

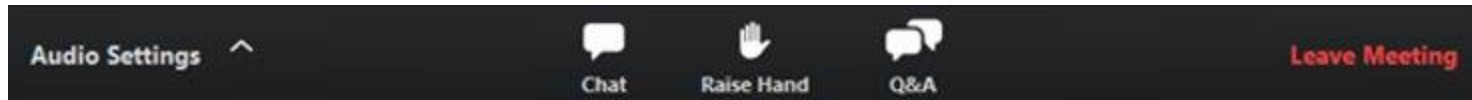
Welcome to RKD Group's Webinar:

What to Do Now That Event Revenue Is Gone



We want to answer your questions!

Send
your questions
by clicking this icon





Karla Baldelli

Vice President of Donor Engagement

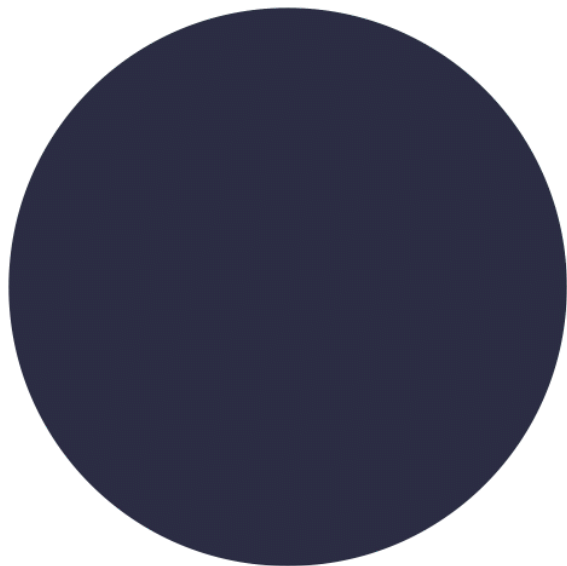
Karla is a veteran nonprofit fundraising executive, having joined RKD after spending a 20-year career in mid-level and major donor fundraising, donor engagement and stewardship for major nonprofits including the JDRF, American Heart Association, Arthritis Foundation, The Salvation Army and Susan G. Komen for the Cure. She uses her vast expertise to provide solutions for better engaging donors and building last connections with them.

How are you?



The Issue

- COVID-19 devastated the nonprofit event industry
- Millions of dollars in fundraising revenue were lost with cancellations
- Nonprofits are scrambling to replace these funds



Where do we go from here?



You have three options:

Cancel

Postpone

Shift to Virtual

Today's Topics

- The Loss of Face-to-Face time with Donors
- What You Can Do to Shift Your Strategy
- Scalable Solutions for Organizations of Any Size



5 Reasons Why You Hold Events

**Raise
Funds**

**Increase
Loyalty**

**Communicate
Mission**

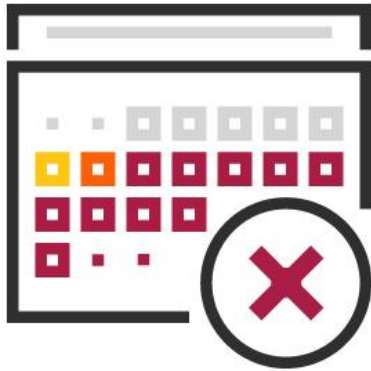
Connect

**Provide
Gratitude to
Donors**

• Reasons Why People Attend Events

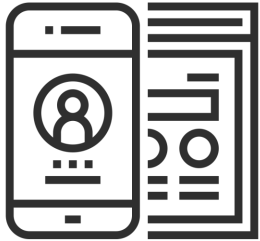
- To connect people with a shared passion
- To feel special and important about their contribution
- To support someone they care about
- To gain access to information or an important person to speak with
- To understand the impact of their donations
- To form a meaningful relationship with your organization and mission



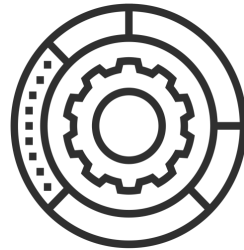


Without events,
how can you fill
the needs?

Strengthen Relationships



1) Wellness Check-ins

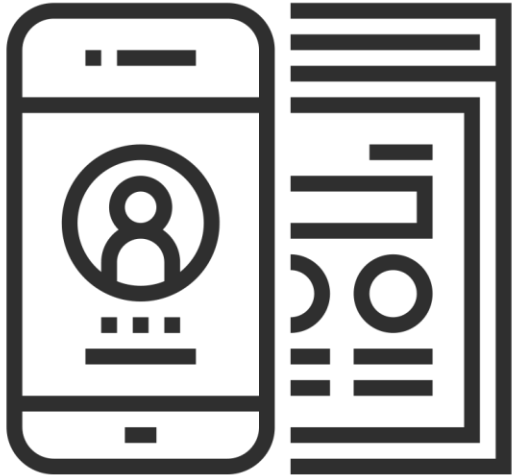


2) One-to-Many
Communication



3) Reconnecting

Wellness Check-ins



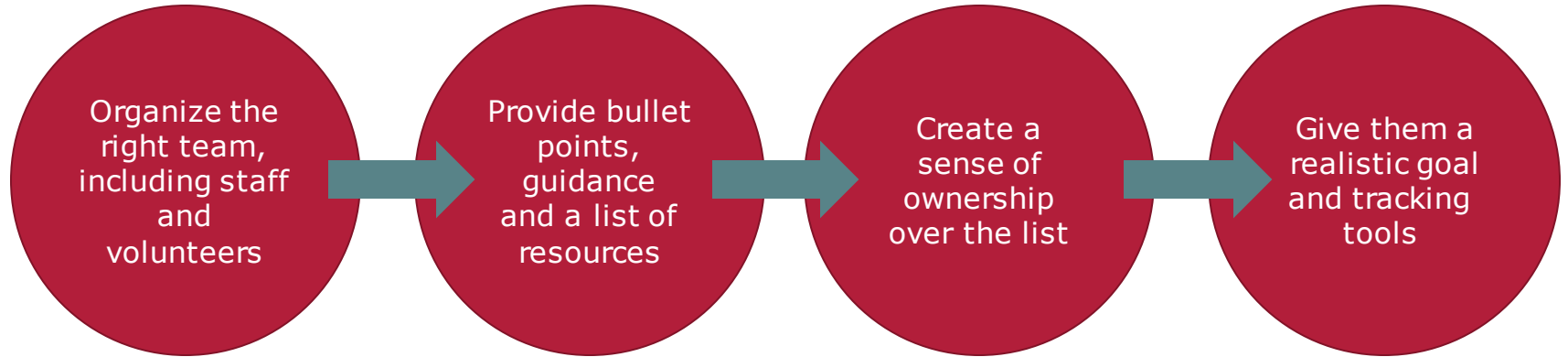
- Who: Event Attendees and Mid/Major Donors
- Makes donors feel special and important
- Opportunity to listen to them
- Give an update on the mission/event - *if it's appropriate and comes up*

Anatomy of a Call

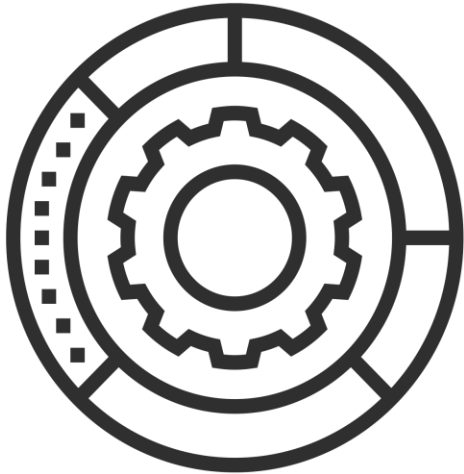
- Say hello and let them know they are on your mind
- State your intention - Let them know you care about them
- Share how your organization is doing and how you're navigating the changes in the current climate.
- Ask how they are doing with all of the social changes.
 - Are they OK? Is their family OK? Do they need anything? Do they have any concerns?
- Reassure them that your organization will remain its focus to achieve the shared mission.
- Tell them people come first, so you are checking in to make sure they are OK.
- Share concerns with your donors *only* if it is appropriate; These are not solicitation calls.
- Invite the donor to attend a virtual town hall, virtual update, virtual talk-back panel, etc.

Wellness Check-ins

Getting Started

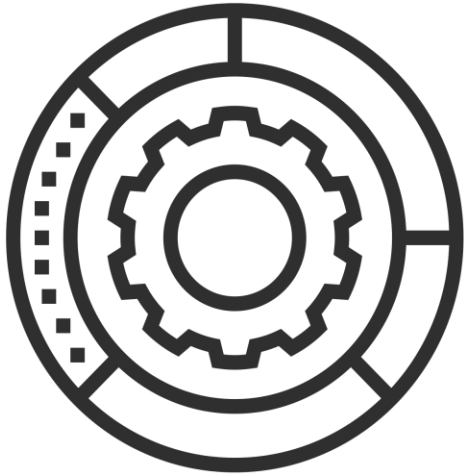


One-to-Many Communication



- Who: Event attendees, Mid/Major Donors, Supporters and Sponsors
- Purpose:
 - Share what's happening with the mission, event, relevancy, current needs, etc.
- Examples:
 - Broadcast Messages, Text Messages, Conference Calls, Town Halls, Facebook Live Chats, Zoom calls, etc.

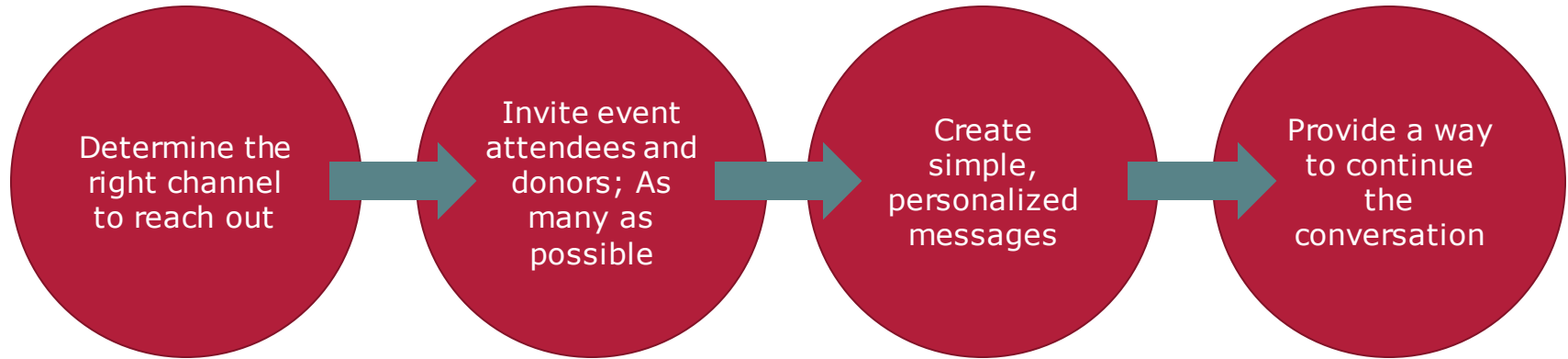
One-to-Many Communication



- Reaches more people than 1-to-1 volunteer calls and gives something to offer
- Sparks a conversation during a time of isolation
- Allows people to be a part of the dialogue
- Reminds people that they belong to something bigger than themselves
- Builds a deeper relationship later

One-to-Many Communication

Getting Started



Reconnecting



- Your new "post-event" strategy
- Cultivation and/or Stewardship
- Deepening relationships
- Goal: Year-round, meaningful relationship with your donors

Reconnecting

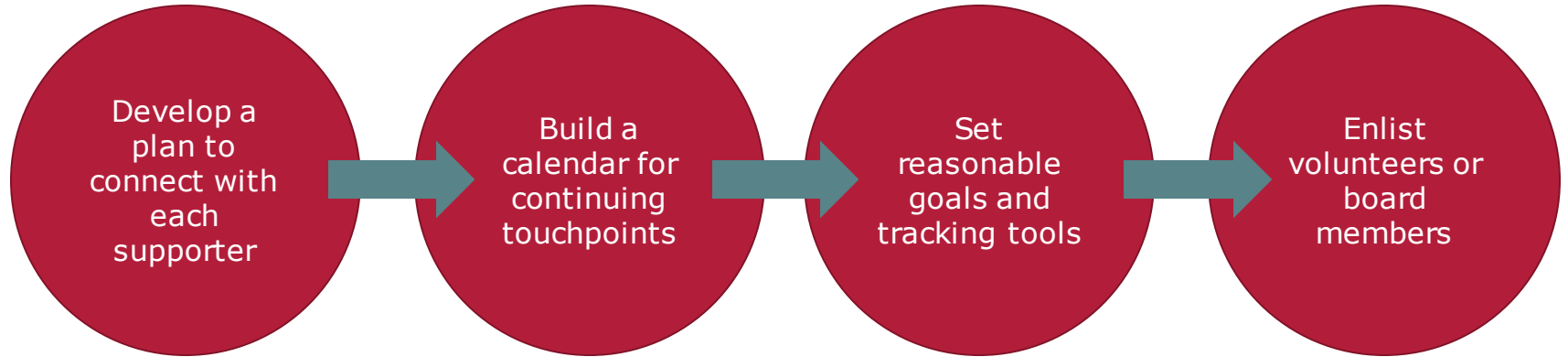


Tactics:

- Thank You videos
- Social Media
- Invitation to visit facility
- Notes looking forward to the next event
- Personalized postcards
- Handwritten notes
- Impact reports
- Letter from CEO

Reconnecting

Getting Started





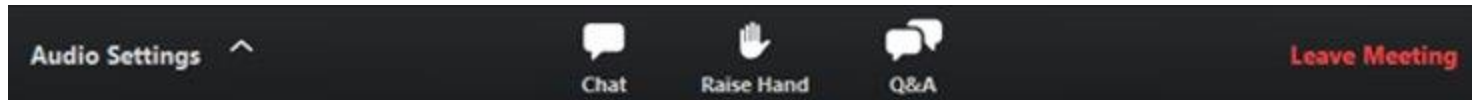
**Boldly
Fundraise**

Key Takeaways

- Listen; Connect around a human-to-human interaction
- You must maintain personal connections to most important supporters
- You need to remain relevant and demonstrate impact
- Keep fundraising; Be bolder than ever; Your mission is important

Ask me anything!

Send
your questions
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Upcoming Webinar

Preparing for an Economic Downturn

April 23rd | Max Bunch & Karla Baldelli

Register at
rkdgroup.com/webinars

