

# Nonprofit Online Gathering, April 6



April 15, 2020

# Agenda

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- Welcome
- Guest Speaker: Jane Collins
- Spring2ACTion Updates & Reminders
- FAQs
- Group discussion
- Next Steps



## What we know...

- We are excited by early giving and what the next 9 days will bring to our community and your organizations....let's keep up the momentum!
- We are so proud of you and grateful to be on this journey with you.
- We are in this together with you every step of the way.

# Storytelling in Crisis Mode

**Jane Collins**  
**Collins Consulting Group**  
**Communications, Public Relations, Coaching**

# The Landscape

- 8 seconds to get attention
- 4,000 attempts daily
- 7 impressions to get attention
- Loyal customers are repeat customers



# Establish BAO/Begin with the End in Mind

- Specific is better
  - Fundraising goal
  - Donor goal
  - New follower goal
- ~~“As much as possible”~~

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**WASHINGTON CONSUMERS' CHECKBOOK**

Center for the Study of Services  
1625 K Street NW, 8th Floor  
Washington, DC 20006

**We need your Contribution for Nonprofit,  
No-Advertising, In-Depth Consumer Information.**

We greatly appreciated your last contribution of \$50.

Yes, I want to support Checkbook's thorough, independent, no-holds-barred consumer research. I am making a tax-deductible contribution of:

\$25       \$50       \$100       \$250       \$500       Other \$ \_\_\_\_\_

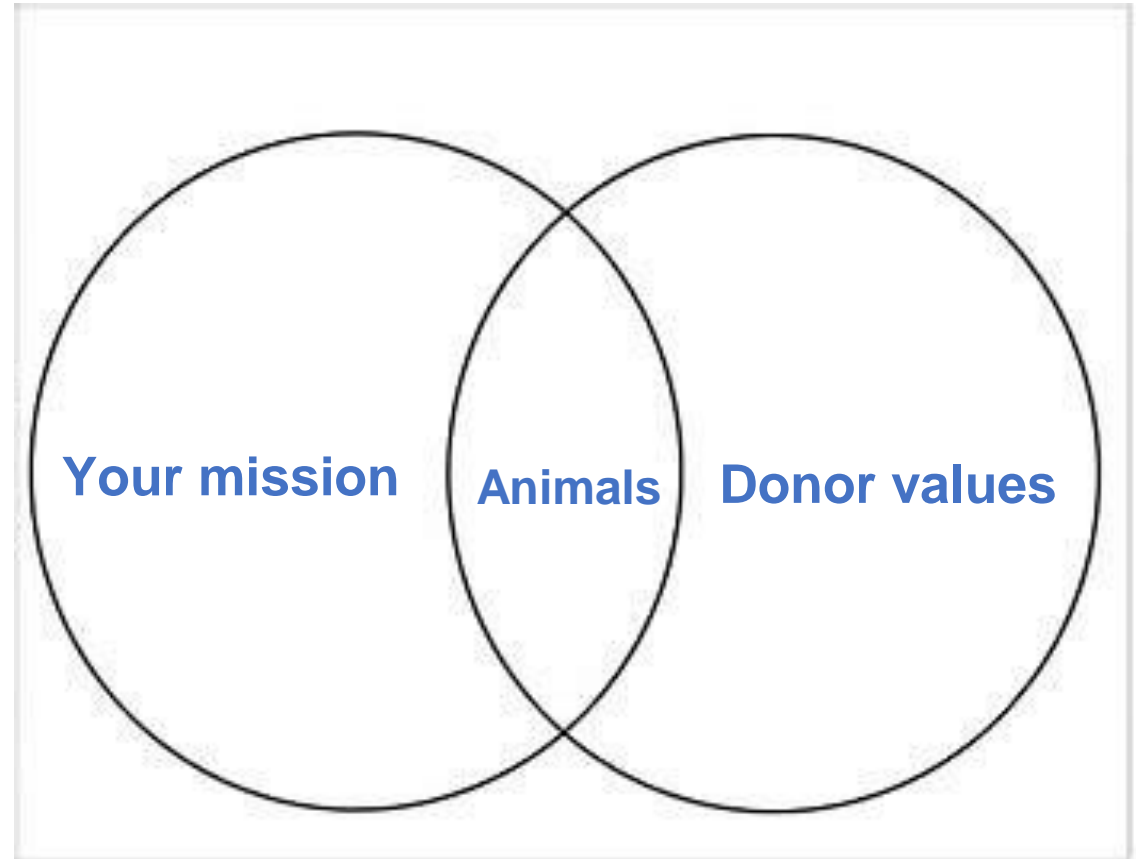
*This or more would really help.*

47135566905 LFCDCDK  
JANE COLLINS  
418 PITT MEWS  
ALEXANDRIA, VA 22314-2511

My check payable to CHECKBOOK, is enclosed.  
 My credit card information is on the reverse.

# Connect your Mission with Donors' Values

- Donor profile
  - Review conversations, polls, surveys
- Think outside the mission
  - Current climate



# Corona Virus Message Approaches

- **What is Different** - We are telecommuting to keep everyone safe...
- **Changed services** - Here's how we have expanded our services to support our needy families in Alexandria:...
- **Stay the course** - We continue to help our city's immigrants find better jobs...
- **Emphasize your value** – Kids need to read. Can you help us encourage that now when the kids are home?
- **How you are helping** –We have donated 1,000 latex gloves to local healthcare workers and we would love for you to help us help this critical front line...
- **Acknowledge your role** – (if you are not on the front line of this right now): We know this is a crisis, and we know we will get through it together. And when that day comes, we want to be ready to uplift Alexandria's spirit!



# Be Authentic

- Videos and photos
- Use real people
  - Get permission
  - 1 is better than 2 or 200



# Show don't tell

Not

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Tell

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Faheema

# Summary

- Establish BAO (be specific)
- Connect mission to donor values
- Be authentic
- Show don't tell



**Spring2ACTion**

**Alexandria's Giving Day**  
Presented by ACT for Alexandria

# A Thank You and an Offer

- FREE 1-hour consultation
  - 10 timeslots
  - Monday – Friday, 10am – 5pm
  - Communications/Coaching
- Jane Collins, 703-282-6738  
jahcollins@gmail.com



Questions?



**Spring2ACTion**

**Alexandria's Giving Day**

Presented by ACT for Alexandria

# Spring2ACTion Reminders & Updates

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- Minimum donation now \$5
- New language around pandemic and urgency in toolkit
- New downloadable graphics on site
- New page promoting businesses giving back -- know any business doing a promotion for S2A?
- Business Fundraisers - 9 companies actively participating
- Early Giving Prizes - \$500 for most donors and \$500 for most dollars raised between April 3-14
- Plan your thank you and cultivation plan
- Site will be open post-Spring2ACTion for donations

*\*As we monitor the situation we communicate about additional changes.*



# Common FAQs right now

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- Totals aren't showing up until April 15
- Goal/progress on the goal bar show up on April 15
- Current gifts show under Recent Donors
- Matches being depleted does show
- Dashboard view to manage and view donations
- Materials: printable signs on site vs. yard signs



# Group Discussion

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## Let's talk!

- Questions or issues you are experiencing right now?
- On April 15 - Any online events or going live? We'd love to cover them!
- How can we be helpful to you ahead April 15?



# Planning for April 15

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- **April 13** – Nonprofit Online Gathering
- **April 3 – 14** – Early Giving
- **April 15** – Spring2ACTion!
- **April 16 & beyond** – Thank and steward your donors



## We leave you with this...

We are doing this together.

This is an opportunity to do a few new things.

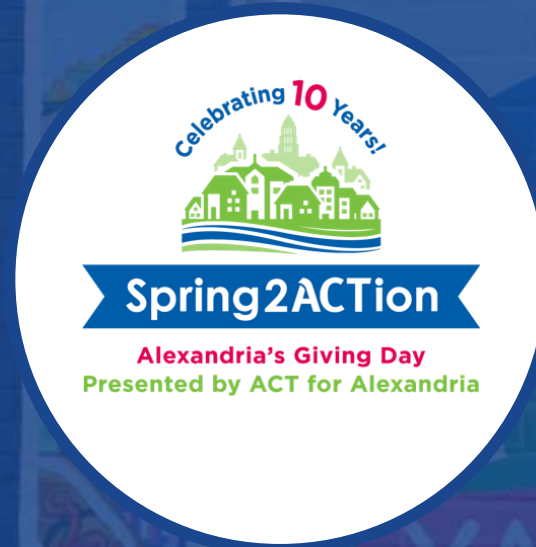
Donors are ready to help and the time is now.

The community needs you more than ever.

Together we are stronger!!!



# Thank You!



Questions?

**Contact:** Brandi Yee, Chief Program Officer or Celeste Flores, S2A Project Director

**Email:** [brandi.yee@actforalexandria.org](mailto:brandi.yee@actforalexandria.org) or [celeste.flores@actforalexandria.org](mailto:celeste.flores@actforalexandria.org)

[spring2action.org](http://spring2action.org)