relies on ticket sales, zoo visits, memberships and donations to operate. Being closed will have a significant impact on its overall operating budget. **Please consider donating to our emergency operating fund** to assist us with the care of our animals and team members. Your support now is more critical than ever,” said Maynard.

Other ways to support the Zoo during this difficult period is to purchase or renew existing **memberships, ADOPT animals** or send a **personalized Cameo message from Fiona** to someone you love!

---

## RESPONSIVE STRATEGY #5

# Dig into your data

Now is a great time to take inventory and assess your current donor data to spot trends, opportunities, and possible needs.

- Map KPIs: new donors, retention, giving by source
- Audit data quality and perform appends
- Perform a fundraising and technology assessment
- Evaluate donor portfolios (major and mid-level)
- Identify opportunities to leverage automation



The screenshot displays a CRM Dashboard with a dark sidebar on the left containing navigation options: DASHBOARD, CONTACTS, GIFTS, QUERY TOOL, AUTOMATION, GIFT & CONTACT IMPORT, MERGE CONTACTS, CAMPAIGNS, PROJECTS, EVENT MANAGEMENT, GRANT MANAGEMENT, VOLUNTEER MANAGEMENT, TASKS, and SETTINGS. The main content area is titled "CRM Dashboard" and includes a search bar and user profile icons. A "GIVING COMPARISON" widget shows a 9.1% increase in gifts from \$70,957 (previous 30 days) to \$77,400 (last 30 days). A "RECENT GIFTS" table lists five donations from 3/23/2020. A "TASKS" widget shows zero tasks with a congratulatory message, and an "ACTIVITY" widget shows no following activity.

### CRM Dashboard

Search for... [Q]

REPORTS

#### GIVING COMPARISON

Last 30 days

\$77,400  
LAST 30 DAYS

\$70,957  
PREVIOUS 30 DAYS

9.1%  
INCREASE

#### RECENT GIFTS

Last 30 days

GIFT DATE	GIFT AMOUNT	DONOR	PROJECT(S)
3/23/2020	\$125.00	<a href="#">Michelle and Arthur Willis</a>	General Fund
3/23/2020	\$150.00	<a href="#">Mr and Mrs Jim Cooper</a>	New-Year Memorial Fund 2020
3/23/2020	\$800.00	<a href="#">Arizona Public Service</a>	New-Year Clean Streets USA 2020
3/23/2020	\$350.00	<a href="#">Prajna Khisty</a>	Southwest Region
3/23/2020	\$225.00	<a href="#">Ms Pamela Lawrence</a>	

ADD A WIDGET

#### TASKS

0

Yippee! You're all caught up! Wanna add a new task?

#### ACTIVITY

FOLLOWING

Follow someone to get started!

## RESPONSIVE CULTIVATION#6

# Dynamic vs. fixed nurturing

Reorient your campaigns to focus less on drop dates and more on each individual donor journey. Each series should be focused on moving a donor to the next step of engagement (i.e. engage with campaign, make a donation, etc.).

- New donor welcome series
- Last year donor series
- Interest based campaigns
- Anniversary and birthday campaigns



Search for... QueryTool

AUTOMATION WORKFLOW EMAIL ENGAGEMENT REPORTS RESULTS

### New Donor Thank You

Dashboard / Marketing Automation / New Donor Thank You

ACTIONS ADD A STEP

#### NONDONORS

Query: DL C - Nondonors

DONORS 1073 ACTIONS 1

Find a donor in this step...

- Stephanie Hutton  
251 South Planck Boulevard  
Woodhaven, NY 11421
- Troy Decker  
3540 E Jackson Point # 107  
South Richmond Hill, NY 11419
- Bertha Salas  
5520 West Archer Place  
West Linn, OR 97068  
(880) 568-5456
- Yvonne Patton  
761 NE Ventura Creek # 136  
Annandale, VA 22003  
ypatton915@comcast.com  
(718) 825-2124
- Francisco and Laurie Bock  
6941 N Upsala Loop  
Satellite Beach, FL 32937  
(828) 857-1823
- Sister Arlene Hoang  
PO Box 110  
Abingdon, MD 21009  
a\_hoang1014@icloud.com

#### FIRST-TIME DONOR

Query: DL C - First-time Donor

DONORS 3 ACTIONS 7

Find a donor in this step...

- Add Tag: First-time Donor
- Remove Tag: Nondonor
- Follow: Development Rep Owner
- Task: Welcome & thank you call
- Task: Search for social profiles
- Delay 3 days
- New Donor Welcome Email #1
- Delay 5 days
- New Donor Welcome Email #2
- Delay 3 days
- Follow-up call
- Delay 21 days
- New Donor Welcome Email #3

ADD AN ACTION

#### MAJOR DONOR

Query: DL C - Major Donor

DONORS 826 ACTIONS 4

Find a donor in this step...

- Courtney and Eric Frantz  
5259 North Spring Blvd Suite 172  
Merrick, NY 11566  
c\_frantz820@amazon.com  
602-999-1234
- Alberto and Ann Waters  
4168 S Tobin Way  
Fairburn, GA 30213  
(331) 873-4222
- Albert and Connie Huff  
1817 N 9th Expressway  
Potomac, MD 20854
- Mr. Ralph Heredia  
2212 NW Gayle Way  
Rosenberg, TX 77471  
ralphheredia@yahoo.com
- Marsha Booker  
3914 East Pecos Rd  
Merrimack, NH 03054  
mbooker716@gmail.com
- Miss Eleanor Hammer  
5447 E Innovation Highway  
Rosedale, NY 11422

Help





## Key takeaways:

- 1) We're in the midst of a crisis: there's a new norm and today's donor is distracted. Your fundraising strategy must shift.
- 2) Responsive fundraising can help you hyper personalize your donor engagement for all donors, not just major donors.
- 3) Don't stop fundraising: communicate often, personalize donor outreach, and dig into your data to find areas of opportunity
- 4) Use current limitations to get creative: online gatherings, dynamic campaigns, and new programmatic offerings.





## Discussion

- What questions are pressing for you and your nonprofit?
- What challenges are you wading through right now?

\*\*Share your answers via the Zoom questions pane now!

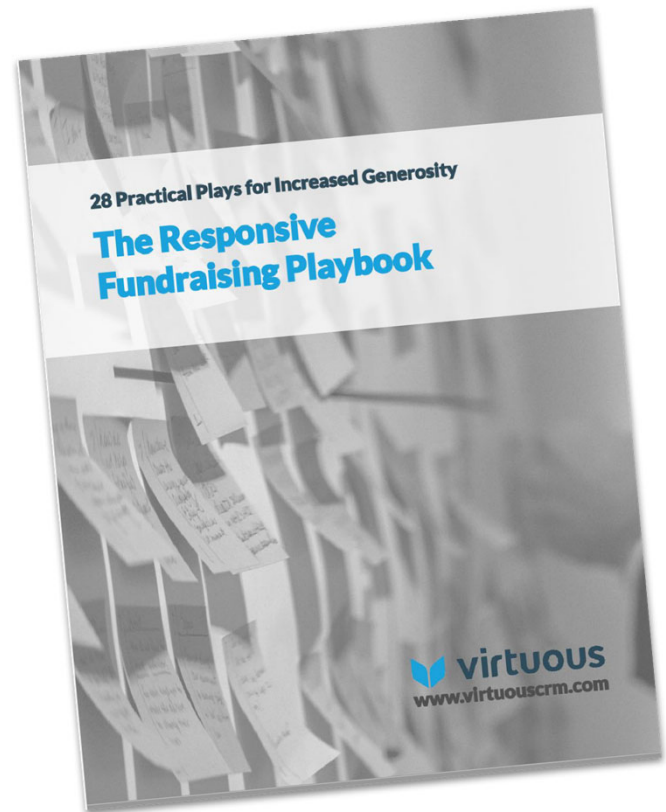




## Offer: The Responsive Fundraising Pack

Send an email to [noahb@virtuouscrm.com](mailto:noahb@virtuouscrm.com) with subject line “**Venture 1:9**” and I’ll send you:

- The 50+ Page Responsive Fundraising Blueprint & Playbook
- A 30-minute video showcasing the why and how of Responsive Fundraising
- All 9 sessions from the first-ever Responsive Nonprofit Summit





**RESPONSIVE NONPROFIT**  
SUMMIT 2020



**April 22 @ 1:00 ET. 10 Speakers. 5 Sessions.**

Join us for a live discussion with the industry's ***top fundraising experts***. Learn what's changed and how to grow giving in 2020 and beyond.

[ResponsiveNonprofitSummit.com](https://ResponsiveNonprofitSummit.com)



## Discussion

- What questions are pressing for you and your nonprofit?
- What challenges are you wading through right now?

\*\*Share your answers via the Zoom questions pane now!

