



Future-Proof Your Fundraising

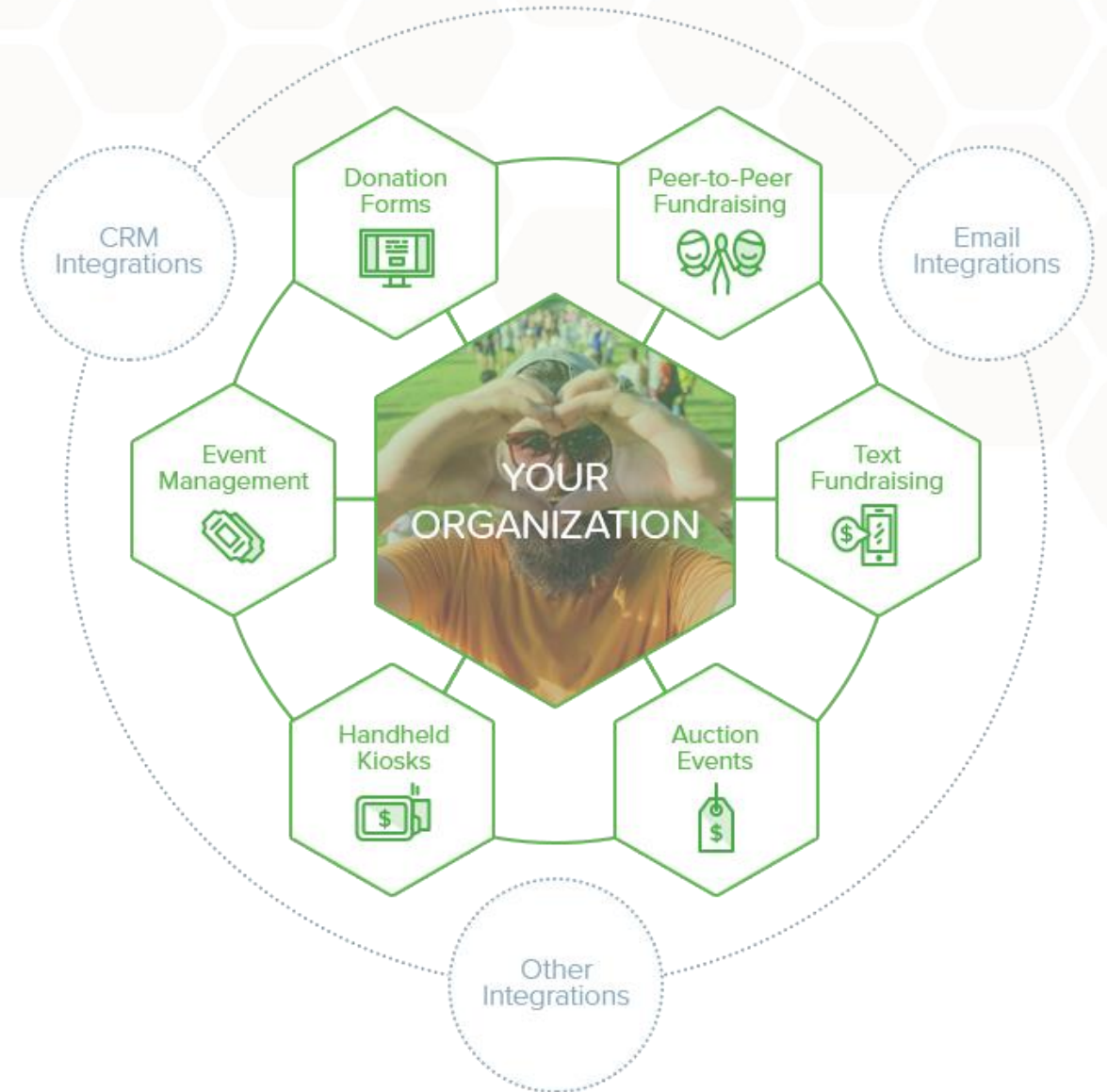
Timeless Lessons from Unprecedented Times



Raise More Online

Want to learn how to raise more money online? We'd love to show you!

Visit us at www.qgiv.com





We're recording this webinar! We'll send you a copy after the webinar is complete.



Feel free to ask questions! Use the Q&A option below to ask your questions: we'll answer them in a Q&A section at the end of the presentation.



Share your highlights and takeaways with the **#qgivwebinar** hashtag, and make sure you follow

Wait, Who Are You?

Abby Jarvis, Nonprofit Education Manager

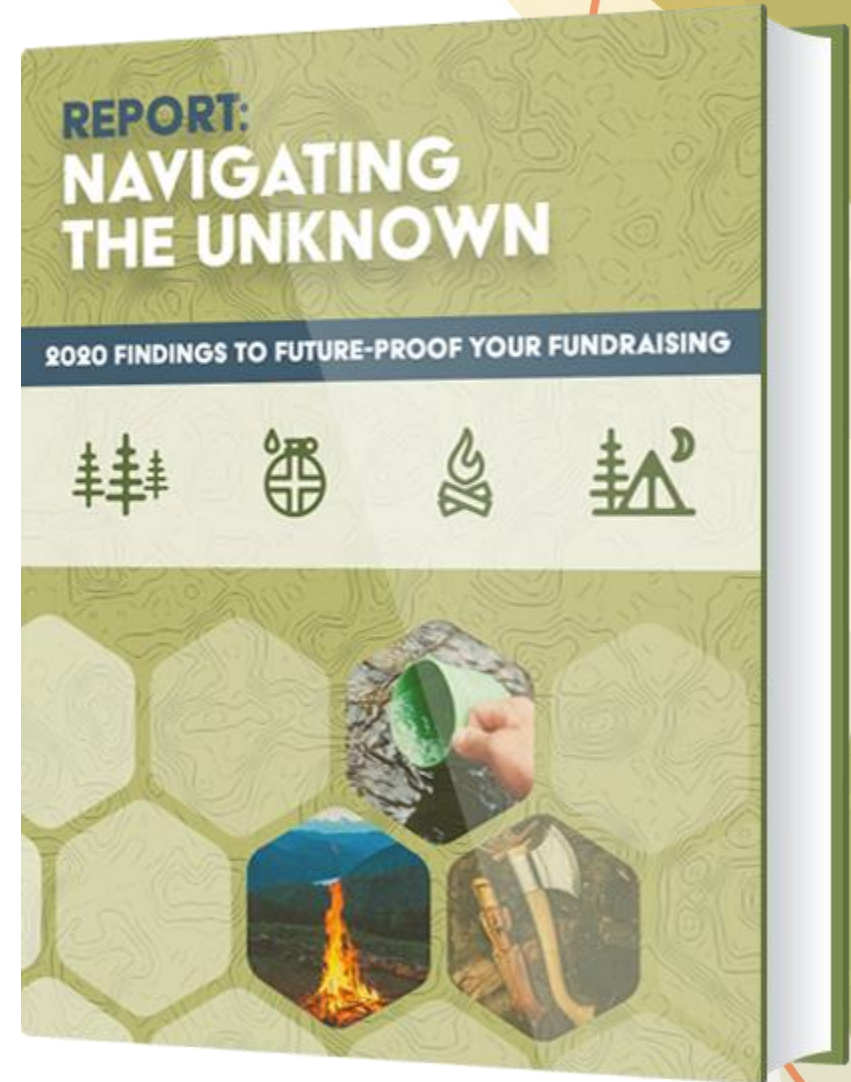
- + Eight years at Qgiv
- + Board member and nonprofit volunteer
- + Passionate about turning research and nonprofit best practices into easy-to-understand resources
- + Also an amateur beekeeper, gardener, and fairy-tale writer



2020 was quite a year



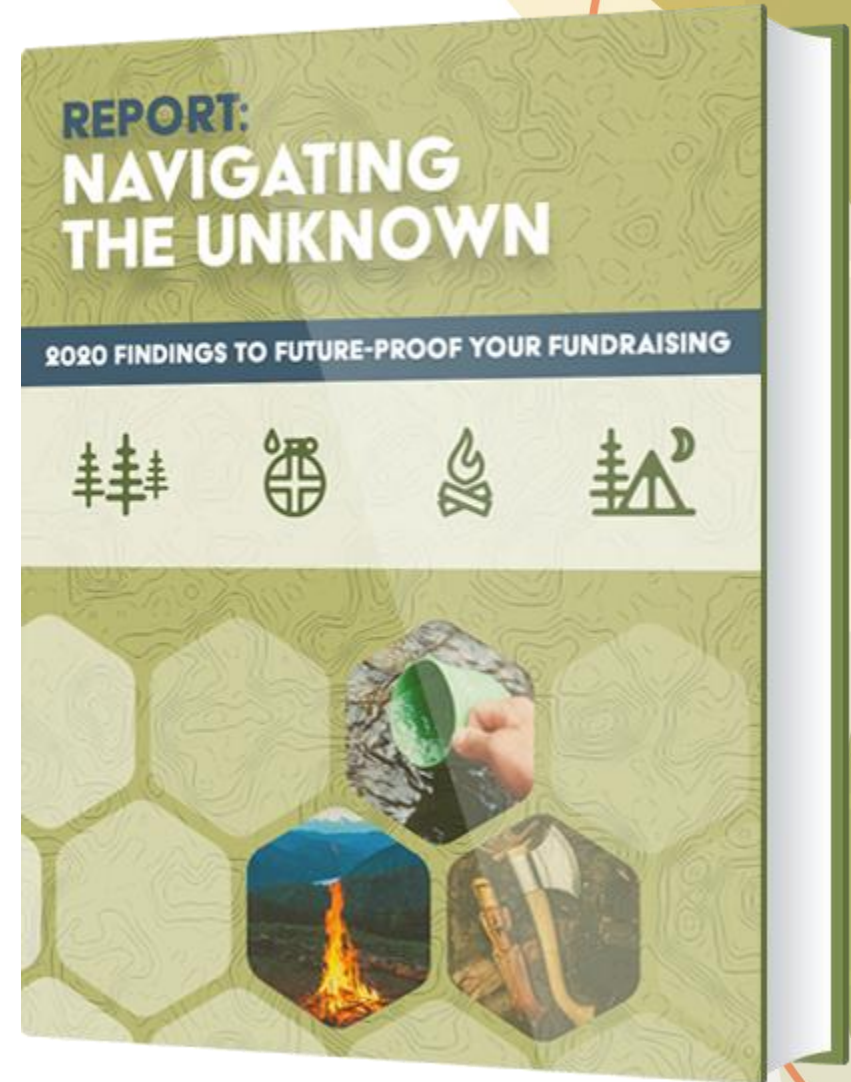
We wanted to understand how nonprofits fared during 2020. But, more importantly, we wanted to understand **how donors reacted** to everything that happened.



The Report

To understand how nonprofits and donors worked together in 2020, we surveyed:

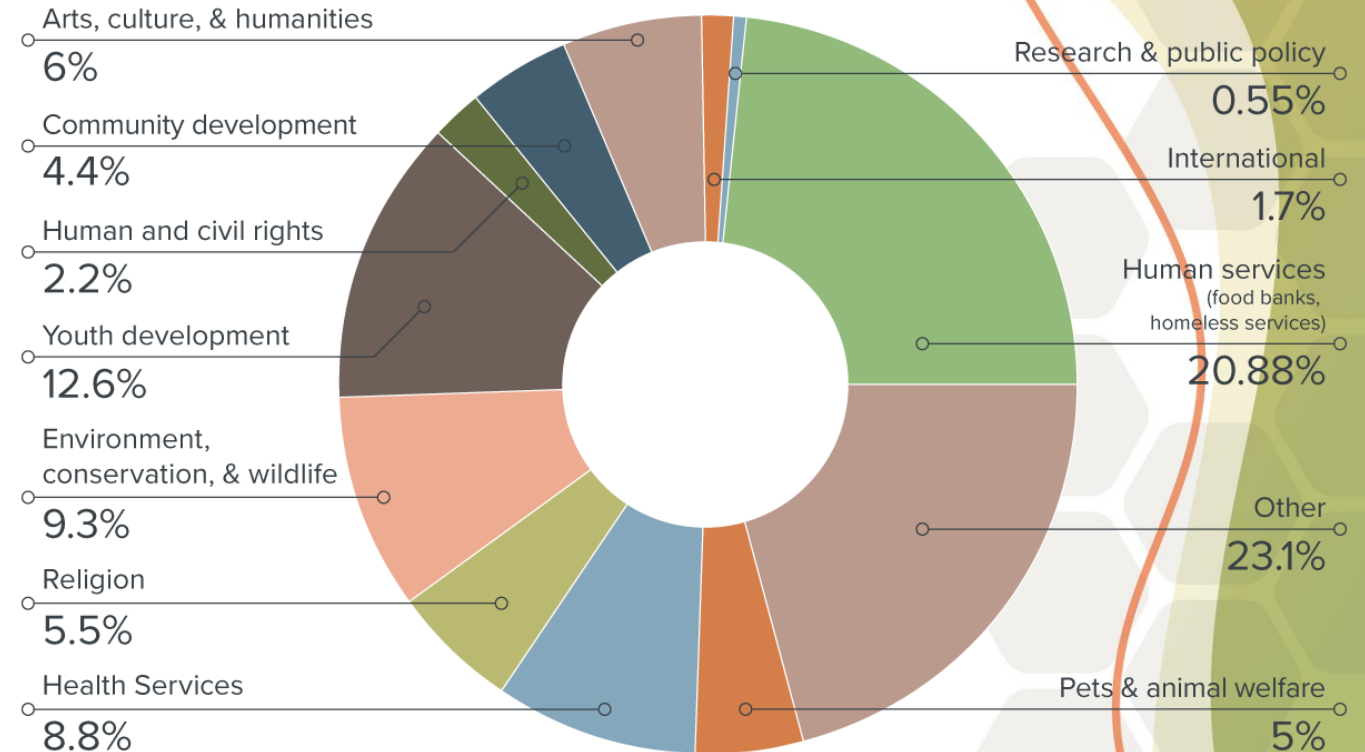
- + 182 nonprofits (Qgiv clients)
- + 1,268 donors who gave during 2020



The Report

How things broke down:

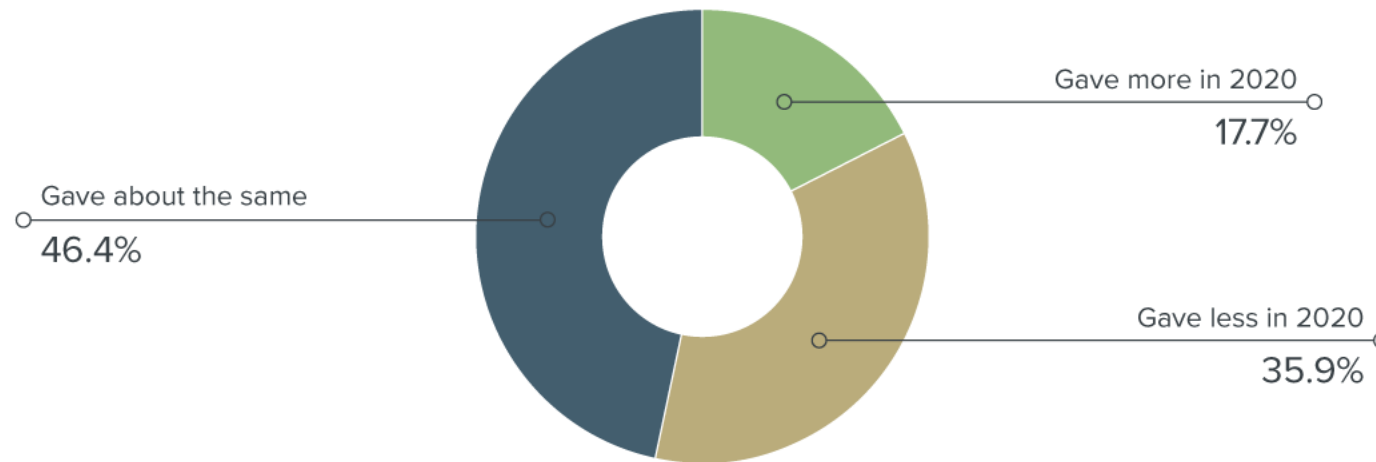
- + Nonprofits were anywhere from 100% volunteer-run to 100+ employees
- + Orgs with many different budgets and fundraising goals
- + Fundraisers with a variety of missions



The Report

Some of our favorite takeaways:

- + Despite being negatively impacted by the pandemic, donors gave bigger gifts and more money annually
- + Donors also supported MORE nonprofits than they did the year before
- + Nonprofits did far better than they anticipated when the pandemic struck



What Can We Learn?

Takeaway #1

It's time to **build a crisis communication plan** for your nonprofit.



What Can We Learn?

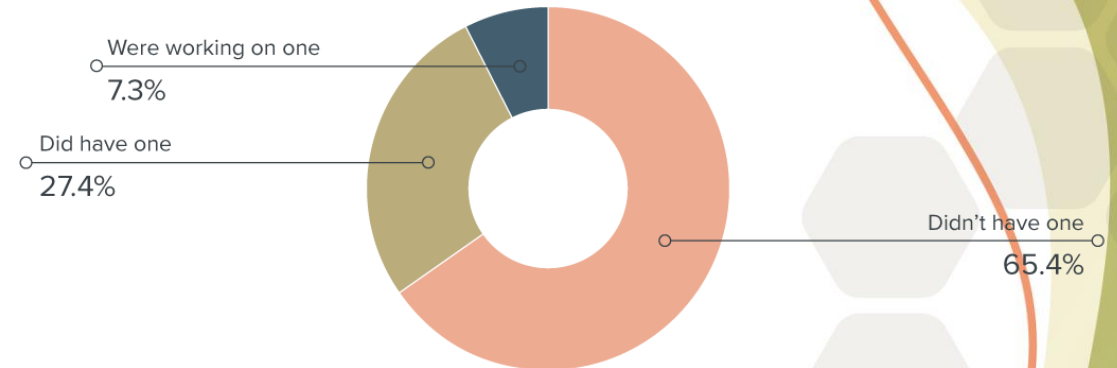
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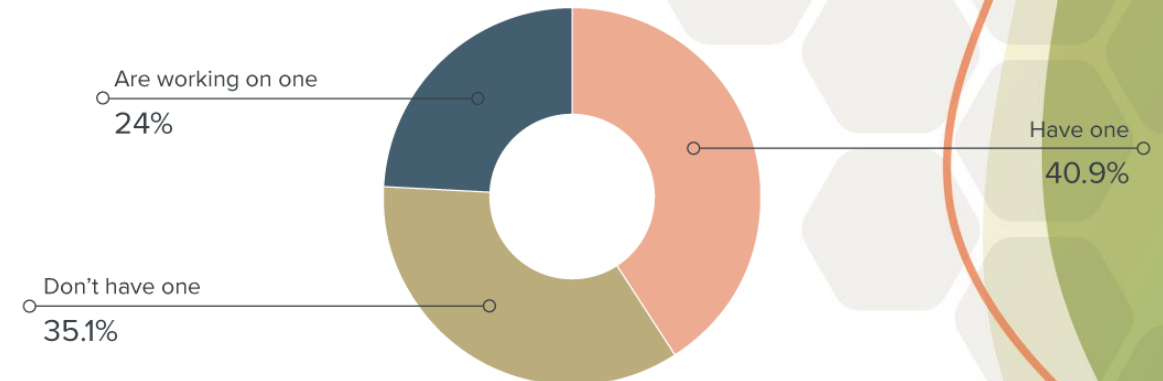
Why?

Communicating during a crisis is hard. Having a solid plan makes it **easier to function** under pressure.

Crisis Comms in 2020



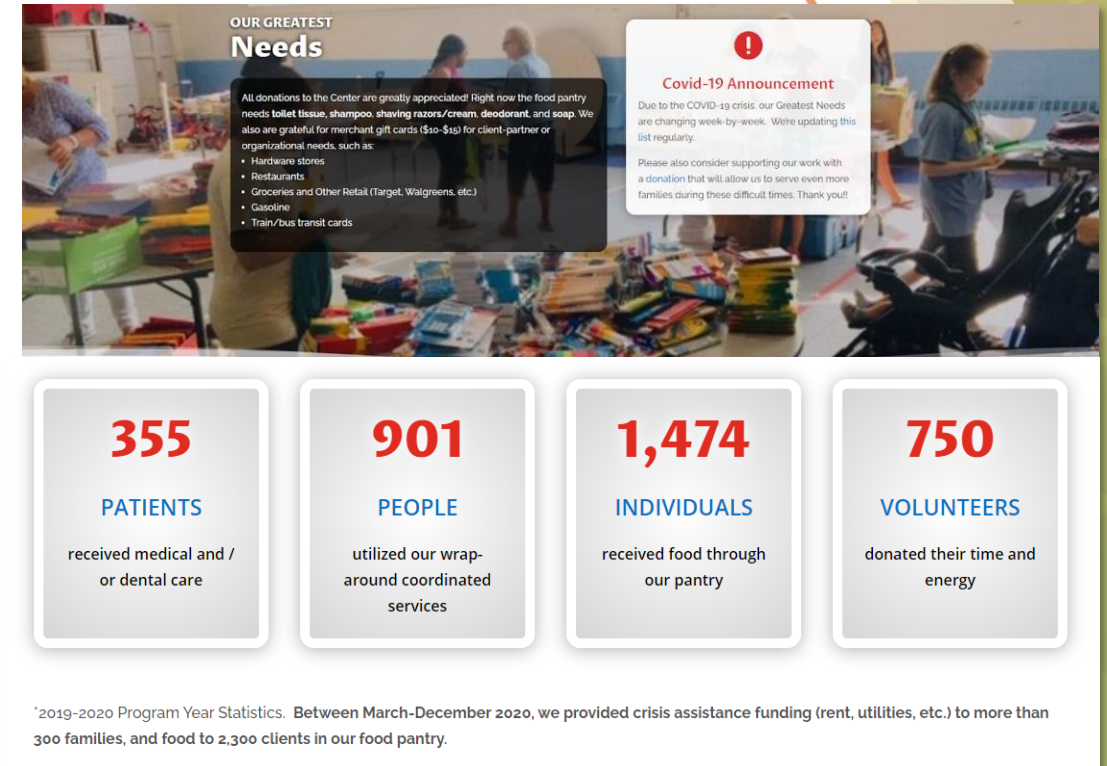
Crisis Comms in 2021



Creating a Crisis Communications Plan

“[We’ve been] using more frequent electronic communications so constituents know the urgency of the families’ needs in our community—and all that we are doing to help meet those families’ needs.”

Karen Martin, Ada Jenkins Center



Checklist: Create a Crisis Communications Plan

Anticipate and answer questions:

- + What constitutes a crisis?
- + Who is in charge of which communication channels?
- + How will you address different circumstances if they arise?
- + When will you need to stop fundraising?
For how long?



What Can We Learn?

Takeaway #2

When you're raising money during difficult times, **focus on your mission first**. The crisis shouldn't be the focus of your communications.



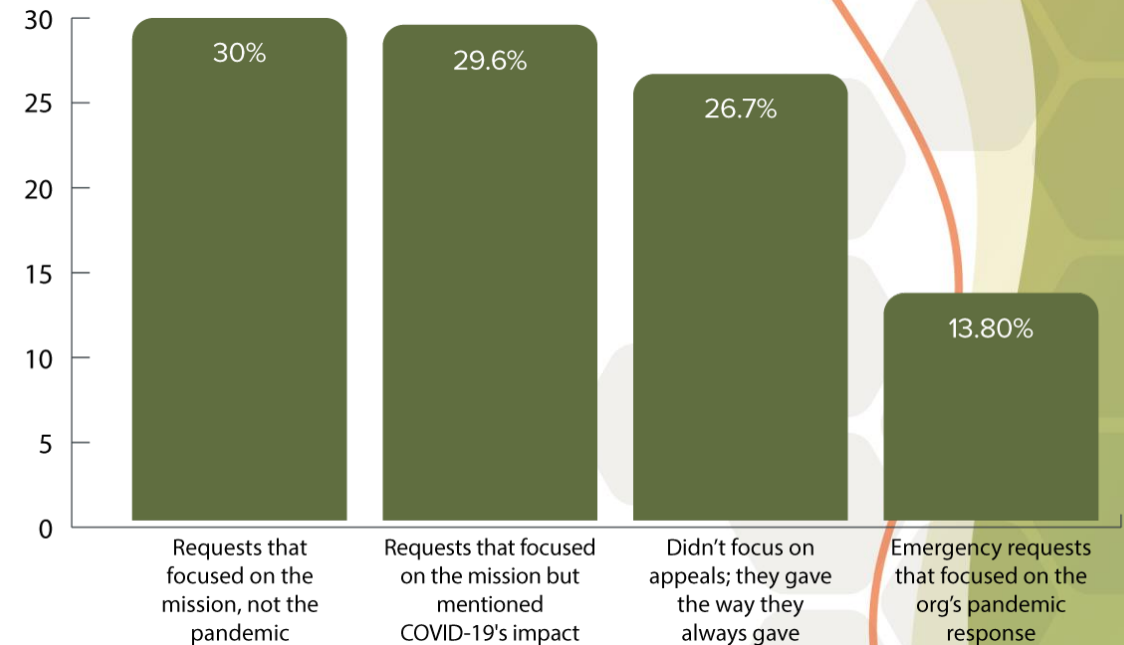
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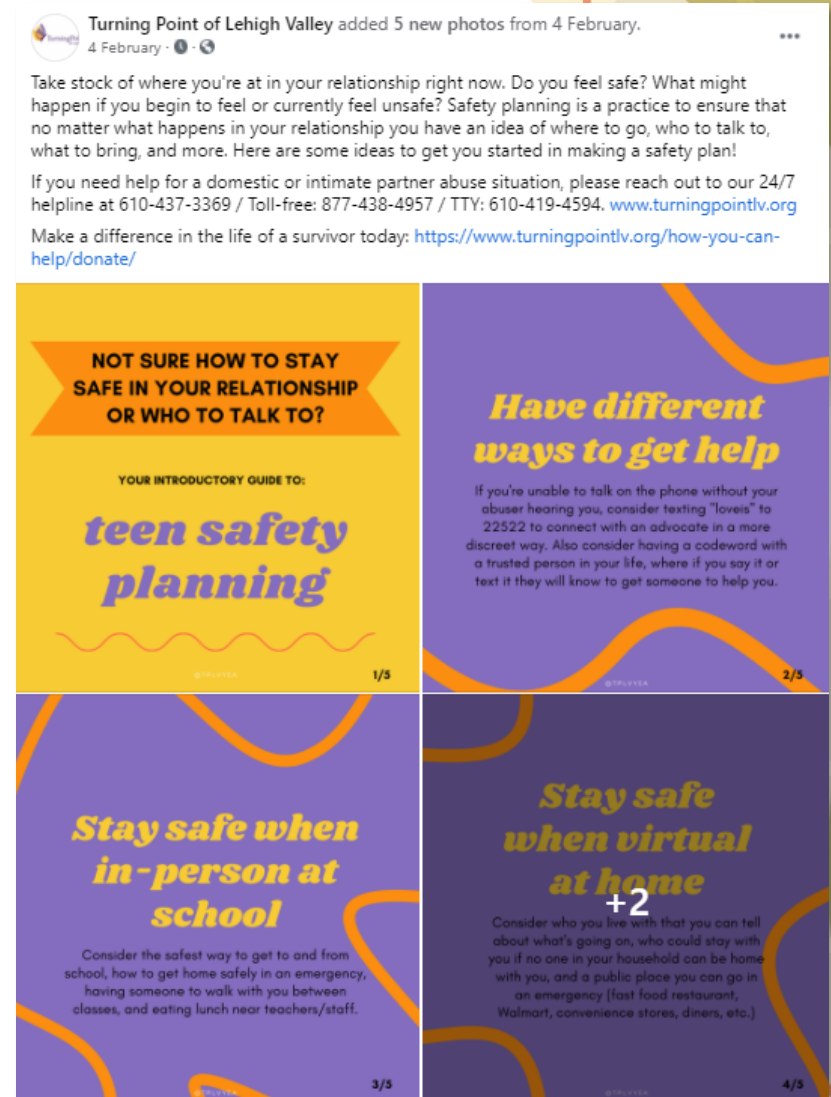
59% of donors responded most to **appeals that focused on the mission**, not the crisis.



Stay Focused On Your Mission

“We are proud that we were able to adapt and continue to provide our life-saving services for survivors of domestic and intimate partner abuse. We began to offer virtual services and expanded programs to meet the needs of our clients throughout the pandemic.”

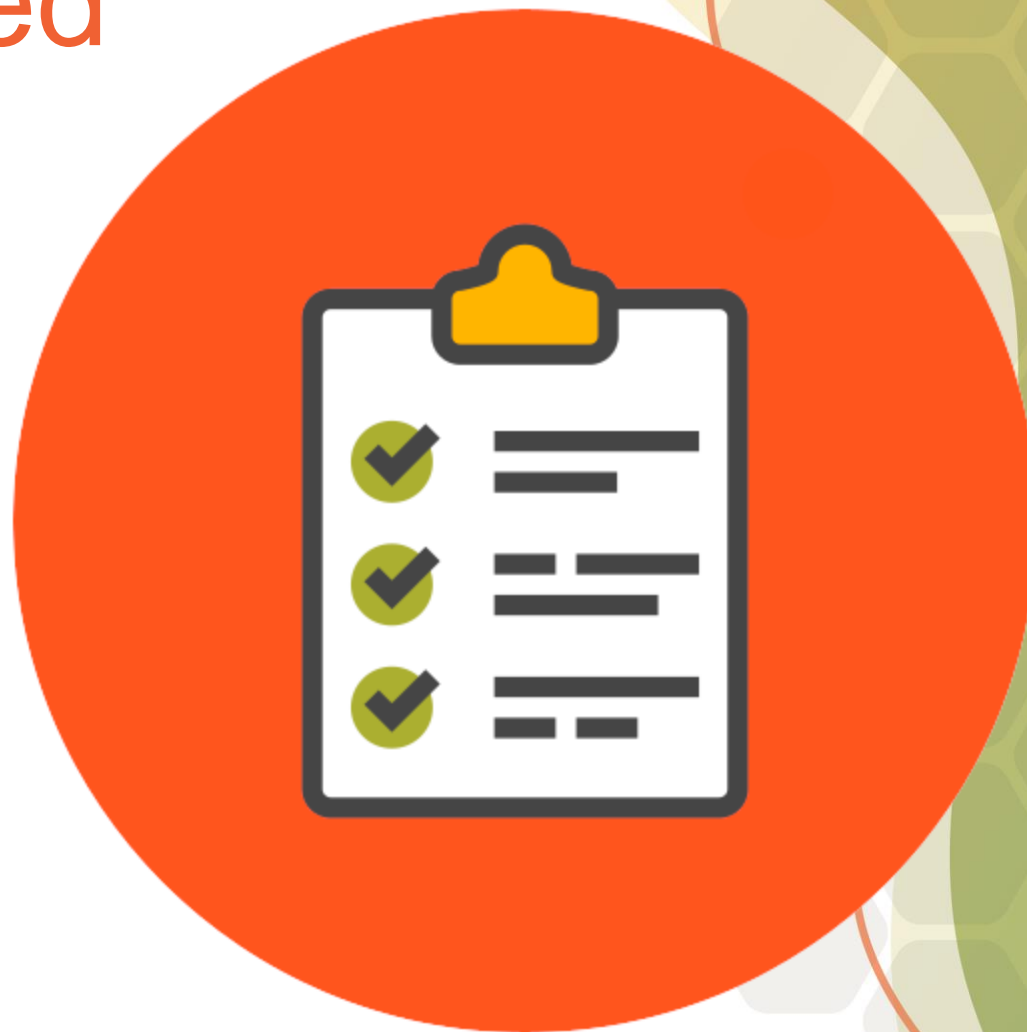
Andrea Search, Turning Point of Lehigh Valley



Checklist: Stay Focused On Your Mission

As you create your donor communications and appeals, ask yourself:

- + Does this focus on your work?
- + If you mention the crisis, do you use it to reiterate the urgency of your appeal?
- + Is this donor-focused?
- + By the end, do donors understand the problem and how they can help?



What Can We Learn?

Takeaway #3

Having a backup plan for your fundraising events is key.



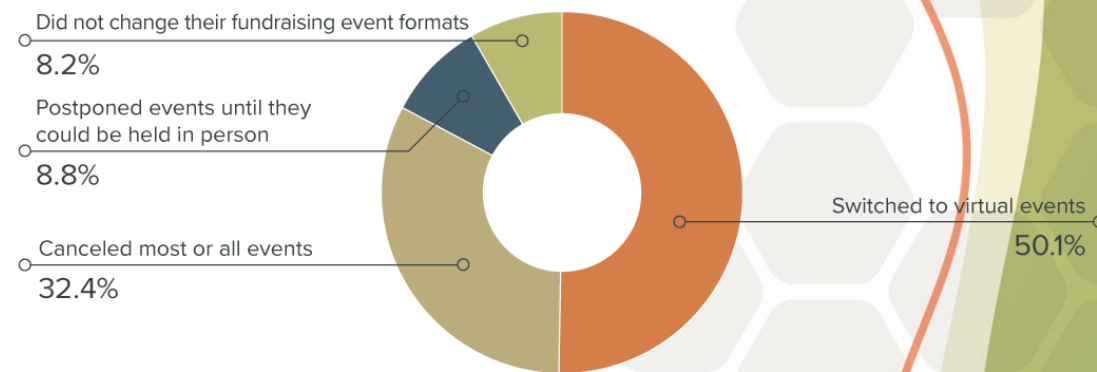
What Can We Learn?

Takeaway #3

Having a backup plan for your fundraising events is key.

Why?

Over half of all nonprofits had to switch up events in 2020. Having a plan for worst-case scenarios will **save you time and stress** if something unforeseen happens.



Creating an Event Backup Plan

“We rallied when our primary event was cancelled. We added a peer-to-peer event, which we plan to repeat.”

Paige Orvis, Foundation for Geauga Parks



Checklist: Create an Event Backup Plan

As you're planning your event, consider:

- + What you'll do if you can't have your event in person
- + How you'll handle refunds if you have to cancel or postpone your event
- + Who will communicate with guests, sponsors, vendors, etc.



What Can We Learn?

Takeaway #4

Even as we get back to normal, **virtual and hybrid events** will continue to be important parts of your fundraising strategy.



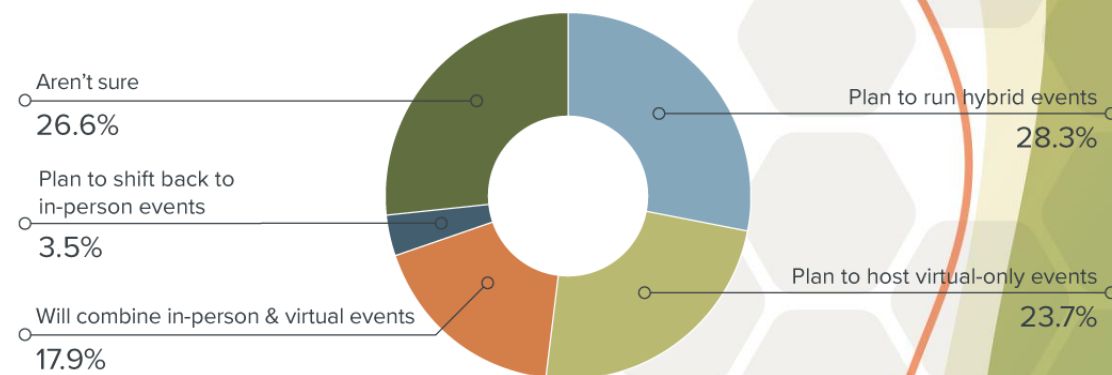
What Can We Learn?

Takeaway #4

Even as we get back to normal, **virtual and hybrid events** will continue to be important parts of your fundraising strategy.

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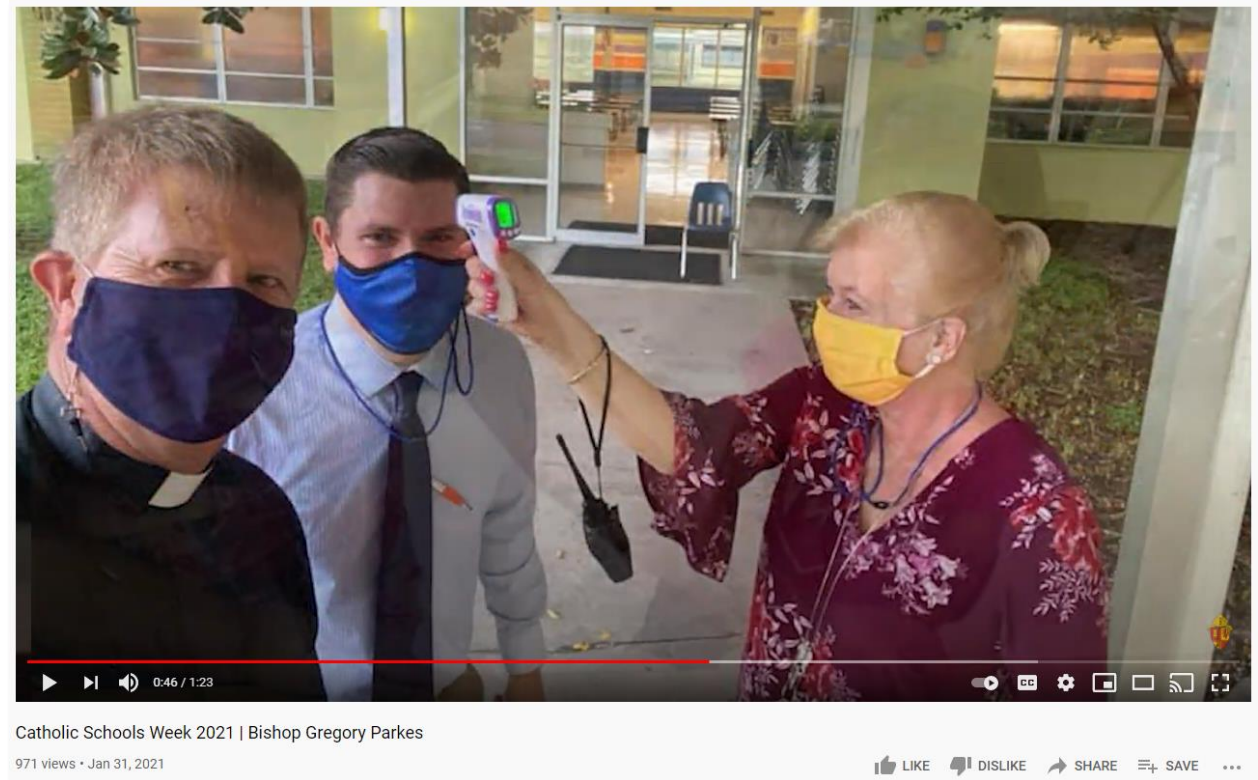
Donors want to participate remotely. 70% of nonprofits plan to **include virtual options** in their 2021 event schedules.



Accommodate Remote Participants

“Our events will have a virtual component from now on. I anticipate always planning for some kind of virtual audience, whether that audience is quarantining because of COVID or grandparents geographically separated from their grandchildren.”

*Beth Sylvester, Bishop McLaughlin
Catholic High School*



Checklist: Accommodate Remote Participants

Virtual and hybrid events give you a way to engage more guests.

- + Great for accessibility and engaging folks outside your service area
- + Explore your options! So many events translate well to virtual settings.
- + Communication and support will be key to making your event successful.



What Can We Learn?

Takeaway #5

If you need to communicate with your donors—especially during a crisis—**maintaining your website and staying active on social media** will be important.



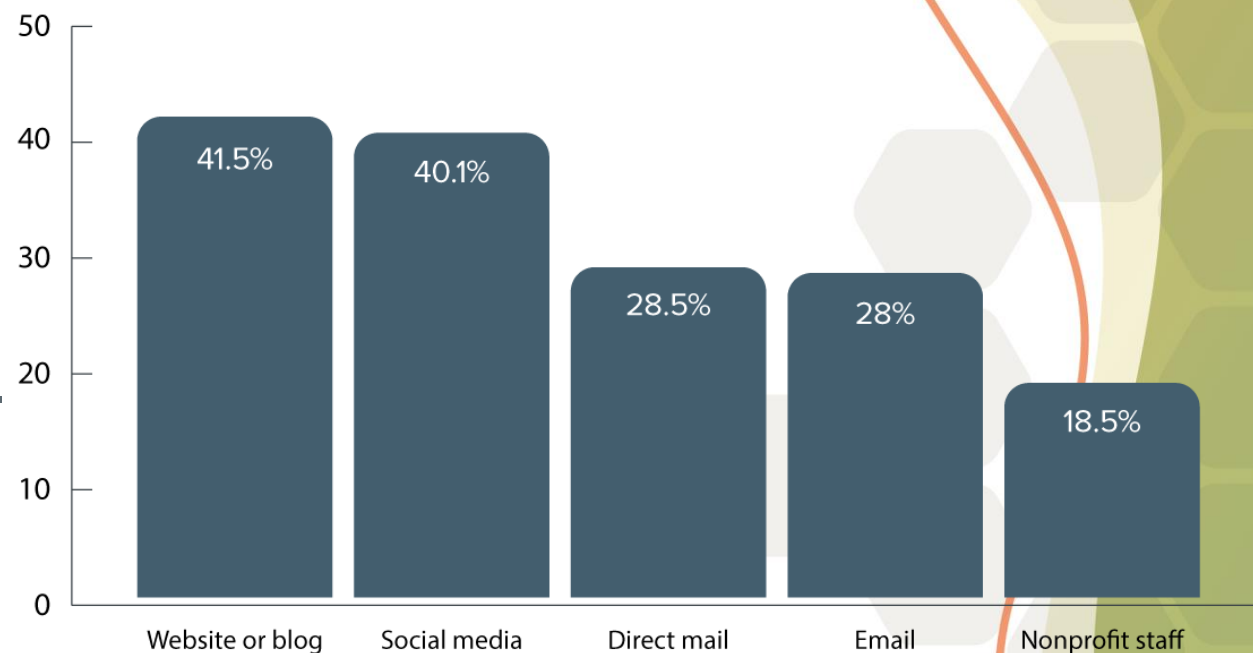
What Can We Learn?

Takeaway #5

If you need to communicate with your donors—especially during a crisis—**maintaining your website and staying active on social media** will be important.

Why?

Your social channels and website are **the first places donors go** for updates.



Prioritize Your Online Presence



Checklist: Prioritize Your Online Presence

When you're dealing with challenges, prioritize the channels you know donors will seek out.

- + Establish a cadence for updates
- + Build time into your schedule for important updates
- + Use content management tools to make your life easier (especially for social!)



What Can We Learn?

Takeaway #6

Love it or hate it, participation in **Giving Tuesday or other giving days** is an important way to connect with donors.



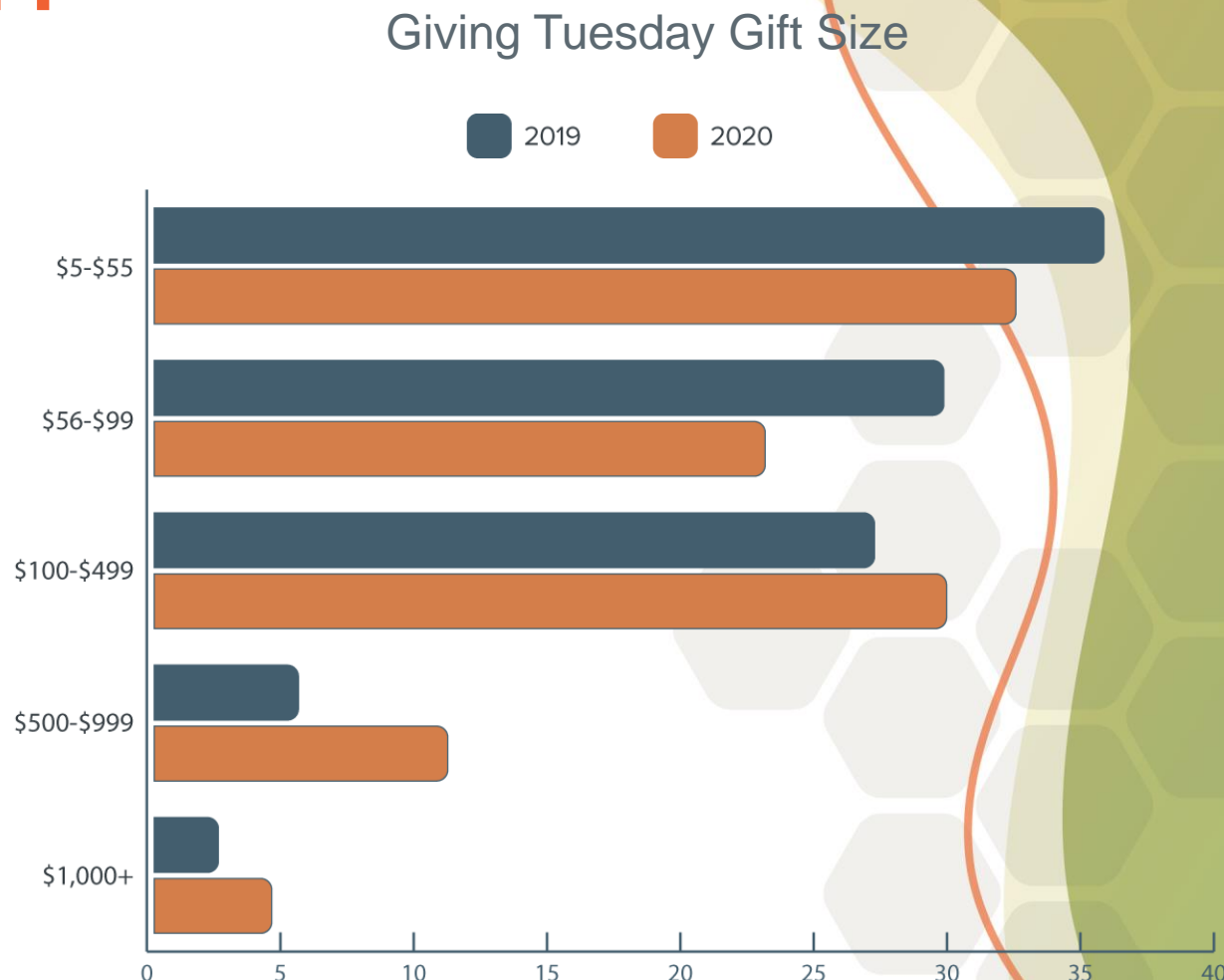
What Can We Learn?

Takeaway #6

Love it or hate it, participation in **Giving Tuesday or other giving days** is an important way to connect with donors.

Why?

Donor participation in Giving Tuesday increased, and donors made **larger donations to more nonprofits**.



Create a Plan for Giving Days

“Our Giving Tuesday donations were nearly 5 times our goal, and our end-of-year campaign raised double our past most successful campaign. But I'm more proud of the increased communication strategy that we used leading up to those campaigns, and the post-giving thanks that included MANY personal phone calls, which we had never done before!”

Michelle Belleza, Boys & Girls Club of Lunenburg



Checklist: Create a Plan for Giving Days

Giving Tuesday is the biggest giving day, but it's not the only one! Ask yourself:

- + Are there other giving days in which we can participate?
- + What compelling stories can we share that will stand out?
- + How can we communicate donors' impact in our community?



What Can We Learn?

Takeaway #7

Keep major donors connected to your **mission**—they'll be an important lifeline during hard times.



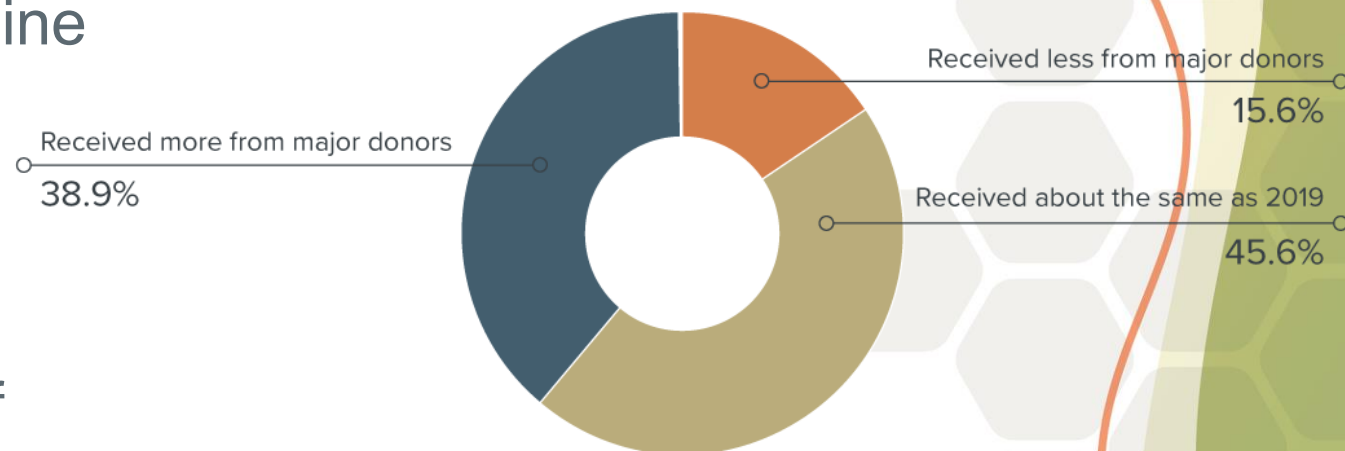
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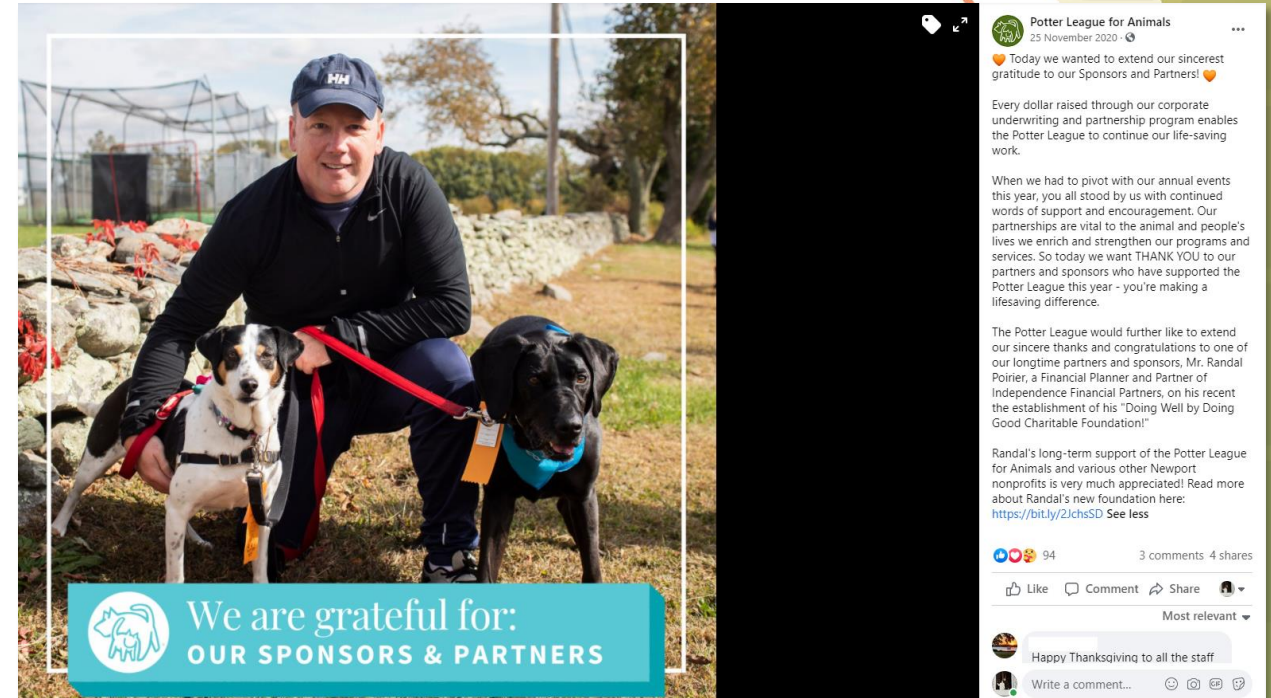
Major donors are a lifeline! 84.5% of nonprofits reported their major donors gave **at or above their 2019 levels**.



Keep Major Donors in the Loop

“One-on-one asks with major donors were most effective [in 2020]. Most maintained or increased giving if they were contacted.”

Brad Shear, Potter League for Animals



Checklist: Keep Major Donors in the Loop

Build solid relationships now so you won't have to in the future:

- + Remember: most donors don't give at capacity. Focus on donor retention!
- + Understand what motivates your major donors' generosity
- + Emphasize showing major donors their impact and personally connecting them to your cause



What Can We Learn?

Takeaway #9

It's important to focus on **maintaining relationships with corporate sponsors** and getting creative with how they can support your work during tough times.



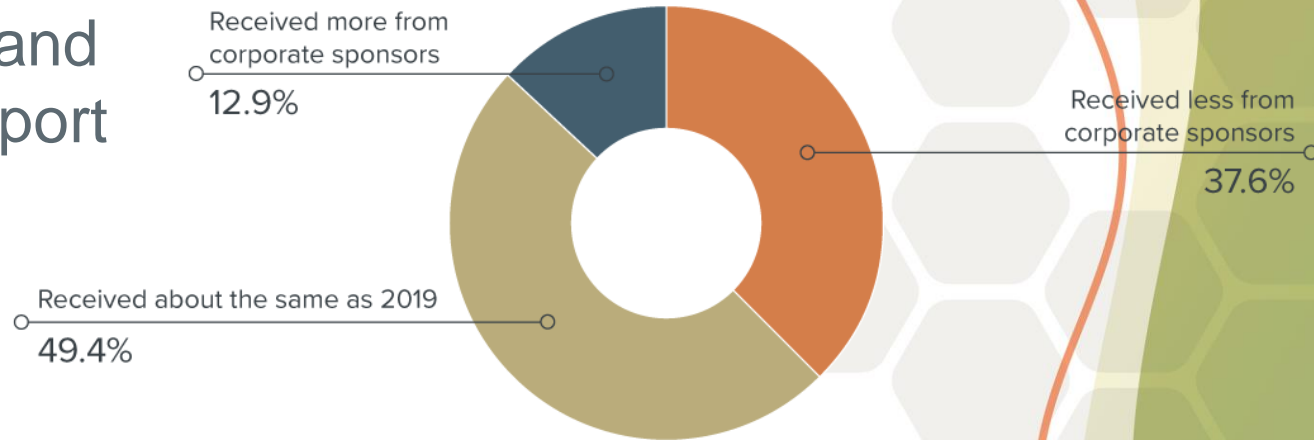
What Can We Learn?

Takeaway #9

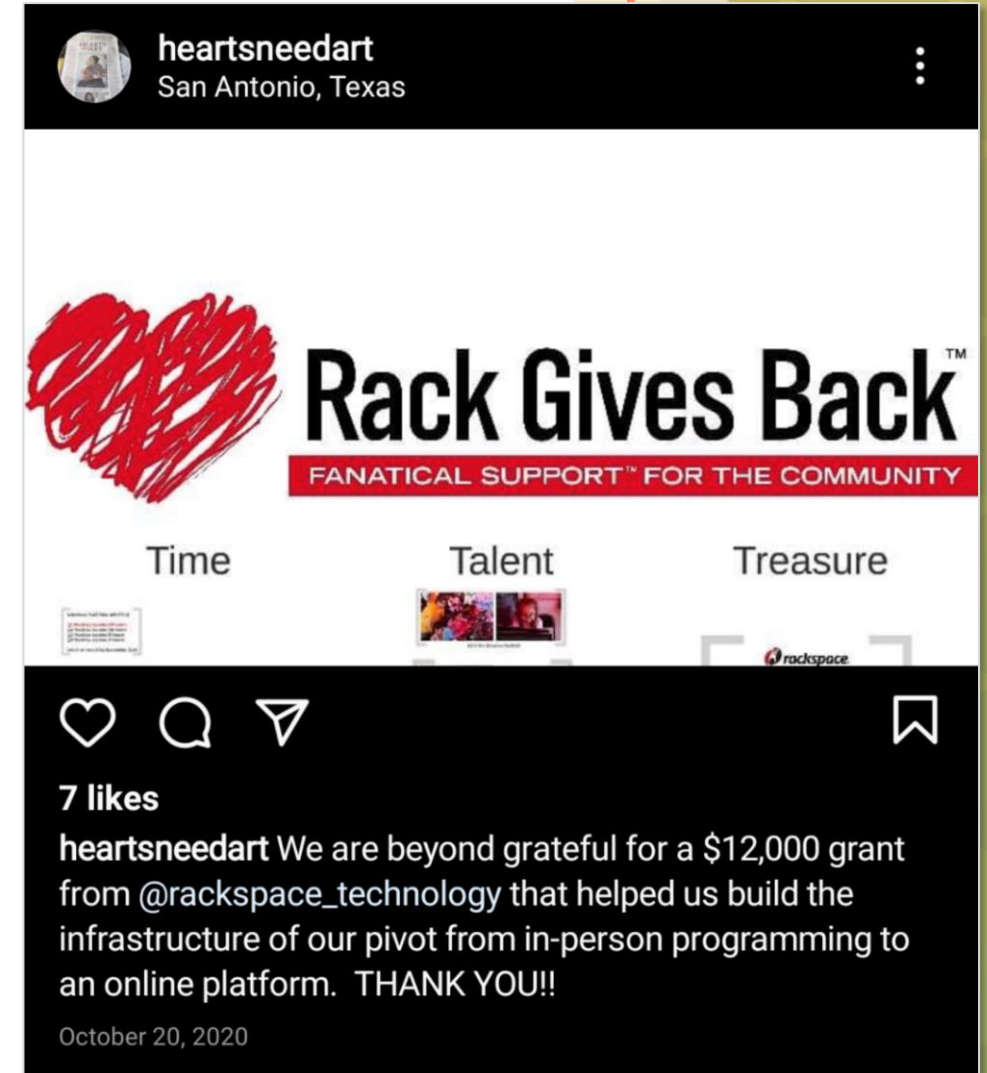
It's important to focus on **maintaining relationships with corporate sponsors** and getting creative with how they can support your work during tough times.

Why?

Almost half of corporate donors gave at the same level, but 37% of nonprofits reported **decreased corporate giving**.



Understand Your Corporate Sponsors



Checklist: Understand Your Corporate Sponsors

Corporate sponsors are among the first to feel the squeeze during economic shifts.

- + Give corporate event sponsors options, especially if your event format changes
- + Explore non-cash ways for corporate sponsors to support your work
- + Stay in touch even if they can't give right now—circumstances change!



What Can We Learn?

Takeaway #10

Building a recurring program now is a good way to prepare for the future.



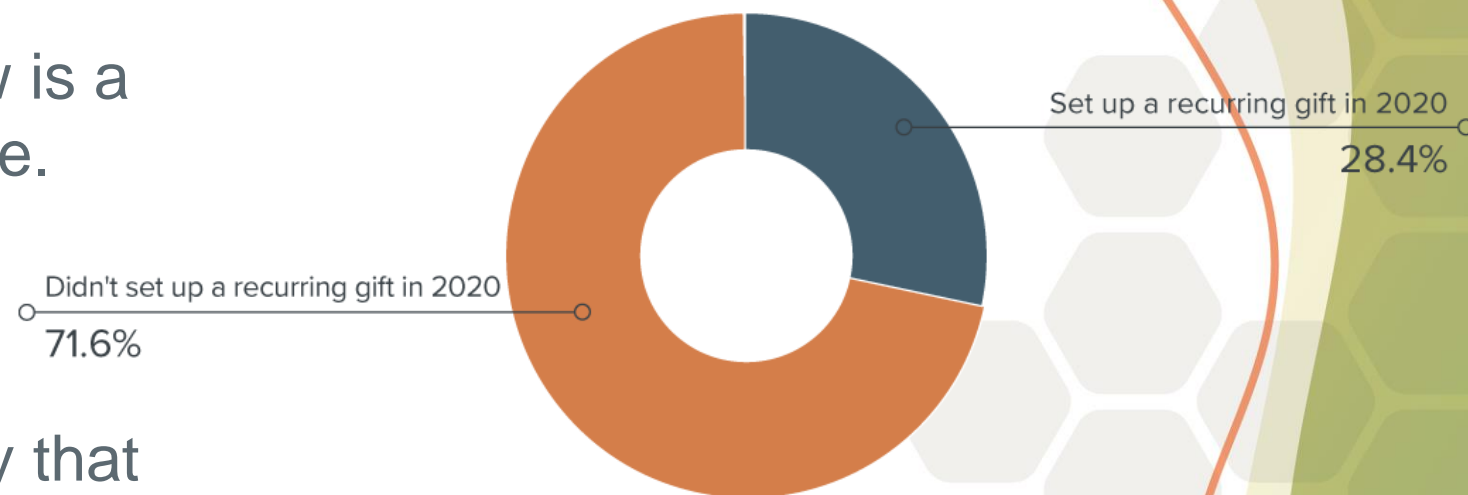
What Can We Learn?

Takeaway #10

Building a recurring program now is a good way to prepare for the future.

Why?

Despite the economic uncertainty that marked 2020, **nearly a third of donors (28.4%)** set up new recurring donations. That's reliable revenue!



Checklist: Start Building a Recurring Program

Dear QGiv Team,

WOW. As if we didn't already love working with you enough! **Together we can deliver and together we did deliver! Meals on Wheels values people such as you who acknowledge and contribute to our organization.**

Thank you for your generous monthly donations. Your donation provides ongoing support that will continue to make a difference. Your contributions allow us to dedicate more resources toward supporting Liberty seniors who depend on Meals on Wheels and enable us to serve even more seniors who need our help.

Here's what we've been up to lately--October 2020 Numbers:

- 2,115 meals delivered (a record breaking month for us)
- 22 days delivered
- Average of 96 meals per day
- Delivered to 110 different recipients
- 8 new recipients
- 9 new volunteers

It's my pleasure to share a client impact story from 2019: *It's so much more than just a meal. For some, it's a reason to get up in the morning. Along with a nutritious meal, the volunteers deliver a crucial safety check and a friendly visit to isolated seniors. When asked if she looks forward to the meal or the friendly visit more, one of our recipients replied, "Well that's hard to say, I just can't choose." She went on to say, she will tell "anyone who will listen" what a great program Liberty Meals on Wheels is. The circle of those impacted widens when you consider the recipients' families who sleep better at night knowing their aging parent has a daily visit from a caring volunteer. Allowing the elderly to age in place expands the circle further, saving our local hospital tens of thousands of dollars each year.*

Your contribution will be acknowledged on our donor list, and displayed on the Liberty Meals on Wheels website, in the following manner: **QGiv Team**

Please respond to this email if the donor listing is not exactly as you wish.

With sincere gratitude,

Hailey Kellerstrass, Meals on Wheels Coordinator



Start Building a Recurring Program

Get the pieces in place now for a recurring program that will sustain you in the future.

- + Enable recurring donations!
- + Show donors the value of recurring gifts
- + Build retention and cultivation assets now so you don't have to later
- + Try setting up a named group or other incentives for recurring donors



What Can We Learn?

Takeaway #11

Evaluate your fundraising strategy and
add supporting processes and options.



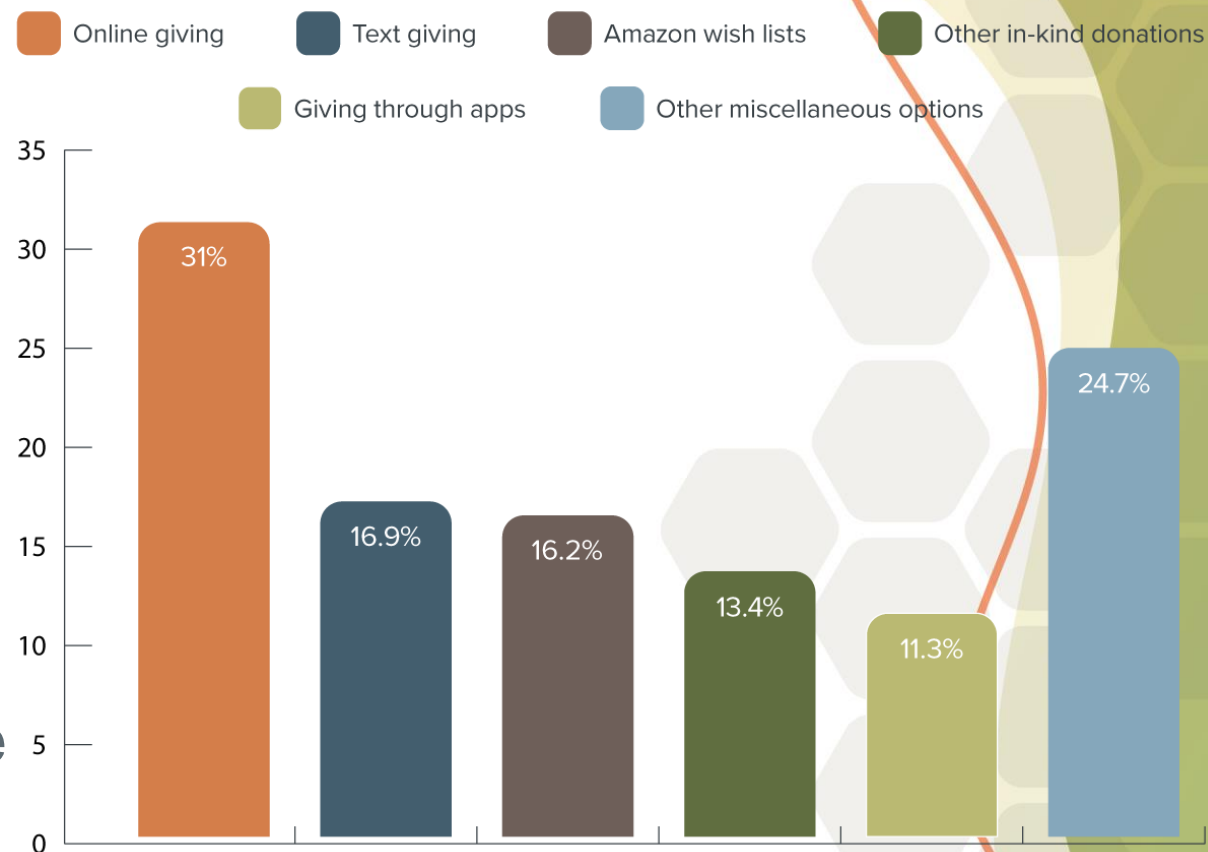
What Can We Learn?

Takeaway #11

Evaluate your fundraising strategy and **add supporting processes and options.**

Why?

More than half of nonprofits added **additional fundraising options and extra campaigns** in 2020. Identify and reinforce weak areas now!



Evaluate and Adjust Fundraising Processes

“We have learned that increased engagement with the community as a whole (as opposed to merely focusing on our existing donors) is worth the extra time and effort. We have also found a new relevance in the community and will continue to share that relevance to new audiences. We learned in 2020 that despite tough times economically, people still want to give, be a part of something, and support the resources that create bright spots in their communities.”

Alexis Hansen, Chippewa Watershed Conservancy



Checklist: Evaluate and Adjust Fundraising Processes

What future fundraising challenges can you anticipate? How can you prepare to handle them?

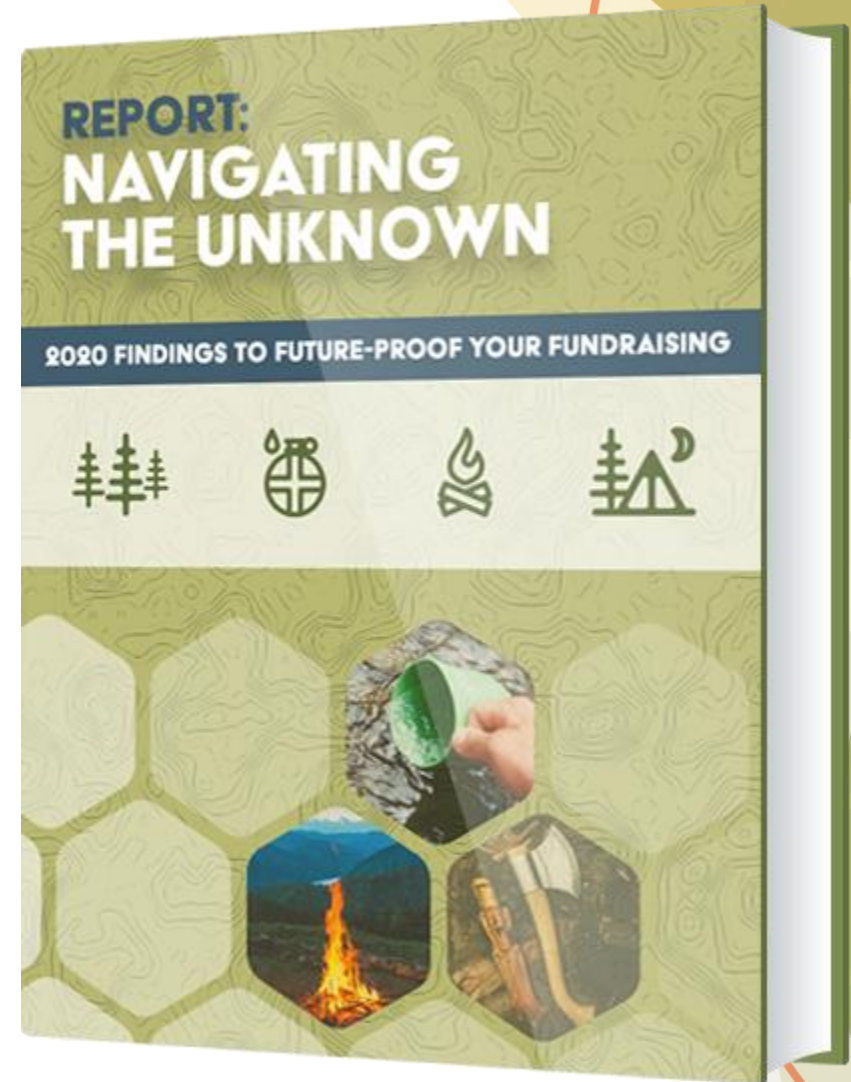
- + How do your donors want to give?
- + How can you update existing campaigns?
- + Do you have the right fundraising and engagement tools?
- + Can you add or retire any elements?



A Quick Recap:

What can you learn from 2020?

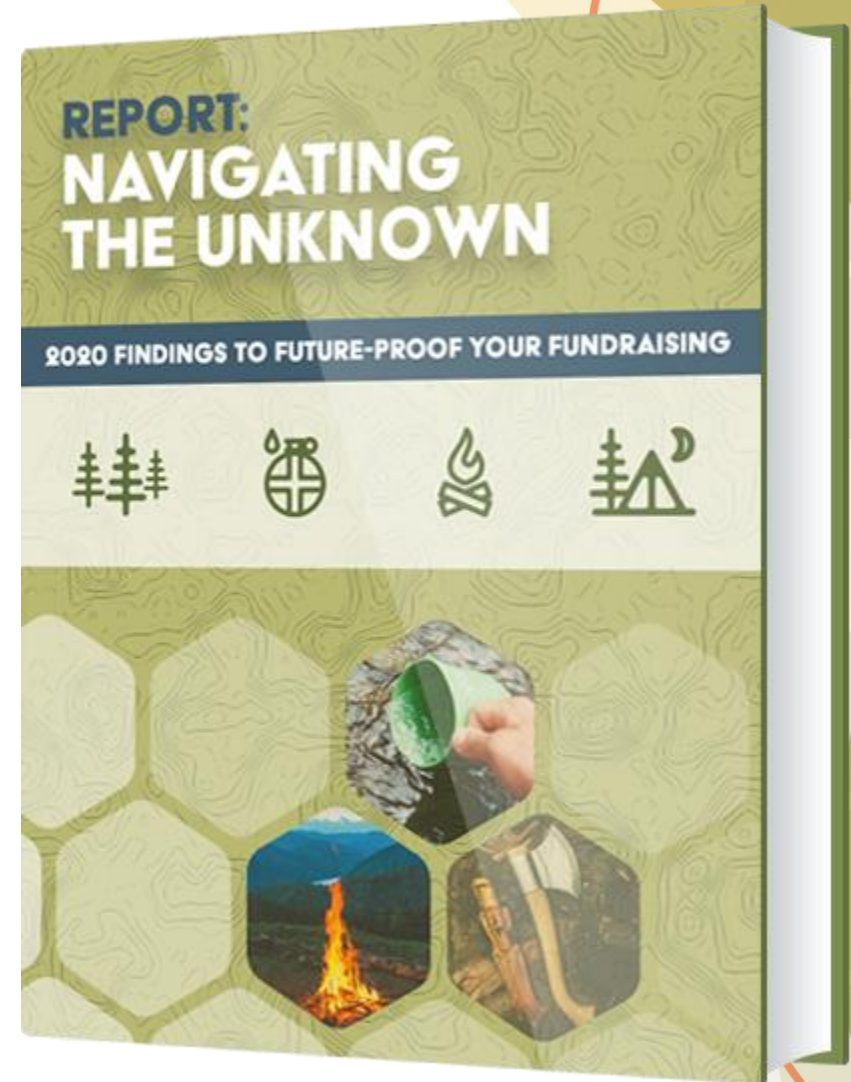
- + You need a crisis communications plan
- + Your mission—not a crisis—is what will inspire your donors
- + Include a backup plan in your event planning process
- + Digital and hybrid events are here to stay



A Quick Recap:

What can you learn from 2020?

- + Your donors will check your social channels and website for updates
- + Giving Tuesday and other giving days are increasingly important
- + Major donors are an important lifeline
- + Stay engaged with corporate sponsors
- + It's time to build a recurring program
- + Embrace change and be willing to iterate





Questions?
