Fundraising During COVID-19
Submit Your Questions!

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Agenda

● Give Big Kern
● Challenges and Opportunities
● Strategies for an Impactful Giving Day
  ○ Pivoting your Profile
  ○ Leveraging Existing Features
  ○ Social Media and Communications
  ○ Virtual Events
● Q&A
## Year-Over-Year Achievements

<table>
<thead>
<tr>
<th>Category</th>
<th>2019</th>
<th>2020</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dollars Raised</td>
<td>$429,755</td>
<td>$738,518</td>
<td>72%</td>
</tr>
<tr>
<td>Individual Donors Engaged</td>
<td>2,808</td>
<td>3,122</td>
<td>11%</td>
</tr>
<tr>
<td>Average Donation Per Donor</td>
<td>$153</td>
<td>$237</td>
<td>55%</td>
</tr>
<tr>
<td>Percentage of Donors Covering Donation Fees</td>
<td>94%</td>
<td>96%</td>
<td>2%</td>
</tr>
<tr>
<td>Total Donations Received</td>
<td>3,157</td>
<td>3,819</td>
<td>21%</td>
</tr>
<tr>
<td>Organizations Participating</td>
<td>114</td>
<td>125</td>
<td>10%</td>
</tr>
<tr>
<td>Average Dollars Raised Per Participating Agency</td>
<td>$3,770</td>
<td>$5,908</td>
<td>57%</td>
</tr>
<tr>
<td>Most Dollars Raised by One Agency</td>
<td>$63,907</td>
<td>$69,785</td>
<td>9%</td>
</tr>
<tr>
<td>Number of Peer-to-Peer Fundraising Campaigns</td>
<td>110</td>
<td>199</td>
<td>81%</td>
</tr>
<tr>
<td>Number of Matching Gift Campaigns</td>
<td>19</td>
<td>63</td>
<td>232%</td>
</tr>
<tr>
<td>Volunteer Hours Pledged</td>
<td>88,600</td>
<td>155,544</td>
<td>76%</td>
</tr>
<tr>
<td>Individual Volunteers Recruited</td>
<td>399</td>
<td>356</td>
<td>-11%</td>
</tr>
<tr>
<td>Average No. of Hours Pledged per Volunteer</td>
<td>222</td>
<td>426</td>
<td>92%</td>
</tr>
</tbody>
</table>

The Year COVID Couldn’t Stop Good!
We’re all in this together!

Nonprofits are facing unprecedented challenges…but we’re all in this together!

Your missions are vital not only to provide relief to those impacted, but as educational resources and outlets for your communities once this ends.

*Keep in mind... Individuals who have never utilized your services before may soon be seeking your help!*
Challenges & Opportunities

● Public events and gatherings cancelled
● Different geographic communities may be taking unique precautions
● You’re probably wondering...
  ○ Are donors focused on giving right now, or their physical and economic health?
  ○ Are donors more distracted than engaged?
  ○ What about the economic impact of COVID-19 on the stock market?
What unique opportunities do these challenges present?

- People are engaged online about what is going on in their communities
- Donors and individuals want to continue to feel a sense of community and belonging while isolated. And people are craving GOOD NEWS!
- Communities are looking for ways to make a direct impact without putting themselves or others at risk
- Remember: Giving Day goals can go beyond dollars raised
What does this mean for your day?

- Steward and engage existing donors through new means
- Reach new donors
- Lean on Peer-to-Peer Fundraising
- Hone your team’s social media and marketing skills
- Engage your Board in fundraising now that you have their full attention during the current crisis.
Pivoting Your Profile
Telling Your Story

● Rethink your profile. Ask yourself:
  ○ Why are these funds so critical?
  ○ How have your organization’s goals changed?
  ○ What vital service do you provide to your community in this time of need?
  ○ Can you get a COVID survivor YOUR AGENCY helped tell their story on video?
Times are tough enough for a child who has been removed from their family because of parental abuse or neglect. And foster care is nothing we would wish on any child. But the invisible, stealthy, silent enemy that is COVID-19 has thrown all of this dysfunction into even more chaos.

More and more, child welfare departments are starting to limit in-person emergency visits to only the most severe cases. Thus, welfare check-ups are going down just when the potential for child abuse is rising. For social workers, the potential toll is physical as well as emotional. The national shortage of gloves, masks, and safety gear is impacting foster care, as caseworkers worry about visiting homes without any protection. The court’s mandated visits between biological families and children are stopped because of the pandemic. And shutdowns at family courts are burdening all parties—children and families, judges, court professionals, foster families—and the result will be even longer stays in foster care for children who have already experienced unthinkable adverse life experiences.

The closing of schools has been a disaster for abused children. Teachers are the primary reporters of suspicious bruises or behavior suggesting child abuse. But now those protective eyes and ears are not on children who may be being seriously hurt at home. There is a rise in admissions to hospitals of children injured by family members, and it is not surprising. Sadly, history has shown us that child abuse increases when there is heightened family stress such as that now being brought on by the Coronavirus pandemic.
Celebrate a Senior!

Congratulations to the BHS Class of 2020!

Driller Class of 2020
at Broken Arrow High School
Help celebrate their 4 years of hard work!

Donate

$10
Adopt one (1) senior - "BHS Class of 2020" yard sign

$30
Adopt three (3) seniors - "BHS Class of 2020" yard signs

$100
Adopt ten (10) seniors - "BHS Class of 2020" yard signs

Choose your own amount

Class of 2020 is graduating like no other in BHS History. We would like to provide each of our seniors with a celebratory yard sign. Will you sponsor a senior?

Each sign costs $10.

You may give in honor of your favorite senior and provide a special message on our donor wall.

Recent Donors

Colleen Mars
$40.00
For Cameron Parno, my grandson and a proud BHS Class of 2020 graduate! Go Drovers!

Anonymous
$10.00

Anonymous

The Willke Family
$30.00

Dena Wilson
$10.00

If you are not able to donate at this time, can you please share this post?

Thank you for your support!
Driller Cross Country
(boys & girls)

Supporters of the BHS Cross Country Team.

We are looking to raise money for a timing system and also to pay for the extras (like a proper pair of running shoes for those who don’t have them) and a few uniforms that need replacement. We appreciate any size of donation.

A bit about our current program:
The 2019-2020 year, the varsity boys finished 2nd in league! We have a young team, so our future is bright. The varsity girls team is building and had finished 4th in League Play. We had a competitor win his race at the Woodbridge invitational with a time of 15:58 - a race that contained 385 competitors and miss the state meet by one spot. We look forward to see what our Drillers can accomplish next season - see you on the trails!

Thank you for supporting us!
Coach Orozco, Coach Coons, Coach Cowles
Donation Levels

● What programs, services or offerings are relevant **now**?
  ○ Meals for students out of school
  ○ Virtual offerings of music lessons, online memberships, health services, etc.

● Be descriptive about the tangible impact

● Photos! Photos! Photos!
Donation Levels (continued)

**WarmLine**

...another parent to talk to

**Causes:** Education, Health and Wellness, Women's Issues

- **$25**
  Provides childcare during volunteer training sessions!

- **$50**
  Coronavirus! Thermometers for our members who don't have one.

- **$75**
  Sponsor a WarmLine Trainee: provide for her training books and supplies.

- **$80**
  Provide for the monthly room rental for Mom and Toddler/Mom and Baby group!

- **$200**
  Pick up the registration fee for one of the 2020 outreach events.

**Donate** [Donate]

131% completed

$13,100 Raised  $10,000 Goal  71 Donors

[Choose Your Own Amount]
SAMMinistries

Overcoming Homelessness

Causes: Homelessness & Housing, Youth, Veterans

$15
Snack Pack for kids who are home from school

$25
Cleaning and paper products to help keep clients healthy and safe

$50
Personal hygiene kits to be distributed to clients during the crisis

$100
Emergency Assistance for neighbors impacted by local business closures

$250
Meal for the 40 families at our Transitional Living and Learning Center
Visual Content

- Does your profile include additional photos and a video?
- Is this content current and in alignment with your updated story and goals?
- If the answer is no, now’s the time to add it!
Kern Community Foundation

- We are:
  - A philanthropic leader in the region;
  - A partner in shared success; and
  - A voice in the community.
- Our work:
  - Aligns with Kern County's strategic priorities;
  - Fosters collaboration and partnerships;
  - Empowers individuals and communities;
  - Supports education and workforce development;
  - Improves health and well-being.

Recent Donors
- Ken 
- Bernadette
- Lee 

Give Big Kern
Since 2013, Give Big Kern has been helping Kern County residents and organizations through online (virtual) fundraising and community events. Join us to GROW! Giving Community. Growing Philanthropy together by giving to Kern Community Foundation through givebignow.org.
Existing Fundraising Features
Peer-to-Peer Fundraising

- Re-engage with existing supporters
- Affords individuals the opportunity to foster connections
- Buddy-up system
- Their online presence will be crucial; encourage posting more often and sharing save the dates
- Ask your P2P fundraisers to host FB Live videos and incite engagement in their posts

Average Raised by Orgs:

- $18,409 Used P2P
- $9,706 Did not use P2P
Matches & Challenges

- Donors repeatedly share that matches and challenges are a **top incentiviser** when choosing to give.
- Ask board members to pool funds for a match.
- Major donors may be willing to use their gift as a match in light of these circumstances.

**Matches**

<table>
<thead>
<tr>
<th>Anonymous Donor: TEAMability Emergency Relief Match</th>
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<tr>
<td>$5,000 MATCH</td>
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**Average Raised**

- **$26,630**  Orgs that used Matches
- **$9,766**  Did not use Matches
Communications & Social Media
Communication Strategy

In all of your communications...

- Focus on building relationships
- Grab attention, don’t bury the lead
- Be transparent about WHY you need support
- Rally a team of ambassadors - this is key!
- Now, more than ever, make these donors feel like your hero
Reframing Your “Ask”

- Be sensitive, not timid
- Go beyond monetary donations
  - Offer alternatives for those who can’t give: share, write a testimonial, volunteer
- Each community is unique in their response to the current situation. *Look to your host organization for guidance!*
Who caught a leprechaun 🍀?

Today’s “Quarantine Edition” on CelticsLive.com featured video of several families who tried. Did you miss the broadcast? It’s now available On Demand at CelticsLive. We’ll be back on air Wednesday at 12 noon with special Roanoke Valley Gives Day coverage including lots of videos shot last week of our students in action. We’ll also share your videos/photos of how your family is thriving during our coronavirus closure. Tag us on social media or email mhempill@roanokecatholic.com.

#rvgives20 #roanokeva #coronavirusclosures #qualityquarantinetime #catholicschool
Social Media Posts (continued)

Image of a bag of groceries and a social media post from Orchard Hills Achievement Center, Inc. (OHAC) discussing their efforts to help families through the impact of COVID-19. The post invites the community to join them for the Roanoke Valley Gives event, using the hashtags #rvgives20 #givewhereyoulive.
Bakersfield Pregnancy Center Partners

April 20 2021

Why GIVE BIG to the Bakersfield Pregnancy Center during Covid-19?

"It's important to give so we can give back to our community." -Estela

Our community is the woman with an unplanned pregnancy. The young mom without diapers and wipes for her newborn baby. The worried couple that just lost their jobs and are expecting. This is the community we serve and the community that you give so generously to... See More
Facebook Live Ideas

- AMA, “Ask Me Anything”
- Frequently Asked Questions
- Volunteer, Member, Board or Staff Spotlight
- News Update (post regularly, like a “Tidbit Tuesday”)

*Be creative, authentic and on-the-spot with videos. No need for a high-tech production!*
The Blessing Box Foundation stocks three public pantries in Bakersfield and has been called upon to deliver emergency food bags during the Covid crisis to those who cannot travel to pick up food by other means. You can help fill this need during #GiveBig Kern! Find out more at:
https://www.givebigkern.org/organizations/blessing-box-foundation
Magdalene Hope was live.

April 15  •

Taking supplies to help children, trafficking survivors and refugees in need in Baja, Mexico. If you would like to partner with us to help offset the cost of food, fuel, and toiletries that would be incredible. Donations are currently down due to the COVID19 Pandemic and we are stretched thin currently due to our bills that we have at our safe house, Restoration Ranch Women’s Shelter. We are taking part in #GiveBigKern that is currently underway. Thank you all, your prayer... See More
Hosting the Day Online
Hosting the Day Online

- Virtual events are accessible to all donors
- Host a virtual event at the same time as your original event
- Engaging remote audiences in real-time
  - Online forums, discussions and hangouts (activity = visibility on social media)
  - Create FB or Instagram Poll for a dare for the ED or a staff member
  - “If this post gets 100 likes/when we reach X dollars
  - Utilize FB Live and tell people when you’re doing it!
Let's finish strong. The last day do donate, and receive two movie passes to Studio Movie Grill is tomorrow at 11:59PM. We are about 25 people away from reaching our goal of 100 total donors. Help us help our community.

Donate here

https://www.givebigkern.org/organizations/valley-achievement-center

#givebigkern
Little Miss Yanday is practicing social distancing and all safety measures while shopping out her homemade yummy dog treats! This girl is determined to reach her goal for the kennel. If you still want to get in on this yummy goodness! Comment below. Donations are 5$ per bag and all donations go straight to SOS Dog Rescue - Strength of Shadow for the 4GiveBigKen Fundraiser.
You can donate via Venmo at @yandayandmommy or https://www.givelio.com/92zb/141071?source=3dce40b202-4b92-3298-892e8a969d7f and she will ship yours out too 😊
#givebigkern IS GOING ON TODAY!! Come by and see us on Brimhall & Calloway or head over to the link in our Instagram bio to donate! You can also visit givebigkern.org and type in All Seated in a Barn to donate! 🍀❤️
Virtual Gala

Can’t host the gala or dinner you were planning?

- Ask your ED, CEO to dress up and be remote keynote speakers
- Stream auction event, and even sponsor virtual tables
- Send event swag in the mail to share the love
- Peer-to-Peer Fundraisers can help spread the word
- Host a virtual toast!
- *Talk about the gala in your profile*
Online Tours

Maybe your building isn’t being utilized at the capacity it was, but you can still show supporters around!

- Give new donors a chance to understand a ‘day in the life’
- Supporters can see the direct impact their dollars will have
- Share out a schedule of your FB Live tour, and schedule your tours around Giving Day prizes
Online Trivia/Game Show

Great for engaging teams, families, students and Peer-to-Peer Fundraisers!

- Ask supporters to put a team together, make a donation to play
- Host it through Facebook Live for supporters to watch in real-time
- Winners get a prize!
Online Scavenger Hunt

Set up a weekly or one-time scavenger hunt in their house and have participants post their findings!

- Users post photos of each item in thread or story (Instagram/FB), tag your organization’s account and/or use a hashtag
- More posts = more visibility on social media
- Advertise the time that you’ll be posting items to find (ex. Every Wednesday from 4pm-5pm)
- Set time limit for completion
Key Takeaways & Resources
Key Takeaways

- Physical distancing, not social distancing
- Donors are ready and waiting to hear from you, make them feel like the hero they are!
- Take this opportunity to increase your online presence and social media knowledge
- Now is the time to build relationships
CS Resources

- Visit Our Help Center
  - [https://support.givegab.com/](https://support.givegab.com/)
- Check Our Our Blog
  - [https://www.givegab.com/blog/](https://www.givegab.com/blog/)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
  - Look for the little blue chat bubble!
Thank You!

Have questions? Email us at customersuccess@givegab.com