Fundraising during the COVID-19 Pandemic

Education Session
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Does this look like your life now?

WE SELF ISOLATE AND PRACTICE SOCIAL DISTANCING...

WE DO ZOOM MEETINGS...
COVID-19

✓ Masks
✓ Social Distancing
✓ Small Groups
✓ Wash Your Hands!
Where does money come from? i.e. Pre COVID

- Individual Donors
- Corporate Givers
- Selling Goods and Services
- In-Kind Donations
- Fundraising Activities (gala, golf tournament, or something fun and creative) – i.e. bridge dinner
- On-line giving – Go Fund Me and ....
- Grants, grants and more grants!
Workshop Content

• Overview of the Arts in WV

• Provide guidance and discussion on fundraising through:
  ✓ Individual Donors
  ✓ Corporate Giving
  ✓ Fundraising Activities
  ✓ COVID Relief Grants
  ✓ Government Assistance
  ✓ “19” Tips (i.e. Covid 2019)
  ✓ Questions

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Importance of the Arts in WV

• Many people are unaware of the economic impact of the Arts & Culture sector
• Nonprofit Art is a $1.5 billion driver of West Virginia’s state and local economy
• 1,647 businesses and 8,924 employees are involved in the creation or distribution of the Arts
• Nonprofit arts organizations have an incredible role in economic systems at the national, regional, state, and local levels
COVID-19 Impact to the Arts

- Conventions, theatres, art shows, most events have been postponed or cancelled
- Many organizations forced to make temporary or permanent reductions in staff
- National economic impact of over $9 Billion, to date
- Median financial impact per Arts organization in WV of $17,000
- Nonprofit arts organizations using savings and cash reserves
- Freelance artists turning to solely online commissions

Looking to the Future

| Percent Confident Their Organization Will Survive the Impact of COVID-19 | 42% |

Respondents were asked to rate how confident they are that their organization will survive the impact of COVID-19 on a scale of 1 (Not Confident at All) to 5 (Extremely Confident). This percentage includes respondents who indicated a confidence rating of 4 or 5.

Which of the following are currently major financial concerns for your organization?

- Reduced philanthropic giving: 60%
- Limited savings and/or cash reserves: 71%
- Cancelled contracts: 54%
- Inability to make payroll: 36%
- Inability to pay bills: 46%
- Business closure: 43%
- Late payments or collection losses from customers/clients: 21%
- None: 7%

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Individual Donors
Approaching Donors during COVID-19

ALWAYS REMEMBER THE WIIFT: “WHAT’S IN IT FOR THEM?”

✓ Reach out and communicate with donors, but do not ask for money; lead with “How are you doing?”
✓ Have honest and vulnerable conversations
✓ Believe in the organization’s mission and values
✓ Be clear in what you are asking
✓ Be bold in your requests
✓ Some donors will ask, unsolicited, how they can help—so have answers
✓ When revenues are decimated by mandatory closure, set up an emergency fund to accept gifts that help the organization recover
✓ On endowed gifts that generate annual returns that are battered in a bear market, ask donors to make a one-time gift to replace the lost income
✓ Do not be insensitive to financial struggles
✓ Be sure the donor understands their contribution is critical to the mission—AND THANK THEM!
✓ The COVID-19 pandemic will eventually end, even if nobody knows exactly when. How nonprofits will fare until then and in the months after will depend heavily on the moves that fundraisers make today
Online Fundraising Tools

• The internet has made it easier than ever for individuals to donate to a cause online
  ✓ Gofundme.com
  ✓ Facebook Donate
  ✓ Change.org
  ✓ Eventbrite.com

Important Caveat:
• Each of these sites takes a share of funds, which can be as high as 10%
Online Tools continued

Winspire

• Established to assist nonprofits in maximizing their fundraising revenue
• Sells themed travel packages to nonprofit organizations only for use in charity auctions or fundraisers
• Helps make virtual events easy for nonprofit organizations
  • Event planning, AV production, fundraising tools and software
• Periodically hosts informational webinars to assist nonprofits with fundraising tools and activities
• Website: https://you.winspireme.com/
Corporate Sponsorships
Don’t Undersell your Value

• Online marketing is equally or more valuable than live event sponsorship
• No physical boundaries = higher event reach
• Promote the power of sponsorships using data - ie clicks, views, followers, post reach
Negotiate Virtual Sponsorship

• Online marketing campaigns promoting fundraising events are incredible exposure for businesses
• Be clear about what you need and don’t be afraid to ask
• Talk about what they do and why they began their involvement—how can they make an impact?
• Build long-term relationships for continued engagement
Fundraising Activities
How to Salvage Your Fundraising Event During the COVID 19 Crisis
COVID-19 Survival Guide

• How to survive Coronavirus with your fundraising in tact
  1. Postponement
  2. Convert event into a day of giving
  3. Make it virtual!

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# To reschedule or not?

<table>
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<th>Pro</th>
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<tr>
<td>Less likely to lose your deposit.</td>
<td>Lots of calls and coordinating with vendors, hosts, auctioneers, DJs, and venue to confirm future availability.</td>
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<td>It’s a lot more positive to say you are rescheduling than to say you are cancelling.</td>
<td>Complaints from people saying another date won’t work for them.</td>
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<tr>
<td>More time to plan and make the event even bigger and better than originally planned.</td>
<td>Postponing takes away the excitement and the event might flop.</td>
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<tr>
<td>Donors will experience the event they were excited about.</td>
<td>Postponing will likely put your event in direct conflict with other nonprofit events that also had to be rescheduled.</td>
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Virtual Fundraising Benefits

- Traditionally, in-person events are where most of the fundraising happens. However, a transition to conducting event online does have its benefits:
  - Less set-up headaches
  - Cheaper to execute
  - Greater returns on investment
  - Very few restrictions on reach
  - People are itching for connection
  - Excitement for new ideas
Platforms for Virtual Fundraising

• Livestreams on Facebook, Instagram, or YouTube
  • Can increase social media following and engage audience
  • Facebook Donate can be used during a live event

• Zoom Meetings
  • Game night
  • Trivia night (with theme)
  • Silent Auction
  • Cocktail/happy hour
  • Night out at home
  • Virtual Concert
  • Movie-watching Party
Before the Event

• Marketing, marketing, marketing!
• Create a promotional campaign at least 1 month ahead
• Social media, emails, phone calls—repetition is key
• Confirm attendance—and that people will donate!
• Use framework to ensure consistent and accurate promotion of the event so people are engaged leading up
• Rehearse and practice! Sort out kinks beforehand to avoid awkward silence or loss of time
During the Event

- Welcome attendees with good, inspirational energy
- Present the organization’s mission and how donor contributions have an impact
- Incorporate exciting entertainment pieces to keep people engaged
- Be sure main fundraising activities happen within 30-45 mins
- Perfect time frame: ~55 minutes
- Always thank event attendees before closing and follow up after within 4 hours
Example: Virtual Gala and Silent Auction
Example: Cupcake & Beer Festival

$40 Ticket
- 2 Half Growlers (64 ounces of beer)
- 12 Mini Cupcakes
- Commemorative Glass

$25 Ticket
- 1 Half Growler (32 oz of beer)
- 6 Mini Cupcakes
- Commemorative Glass

$15 Adult Non-Alcoholic Ticket
- 1 Pepperoni Roll made by The Cupcakerie
- 6 Mini Cupcakes
- 1 Soft Drink or Water

$10 Kid’s Ticket
- 1 Pepperoni Roll made by The Cupcakerie
- 1 Regular Size Cupcake
- 1 Soft Drink/Water
Example: Digital Talent Show

- Artists and performers submit videos or images showing their talent
- Public pays $$$ to cast votes
- Bring finalists together for a live streamed competition
- Very fun, low-cost, perfect for arts organizations

Show Us YOUR TALENT
Success Story: Smoke N Mirrors Photography

Pre-COVID

Post-COVID

Smoke n Mirrors is pleased to announce our next Alone Together virtual performance on Thursday, August 13 with Kittens Ain't Biscuits. Performing from their home studio, come join this dynamic duo as they perform their unique brand of Americana with a few stops along the Brazilian music coast.

Admission includes a digital "seat" at the performance and helps support our musical friends. Tickets must be purchased at least one hour in advance of the performance.

The Virtual Reception begins at 6:45 with the performance beginning at 7 pm. To purchase your virtual seat, click here.
Personal Story from Smoke N Mirrors Photography
COVID Relief Grants

✓ Foundations – Public and Private

• Be prepared to shift from raising money to developing new areas of expertise and helping an organization obtain whatever supplies are needed.

• Ask grantmakers for increased support—and to relax application requirements. Many will agree.

• Private foundations—ie Truist Bank and FirstEnergy
National Endowment for the Arts (NEA) Grants

• Grants support exemplary projects in artist communities, education, dance, design, folk and traditional arts, literary arts, local arts agencies, media arts, museums, music, musical theatre, opera, presenting and multidisciplinary works, theatre, and visual arts

• 4 categories:
  • CARES Act
  • Grants for Arts Projects
  • Our Town
  • Research Awards
Mid Atlantic Arts Foundation

- Grants for organizations that strengthen the region’s presenter network, give communities access to high quality artistic experiences, build audiences, and provide opportunities for greater understanding and appreciation of the arts

- Opportunities:
  - ArtsCONNECT
  - Performing Arts Global Exchange
  - Special Presenter Initiatives
Government Assistance

- Government – Local, State and Federal
- Get informed about charitable provisions in any new policies or laws like the massive new stimulus bill
- PPP and Idle Loans
- WV CARES Act Small Business Grant Program
  - Call for assistance: 1-833-94-GRANT
- Cities
- Counties
19 Tips for COVID-19
19 Tips

1. As you talk to donors make sure you add some humor (we all need it NOW and make connections you enjoy)

2. Dinner with a twist; recruit volunteers to wear black-tie and deliver meals to local ticket holders who rather not attend the event. This is especially thoughtful for senior guests and others nervous about the virus. Send videos a few times during the evening to make them feel like they are part of the fun.

3. Set up a zoom/lunch meeting with past donors and order door dash/grub hub sent to their office/home (help your local restaurants).

4. If you move to a virtual event and your event/climate is lighthearted share the benefits of a virtual event safety protocols: no need to pick out an outfit, find a babysitter, drive to the venue, pay for parking, or make small talk.

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5. TechSoup always has special prices for nonprofits on loads of software, including Microsoft and Zoom,
6. Host a virtual cooking lessons fundraiser
7. Host a virtual paint or craft night fundraiser
8. Read a book – Fundraisers should use this time learn about new developments in the field and remind ourselves of the basics.
9. Have a Zoom auction with a live auctioneer and or Facebook live.
10. Host a telethon (step back 30 years in time) to raise money. If you were planning entertainment, put it on line for everyone to enjoy.
11. Create a virtual gala in small groups or solo. Cater a dinner for attendees and have a video presentation prepared for them to watch during dinner. Add a personal touch by video calling into the dinner party to speak and to say thanks.
12. Create a virtual game night – ie. trivia, poker, jeopardy (charge per player and award prize for the winner)

13. Design a scavenger hunt between fundraising activities to increase energy and engagement in downtime

14. Utilize breakout rooms during events to separate large groups and encourage attendees to connect

15. Create a social media spotlight campaign to incentivize donors

16. Leverage existing partnerships for matched emergency funding

17. Have honest and vulnerable conversations with donors—everyone is struggling and donors are excited to give back

18. Take the current situation as an opportunity to build stronger, long-term relationships with donors by elevating their impact

19. Step out of your comfort zone! Be BOLD and try new things
You Can Have Success!

- COVID-19 will not stop your organization from hosting event
- Be creative and try new things
- Talk honestly with donors to convey your specific need and how they can help
- Use the pandemic as an opportunity to build lasting donor relationships
- This will end!
We’re all in this together!
Questions & THANK YOU

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