## Welcome to RKD Group's Webinar: How to Maintain Donors Acquired During the COVID-19 Crisis

# We want to answer your questions!













#### Andy Laudano Senior Vice President of Client Service, RKD Group

Andy has over 25 years of fundraising experience working for both agencies and nonprofit organizations. As a strategist, he manages integrated, multichannel direct response fundraising programs for large, national organizations and regional nonprofits.

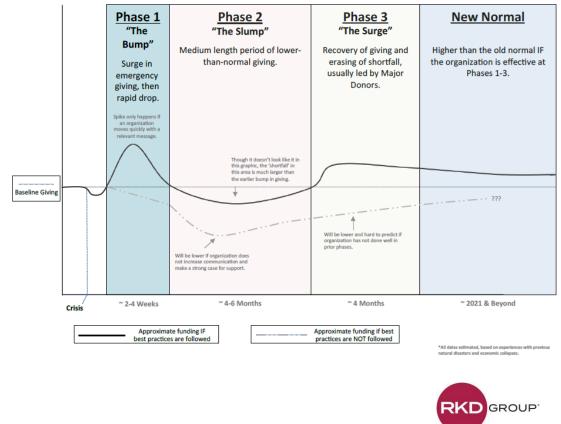
#### Jarred Schremmer

#### Vice President of Digital, Media & Strategy, RKD Group

Jarred has worked in multichannel fundraising, communication and direct marketing for a distinguished list of health, international relief, faith-based, arts and culture, and collegiate athletic clients since 2005. Jarred leads dynamic teams of digital and media specialists who help organizations increase media reach, multiply fundraising and marketing revenue, and grow digital and multichannel donors.



## What we are seeing right now: "The Bump"



#### Source: https://betterfundraising.com/

## After the crisis has ended... "How can I retain these donors?"



# How we plan to answer that question



- Establishing what's unique about a disaster donor
- Historically best practices for retaining disaster donors
- Examples of how best practice has been applied in the past



# What makes emergency donors different?





## They give out of emotion.

"Impulse Philanthropy" They are not driven by a strong tie to the mission or organization

#### How You Can Help Victims of the Coronavirus Pandemic

From charities that support children to organizations that feed families, there is no shortage of ways to get involved.



Some charities are helping feed families during the coronavirus outbreak while others are providing medical supplies. Aleksandra Michalska/Reuters

# They may not be local

Driven by nationwide coverage to help. May have a connection to the location.

#### **U.S. CORONAVIRUS CASES**

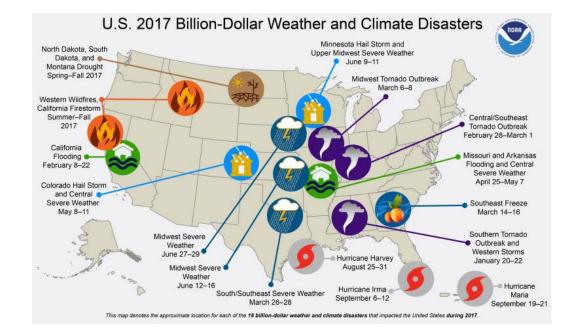




## They behave differently afterwards

Less likely to retain and remain connected to the mission

#### Let's look at 2017 Disasters

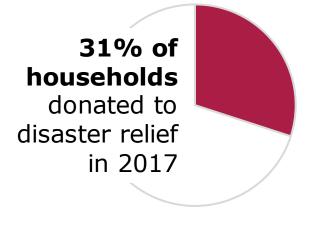




#### Source: https://disasterphilanthropy.org/

## They behave differently afterwards

Less likely to retain and remain connected to the mission



The following year...

5% of households continued to

provide relief for those disasters

Source: Guidestar

# History shows these disaster donors take 1 of 3 paths...





Convert to missionfocused donors Maintain a relationship but only give during future emergencies

Never return to give again





## Tactics You Can Use to Convert COVID-19 Donors into Mission-Based Donors



# Segment your disaster donors

Track and analyze today to optimize results for tomorrow





# Is this their first gift?



Code and segment as disaster donors. Until they behave differently.



#### Identify potential mid/major donors



Segment those that gave larger gifts.

Use existing donor models to determine future giving capacity.



### Dedicate resources to your mid/major stewardship



- Reach out with a phone call to say 'Thank You'
- Welcome them to the organization
- Communicate how their donation helped the mission/crisis
- Invite them to follow on social media and subscribe to updates



#### Add them to a crisis-specific acknowledgement



- Welcome new COVID-acquired donors
  to your organization
- Give them an opportunity to learn about your core mission
- Develop a package that is specific to the crisis.
  - Relate it back to the crisis
  - Use messaging that resonates with their response to emotion



## Be intentional with your messaging Every donor wants to feel special





#### Acknowledge their support of the crisis

Thank you for your support. Houston, We are with you.

RKD,

Thanks to you and the incredible support of the community, the Houston Food Bank has been able to kick inch high gare to help families affected by Hurricane Harvey. When you look at the numbers, what you've helpod accompilab is truly unbelievable. With your support, we've distributed 15,942,027 pounds of food, water and supplies aline the floodwaters receded. We're delivering 2 times more truckloads of product than normal to 240 partner agencies.

#### But behind every number is a face.



The face of Elias, who moved to Houston just seven months before Harvey hit. She and her two-year-old daughter lost everything when her northwest Houston apartment flooded. Elias visited one of the Food Bank's partner agencies for diapers and food, and wants to give back by volunteering at the agency that helped her.



The face of Jackie, the Director at Launch Point COC, on et Alvouins Food Bank's partner agencies. With the help of the Food Bank Launch Point has provided food to 300 to 400 families and hay since Harvey. Whave been able to get fresh fruit, meat and ready-to-eat meals out to the community," and Jackie. Without the food bank, we would not have been able to meet."



The faces of Olga and Dino, who were unable to get to their jobs when the streets near their home floodd. While they are very thankful their home was spared from damage. Olga works retail and Dino works construction, so no access to work meant no income for their household. Like so many hardworking families who couldn't get to work immediately after the storm, for the first time in their lives the couple found themselves in need of some help from

the Houston Food Bank.

These are just a few of the lives you are touching with your support of the Houston Food Bank. With your partnership, we will continue to help southeast Texas rebuild.

With gratitude,

Min merel

Brian Greene President/CEO

> houston**food**bank Filling pantries. Filling lives.

With your support we've distributed **15,942,027** pounds of food, water and supplies since the flood waters receded. We're delivering **2** times more truckloads of product than normal to **240** partner agencies.

The face of Elisa, who moved to Houston just seven months before Harvey hit. She and her two-year-old daughter lost everything when her northwest Houston apartment flooded...



## Communicate the impact of their donation

- Give specifics
- Relate it back to your mission



The SPCA of Texas is putting every available resource behind assisting pets and people who have evacuated the Gulf Coast to the North Texas area right here in North Texas and beyond. In the meantime, we continue to rescue, heal and find homes for the pets right here in our backvard

#### How We're Helping



rescued animals

Animal Transfers Food & Supplies Sheltering Pets Transporting shelter Sending food & supplies for evacuated families pets to free up space for to affected areas brought to North Texas

#### Harvey Relief Updates

· Friday, Sep 1: The SPCA of Texas Animal Rescue Center performed veterinary checks and issued the health certificates required by law to cross state lines for 32 dogs being transferred to Oklahoma.

. Thursday, Aug 31: The City of Lewisville picked up 1,000+ pounds of pet food and supplies from the SPCA of Texas to take to Rockport, TX to help animals in need

. Thursday, Aug 31: The Austin Humane Society and SPCA of Texas teamed up to transport 97 pets (55 dogs and 42 cats) from Houston SPCA to Atlanta Humane Society. These shelter pets were up for adoption before Hurricane Harvey hit. This transfer frees up space at Houston SPCA to make room for incoming pets in need as well as lost and displaced pets, increasing their chances of being reunited with their owners.

 Monday, Aug 28: We have taken in over 65 additional nets owned by evacuees at our Jan Rees-Jones Animal Care Center since August 25, where pet owners are also visiting their pets.

· Monday, Aug 28: A large team of SPCA of Texas staff and volunteers set up a temporary animal shelter near the mega shelter in Downtown Dallas, working in conjunction with city and county disaster officials. This temporary shelter was set up in close proximity to the human shelter so that the pet owners could visit their pets. We will continue to deploy staff, volunteers and supplies to this temporary shelter to care for evacuees' pets for the forseeable future.

. Friday, Aug 25: We took in 123 cats from The Cattery cat shelter in Corpus Christi in advance of the storm. These cats were un-owned, and we cleared their shelter to ensure the cats' safety.

To keep up to date on what the SPCA of Texas is doing to help, please stay tuned to our Hurricane Harvey page or our Facebook page. We'll continue to update this page as we have more information to share

Thank you for the incredible support we have received to help the animals across Texas

For the animals,

James

James Bias, CAWA SPCA of Texas President and CEC The Austin Humane Society and SPCA of Texas teamed up to transport 97 pets (55 dogs and 42 cats)...

We took in 123 cats from The Cattery cat shelter in Corpus Christi in advance of the storm



## Ask for a second gift

### Hurricane victims need your help more than ever.

#### Dear friend,

You have humbled us with your support for dialysis patients in communities affected by Hurricane Harvey. Though the severe weather has left the area, the devastation caused by this storm will continue to have a lasting impact.

My team at the American Kidney Fund has been working around the clock to fully assess the needs of patients and dialysis clinics impacted by the humicane, as well as distribute disaster relief funding as needed.

In just over a week, you've provide \$50,000 to help support more than ### dialysis patients. However, with more than 12,000 patients in the disaster area alone, we are expecting a significant increase in requests in the days to come.

The need for disaster relief efforts will only continue to grow.

#### Your support is critical

**GIVE NOW TO DISASTER RELIEF »** 

Some patients are just now returning home to the the storm's aftermath – damaged homes, undrinkable water, destroyed cars. You can make a difference by heiping us replace medications, food, household items – and pay for the cost of fuel, transportation to medical appointments, and other vital emergency needs.

Our neighbors in Texas are counting on your support in their time of greatest need - they need you to act now.

The American Kidney Fund is the leading nonprofit supporting the kidney disease community. Our work is only made possible due to the generous support of friend?

With gratitude,

Mike Scider

Mike Spigler Vice President of Patient Services and Kidney ' American Kidney Fund

#### Our mission: We held

Stay

kidney disease

Our neighbors in Texas are counting on your support in their time of greatest need – they need you to act now.



View this message as HTML | Update email preferences | Contact us | HelpLine | Unsubscribe

American Kidney Fund 11921 Rockville Pike, Suite 300, Rockville, MD 20852 Toll free: 800.638.8299



## **Maintain** connection with the crisis



#### Dear RKD,

Six months after Hurricane Harvey, our community is still recovering. As we prepare for summer, the Houston Food Bank expects to continue providing disaster assistance to those who were hit hardest, thanks to you. We're in it for the long haul!

Together, we have accomplished so much. But to understand the true meaning of your gift, we encourage you to read the stories below. Thank you from the bottom of our hearts for your outpouring of kindness and generosity.

> Since Harvey made landfall 66,856,054 59,033 pounds of disaster food and individuals have volunteered supplies have been to help their neighbors in distributed.

844,648 24/7 pounds of school supplies is the operating schedule we have been distributed to have adopted to meet. local classrooms. increased demand.



Maria and her husband have a baby. and her parents live with them. When her house was damaged by Hurricane Harvey Maria turned to the Food Bank for the first time. She received food and other household items to help her family get back on their feet.



"God bless you for all the help. You are helping the needy."

à

James traveled for two hours to get to a Food Bank partner agency. He used to live close to the pantry but was forced to relocate following Hurricane Harvey. As a disabled retiree, James has found it especially tough to make ands meet after the storm. Despite the and times, he says he is blessed

Together, we have accomplished so much. But to understand the true meaning of your gift, we encourage you to read the stories below...

"Thank you for giving us food for the baby."



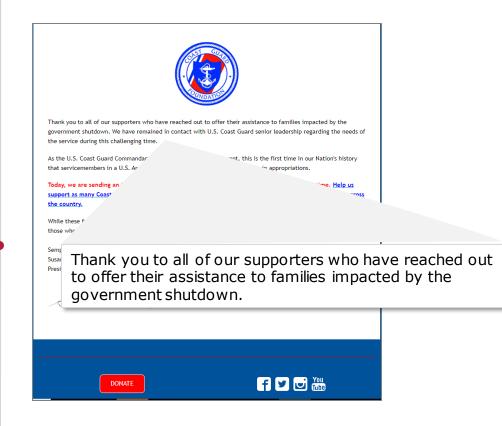
# Ask for a second gift within 60 days

A second gift communicates a dedication to the mission



## Remind them of their previous support

- Audience: Disaster Donors
- Messages:
  - "Your gifts are still needed"
  - "We didn't forget"





## Maintain connection with the crisis



Thank you to all of our supporters who have reached out to offer their assistance to families impacted by the government shutdown. We have remained in contact with U.S. Coast Guard senior leadership regarding the needs of the service during this challenging time.

As the U.S. Coast Guard Commandant wrote yesterday in a statement, this is the first time in our Nation's history that servicemembers in a U.S. Armed Force have not been paid during a lapse in appropriations.

Today, we are sending an initial \$250,00° support as many Coast Guard familie the country.

DONATE

mort to assist those in need during this time. <u>Help us</u> we can rush additional funding to units across

" help to

While these funds will not cr those who continue to pr

Semper Paratus, Susan P. Ludw<sup>i</sup> President

> This is the first time in our Nation's history that servicemembers in a U.S. Armed Force have not been paid during a lapse in appropriations.

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## Provide a relevant 2nd Gift opportunity

#### Giving hope to millions of youth around the globe. Donate Now >

#### Offering hope amid their despair

#### Dear Friend,

These days, it seems, you can barely open a paper, turn on the television, or scroll through your news feed without learning of another disaster: another earthquake, drought, famine or war that has plunged countless victims into acute humanitarian crisis.

During the past six months alone, the stories have been heartbreaking: deadly flooding and mudslides in Sierra Leone; a powerful earthquake in Mexico; violent hurricanes in the Caribbean; and so much more.

Together, these events have killed more than 1,000 people, displaced thousands more, and robbed far too many survivors of their livelihoods, dignity and hope. Yet, almost as soon as the headlines appear, they're gone again, replaced by the next big story.

#### Will you help us support these forgotten victims today?

You see, long after the cameras disappear, our Salesian missionaries remaaid, and ongoing recovery assistance, to those who need it most. From basic , comprehensive reconstruction plans, we support the most vulnerable children an, begin to rebuild their lives.

We could not do this work without the generosity of friends like you. Your gifts help prov medicine, water, shelter and -- most of all -- encouragement people need to persevere.

You may already know that because our missionaries live among the people they serve, they are the first to respond to emergencies – and have become recognized leaders in disaster-prone communities around the world. But our expertise, compassion and devotion do not stop there. Whereand whenever children and families face adversity – whether a short-term crisis, or a chronic injustice – we are there: with the material and spiritual support they need to overcome adversity and build better, more hopeful futures.

Because our continued success depends on your support, <u>| pray you will make a gift today</u>. Your kindness, in any amount, means we can continue, and expand, our lifesaving work on behalf of the world's most vulnerable people.

May God Bless you!



#### ...deadly flooding and mudslides in Sierra Leone; a powerful earthquake in Mexico; violet hurricanes in the Caribbean; and so much more.



#### Providing assistance when others leave



### Add to your media targeting audiences

- Disaster Only Donors
- Geographic
- Philanthropic Giving
- Gift Amounts



## Analyze and segment again How has the behavior changed?





## Add to lapsed donor campaign

- If they're not responding to second gift asks.
- Treat them as a warm prospect in regular appeals
- Stick to the channel of their disaster gift



## Set aside as a Disaster Donor

- A segment with great value!
- Continue to engage in a targeted and intentional way
- When emergencies arise, reach out with a relevant need and ask
- This group will activate and give



#### Communicating with Disaster Donors: Reconnect with their passion to give

- Audience: Disaster Donors
- Channels: Email and Social
- Message: 6 months later the need is still great. The world has moved on, but the need remains



#### Dear Friend,

Six months ago today, Hurricane Maria unleashed her fury on Puerto Rico -- killing more than 60 people; destroying homes and crops; crippling the electrical grid and communications systems; and isolating 3.4 million men, women and children from crucial humanitarian assistance. With no food or water, and no electricity or shelter from the elements, their situation was truly dire.

I'm sure you can vividly recall the heartbreak of those initial days, as our brothers and sisters struggled to survive the storm's aftermath. Yet now, six months later, the world has moved on. We rarely see, read or hear about what's happening on the ground. In fact, we might assume that "no news is good news" in the absence of negative reports and that perhaps the island is well on its way toward recovery.

Sadly, nothing is further from the truth. <u>The people of Puerto Rico still</u> <u>desperately need your help</u>.

HELP NOW WITH A GIFT

Six months later, the world has moved on... we might assume that "no news is good news"...

Sadly, nothing is further from the truth. The people of Puerto Rico still desperately need your help.



## Use emotion to drive copy and creative

- Audience: Disaster Donors
- Message: Help rebuild lives
- Channels: Media and Email
- 8% Disaster Donor
  Conversion Rate



it Like Page

From natural disasters to personal crises, we help meet human need wherever it exists.





Your support helps REBUILD LIVES



DONATE NOW »

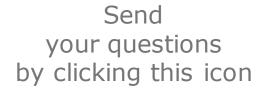


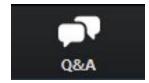
## Key Takeaways...

- It is possible to convert new donors acquired during this crisis
- Segment and identify mid/major opportunities
- Be intentional with your messaging don't forget they are driven by emotion not mission
- Ask for the second gift maintain the connection with the crisis
- Analyze and segment



## **Q+A Time**









## **Upcoming Webinars**

#### What to Do Now That Event Revenue is Gone

April 16th | Karla Baldelli

### Preparing for an Economic Downturn

April 23rd | Max Bunch & Karla Baldelli

Register at rkdgroup.com/webinars



**Thank You** 

