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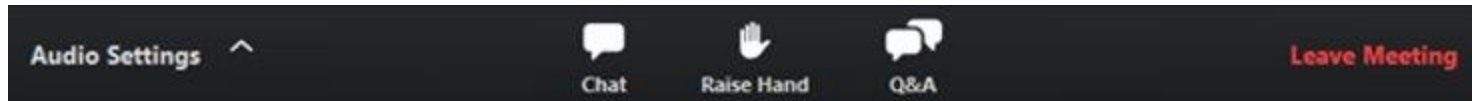
Welcome to RKD Group's Webinar:

~~Preparing for an
Economic Downturn~~

**Not a time to fear, but a time
to focus**

We want to answer your questions!

Send
your questions
by clicking this icon





Karla Baldelli

Vice President of Donor Engagement

Karla is a veteran nonprofit fundraising executive with a 20-year career in mid-level and major donor fundraising

Donor engagement and stewardship history at JDRF, American Heart Association, Arthritis Foundation, The Salvation Army and Susan G. Komen for the Cure.



Max Bunch

Executive Vice President, Client Service and Consulting

A 35-year advertising veteran with 27 years of nonprofit fundraising expertise.

As executive vice president of client services and consulting, Max participates in optimizing client performance and service across all channels.



New York could possibly ease social distancing in beginning of June, model projects

Published: April 20, 2020 at 6:28 p.m. ET

By Beckie Strum

The state, though, would need adequate containment strategies, contact tracing even with the number of victims declining



Shoppers stand in line apart from each other at a supermarket amid calls for social distancing in the Washington, D.C. area, April 15.

<https://www.marketwatch.com/story/new-york-could-possibly-ease-social-distancing-in-beginning-of-june-model-projects-2020-04-20>

Opinion

Lockdown Can't Last Forever. Here's How to Lift It.

We need to hit and release the brakes on physical distancing, again and again, until we safely get to immunity.

By Gabriel Leung

Dr. Leung is an infectious disease epidemiologist and dean of medicine at the University of Hong Kong.

April 6, 2020



A Starbucks in Hong Kong enforced social-distancing measures by taping off tables and chairs. Jerome Ffrench/EPA, via Shutterstock

HONG KONG — Lockdowns, quarantines and extreme forms of physical distancing work: They are curbing the spread of Covid-19. But they cannot last indefinitely, at least not without causing enormous damage to economies and compromising peoples' good

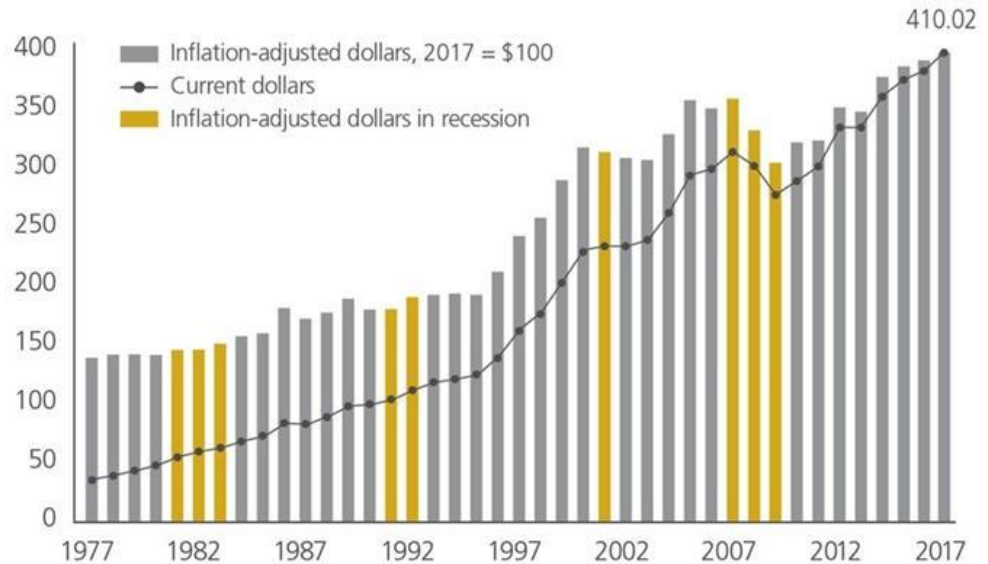
<https://www.nytimes.com/2020/04/06/opinion/coronavirus-end-social-distancing.html>

Unprecedented & Uncertain Times

We can rely on lessons from history

- Charitable giving will drop
- Recovery could be slow
- Organizations that pulled back were hurt in the long run

Total U.S. Giving (1977 - 2017)



SOURCE: GivingUSA Foundation | GIVING USA 2018



If not now, when?

Use this inflection point as a time to optimize.
Implement changes that will make you stand out
amongst the rest.

**So, what should
you be doing?**

We can rely on the foundations of fundraising •

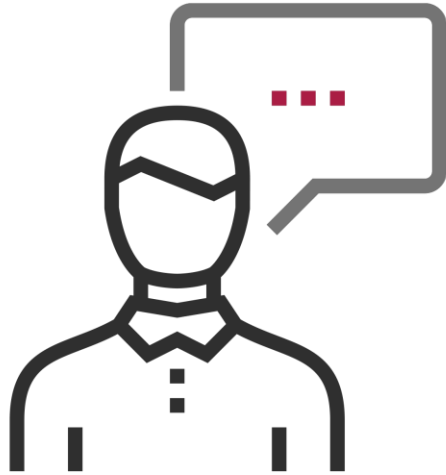
- Prioritize data
- Think relational; not transactional

• But first! A quick reminder...

- **Do not stop asking**
- Don't assume donors can't give
- Donors still care deeply about your mission
- **Your mission is important - even in this time of crisis**



- **What donors hear if you stop communicating:**



**"Feel free to help
another organization"**

**"We're doing
just fine"**

**"We don't care
about you"**

**"We don't need
your donation"**

Let's dive in...

Prioritizing data

• Shore up your data management

Leverage analytics/insights

- Google Tag Manager
- Web event tracking
- CRM data management
- Campaign results



Make data-based decisions

- Look at your data holistically
- Understand the impacts
- Identify your opportunities

• Optimize the donor journey

Use your data to segment audiences

- Giving channel
- Demographics
- Motivators
- Giving habits



Build journeys that speak to them

- Personalized content and gift arrays
- Unique digital media audiences
- Personalized acknowledgements

• Optimize Mid/Major efforts

Identify opportunities

- Shore up relationships
- \$5.8B lost every year in lapsed mid-level donors
- Look at donor gifts across all channels:
 - Digital, direct mail, events, social media, p2p



Track and report

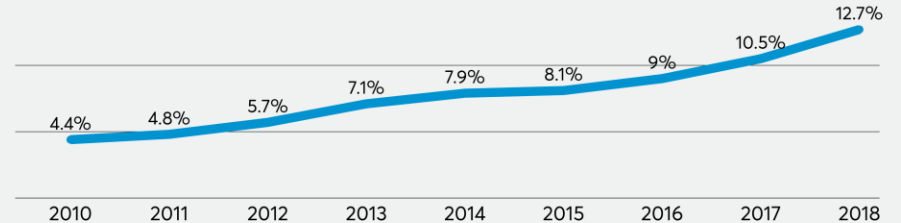
- Set realistic goals
- Use weekly, monthly & quarterly reports
- Create a weekly hot list
- Dedicate 80% of time on top 20%

• Follow the dollars

Integrate DAFs in your strategy

- Add messaging to your website
- Build relationships with local DAFs
- Acknowledge and establish a line of communication with DAF donors

Contributions to DAFs expressed as a percent of total individual giving



Source: National Philanthropic Trust

Focus on the donor connection
Think relational

• Practice transparency

Communicate openly

- Empower donors with the ability to close the gap
- Think two-way - host a town hall or QA
- Share lessons learned



Strengthen commitment

- Build an organization around people
- Create meaningful dialogue

- **Use humanized personalization**

“We changed lives
because of you”

Donor → Org → Change Lives

vs.

“You changed lives”

Donor → Change Lives

• Lean into relationships

Activate your network

- Lean onto your local donors and influencers
- Call major donors to be a part of the giving process
- Empower donors to activate their networks



Grow relationships

- Gives sense of ownership to donors
- Enhances the dedication to your mission
- Activates a new communication channel

Takeaways

- Data management + analytics will guide you in the right direction
- A focus on relationship will bring donors to your mission
- Not a time to fear, but a time to focus

**We've never seen this before, but
nonprofits will come out on top.
We always have.**



Thank You!

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RKDgroup.com/webinars

