



## Survey of COVID-19 Impacts on Fundraising Operations

Week 5: April 19, 2020

Data collected between April 13 and April 19

with weekly comparisons to data collected between 3/16-4/12

GG+A SurveyLab is conducting a weekly tracking survey of fundraising offices to provide data for the industry to understand trends and conditions during the COVID-19 pandemic.

- This report contains data collected through an online survey conducted April 13 to April 19. These data are compared to data collected over the three previous weeks, March 16-22, March 23-29, March 30 to April 5, and April 6 to April 12. 874 organizations have participated.
- If you would like to participate in the tracking survey and have not received an invitation, please email [surveylab@grenzglier.com](mailto:surveylab@grenzglier.com). We encourage you to share the report with colleagues. Please contact us if you have questions or would like to suggest ideas for future additions to the survey.
- GG+A SurveyLab plans to launch the survey on Thursdays in order to track changes over time during the course of the ongoing situation, with results sent to participants early the following week.

## Key Findings from Week of April 13 to April 19

- Week 5 results shows a continued improvement in sentiment looking 30- and 60-days out. At the 30-day point, 62% of respondents foresee a major negative impact to fundraising, down 3 points from last week, but sharply down from its peak of 87% at the end of March. At 60 days, 53% of respondents foresee major negative impact, down 7 points from last week and 27 points from its peak three weeks ago. The 90-day outlook held steady at 48%. (Page 4)
- The share of respondents foreseeing a moderate negative impact continues to rise as the share predicting high negative impact decreases in the 60-day outlook. The 30-day outlook saw a small but significant increase in “low impact,” rising from 6% to 15%, a first since the survey started 5 weeks ago. (Pages 5-7)
- Cancellations and postponements of solicitations continue to decline, generally, as increasing numbers move to remote formats. (Page 8)
- Organizations canceling or postponing donor visits have dropped sharply, offset by a major shift toward remote meetings. Sixty-four percent (64%) have transitioned some or all visits to a remote format. (Page 9)
- Most events remain canceled or postponed, though virtual events are on the rise. Over the last two weeks, there has been a sharp drop in those foreseeing events returning this fall (64% to 37%), with upticks for the winter (16%) and 2021 (18%). (Pages 10 and 11)

## Key Findings from Week of April 13 to April 19

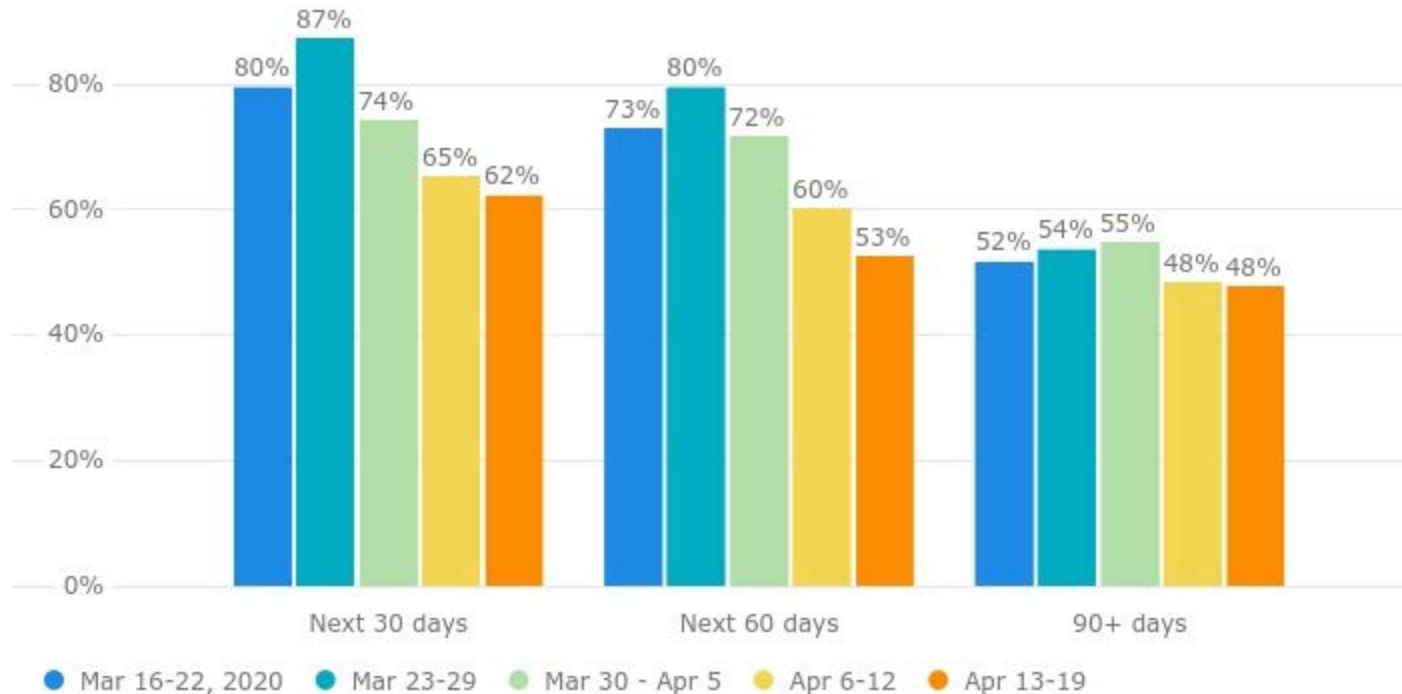
- Fifty-six percent (56%) have implemented hiring freezes, up from 46% last week. Two-thirds have implemented budget cuts or controls, and 18% have reduced salaries, up from 11% last week. (Page 12)



# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

Weekly: % "High" (8-10) negative impact on fundraising



Week 5 results shows a continued improvement in sentiment looking 30- and 60-days out. At the 30-day point, 62% of respondents foresee a major negative impact to fundraising, down 3 points from last week, but sharply down from its peak of 87% at the end of March. At 60-days, 53% of respondents foresee major negative impact, down 7 points from last week and 27 points from its peak three weeks ago. The 90-day outlook held steady at 48%.



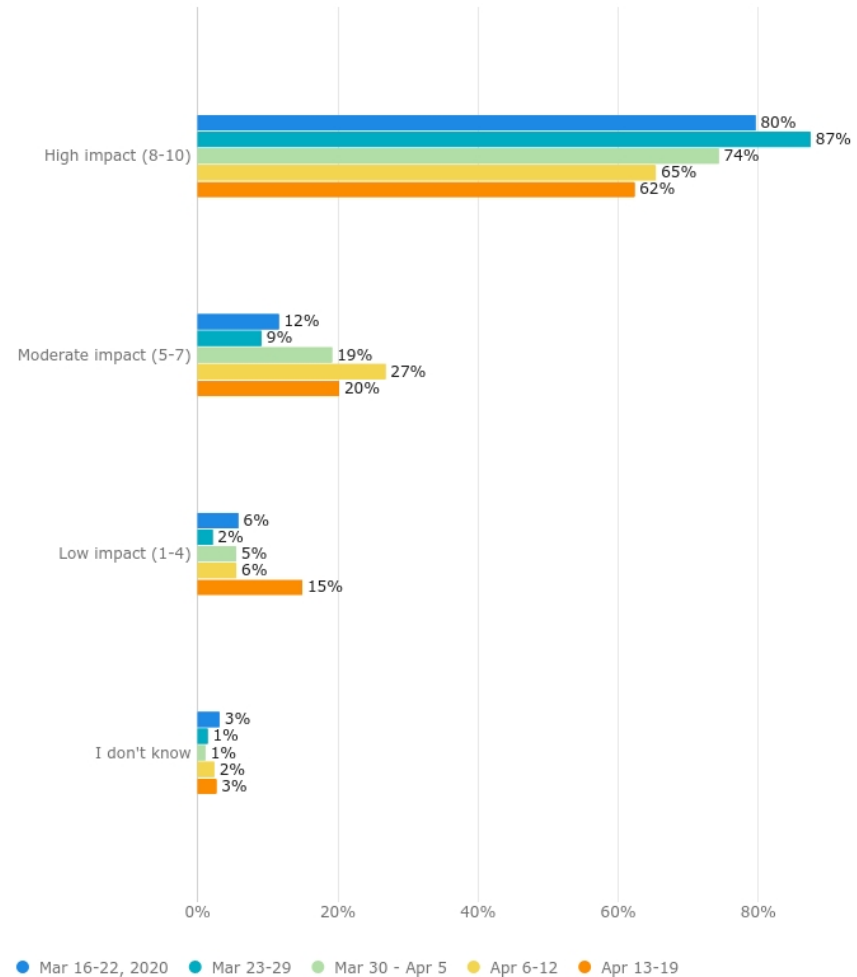
# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

For the first time since tracking began 5 weeks ago, the decrease in high negative impact sentiment is due to a statistically significant increase in “low impact,” which increased from 6% to 15%.

High impact (62%) and moderate impact (20%) remain the dominant sentiment.

Weekly: 30-day negative impact on fundraising





# COVID-19 Impact on Fundraising Offices – Week 5

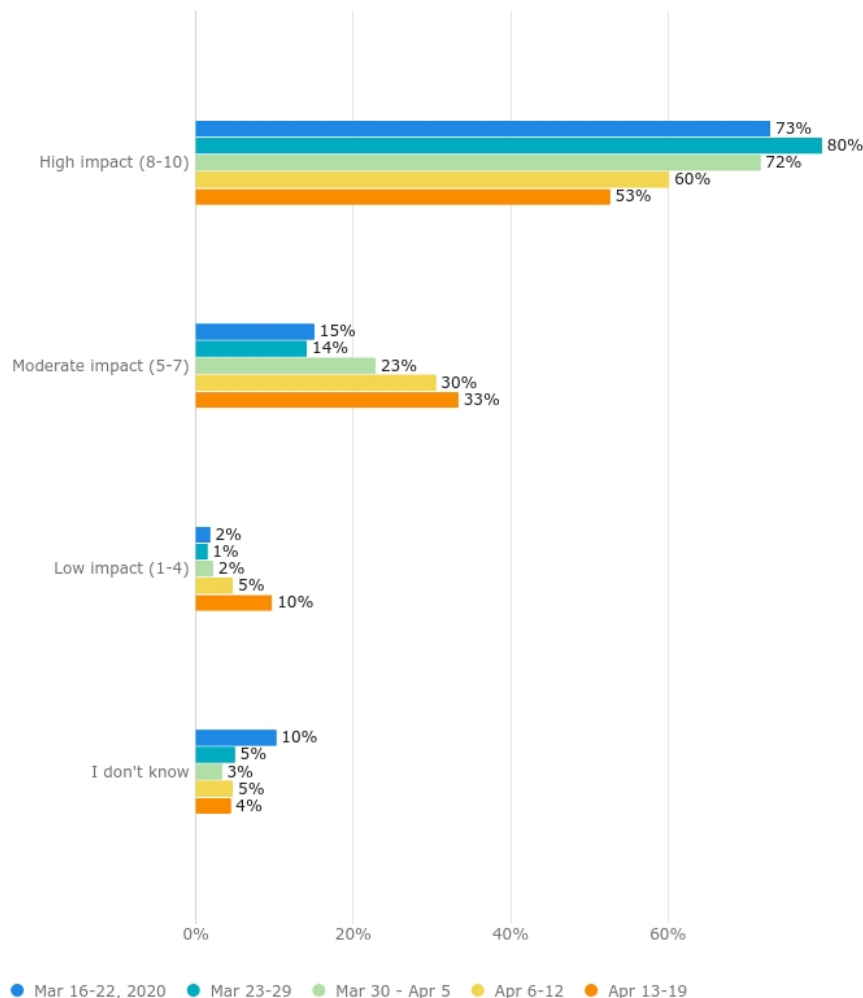
Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

Consistent with the improving 30-day sentiment, the 60-day sentiment is also continuing to improve week-to-week.

Respondents foreseeing high negative impact in 60 days declined 7 points last week from 60% to 53%. Moderate impact increased from 30% to 33%-- more than double from its trough of 14% at the end of March.

Those foreseeing low impact in 60 days increased from 5% to 10%--a small increase but further evidence of improving sentiment.

Weekly: 60-day negative impact on fundraising





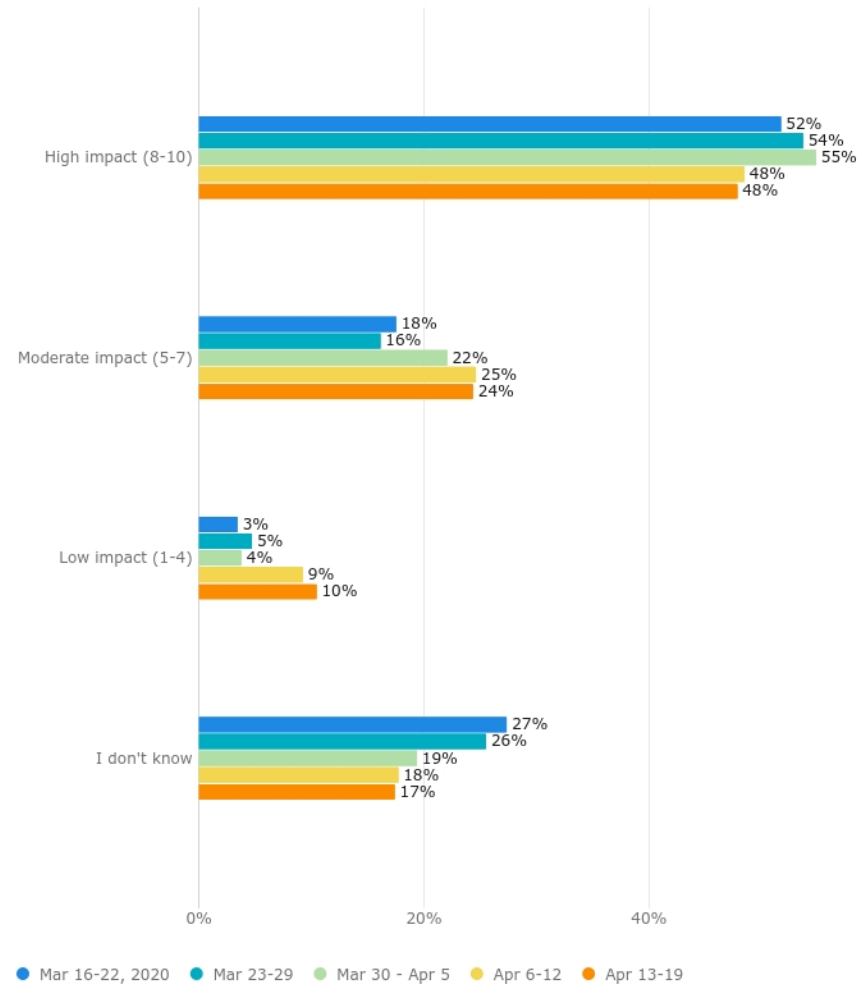
# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

Outlook at the 90-day mark has been more stable with more respondents anticipating a moderate or low negative impact by that point compared to 30 and 60 days.

The share of “I don’t know” answers inched down again this week, to 17%.

90-day negative impact on fundraising





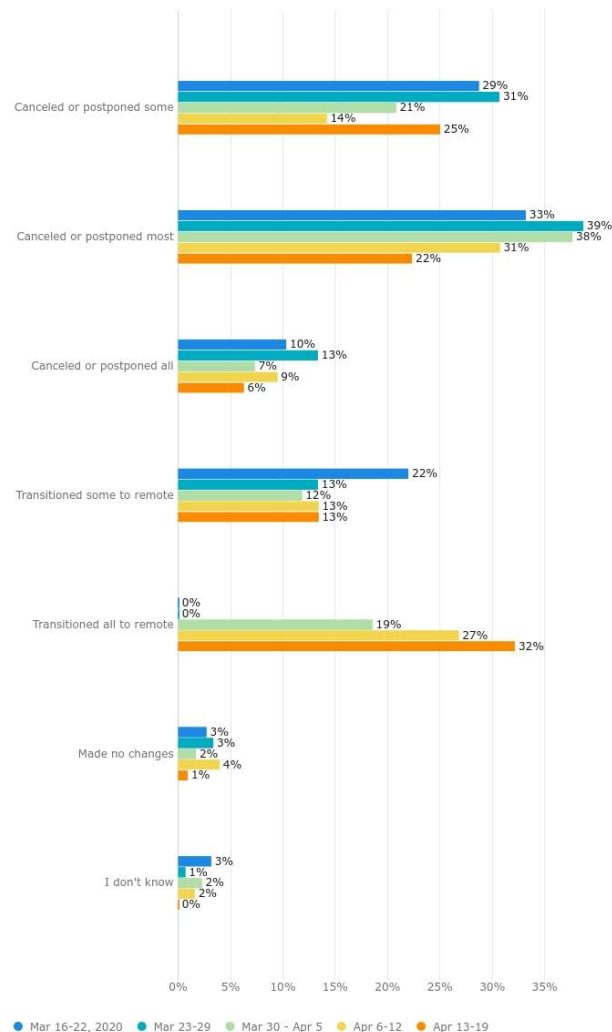


# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

Cancellations and postponements of solicitations are generally decreasing, as more of them are moving to remote formats.

Weekly: Solicitations



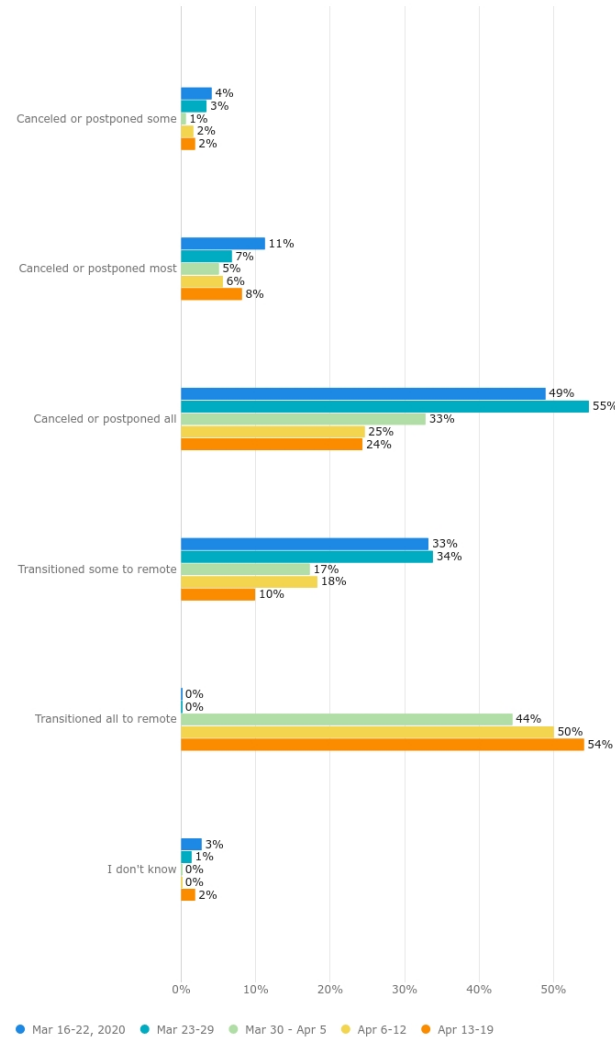


# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

Donor visits are half as likely to have been canceled as they were three weeks ago, and now nearly 2-in-3 respondents say some or all visits have been transitioned to remote formats.

Weekly: Donor visits and interviews





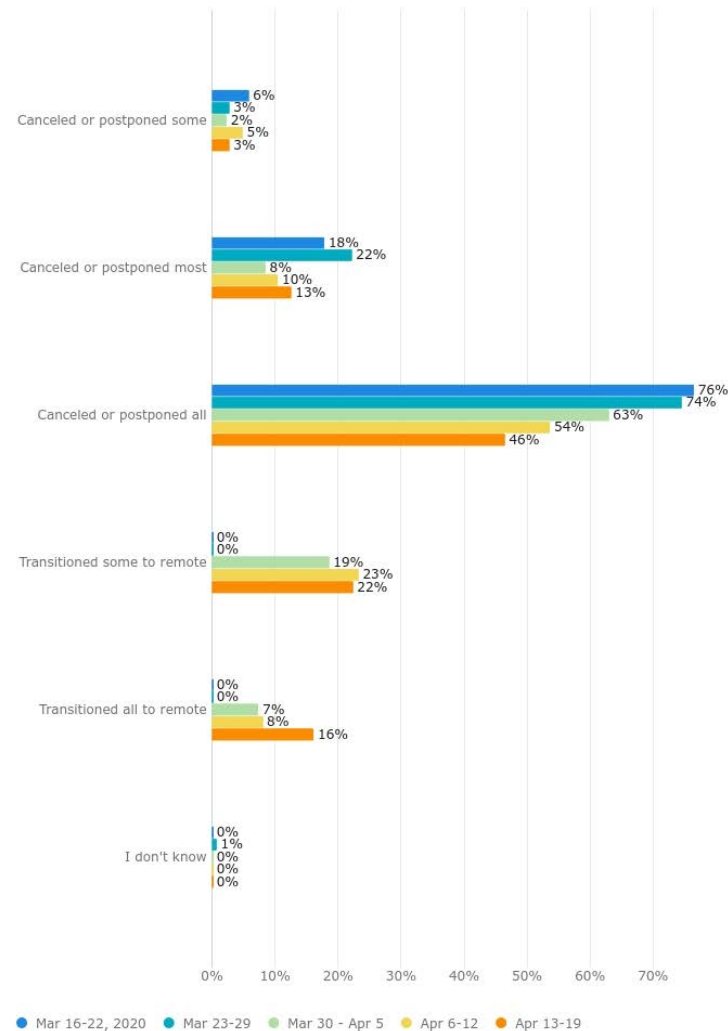
# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

The share of respondents that have canceled or postponed events continues to decline, from 54% last week to 46% this week.

Thirty-eight percent (38%) of respondents say that some or all events are being held in a remote format.

Weekly: Events





# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

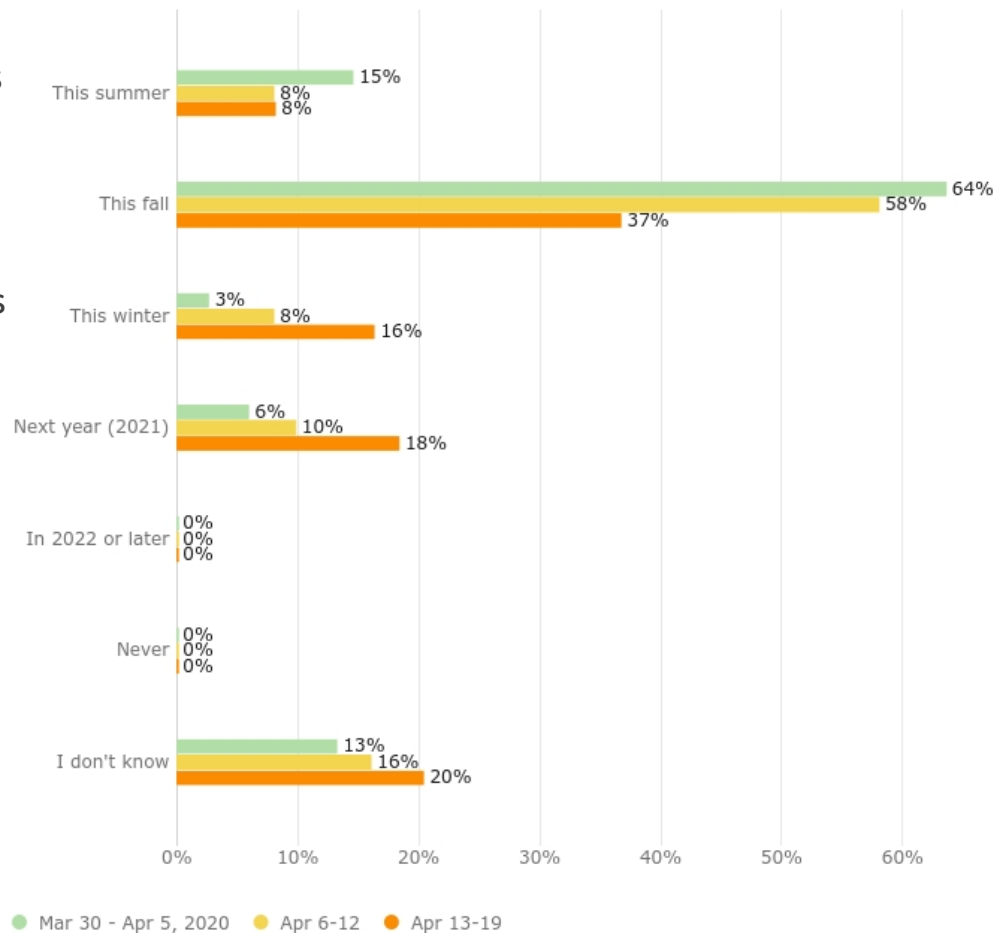
When do you envision in-person events returning to your programming (reunions, galas, etc.)?

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Respondents continue to be less optimistic about when in-person events will return to their program.

This week, only 37% foresee in-person events returning in the fall, down from 58% last week, and from 64% two weeks ago.

One-third (34%) predict this winter or in 2021, and 20% say they don't know, up from 13% two weeks ago.





# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

Have any of the following things taken place in your organization in response to the pandemic? (Select all that apply.) 408

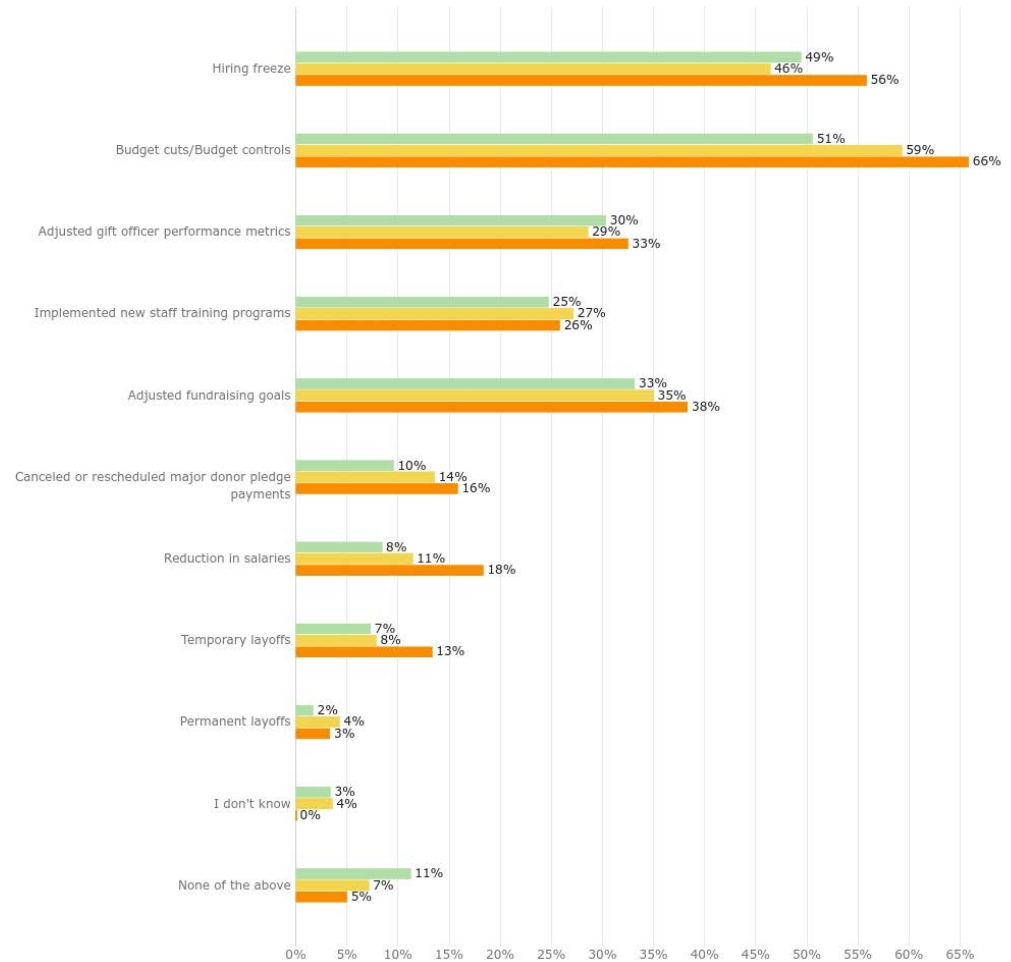
Responses

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Fifty-six percent (56%) of respondents have implemented hiring freezes and two-thirds (66%) have implemented budget cuts or budget controls.

Thirty-eight percent (39%) have adjusted fundraising goals, though that number has not moved much over the last two weeks. Sixteen percent (16%) can canceled or rescheduled major donor pledge payments.

While still a relatively small share of responding organizations, there have been increases in number that have reduced salaries (11% to 18%) or furloughed employees (8% to 13%).



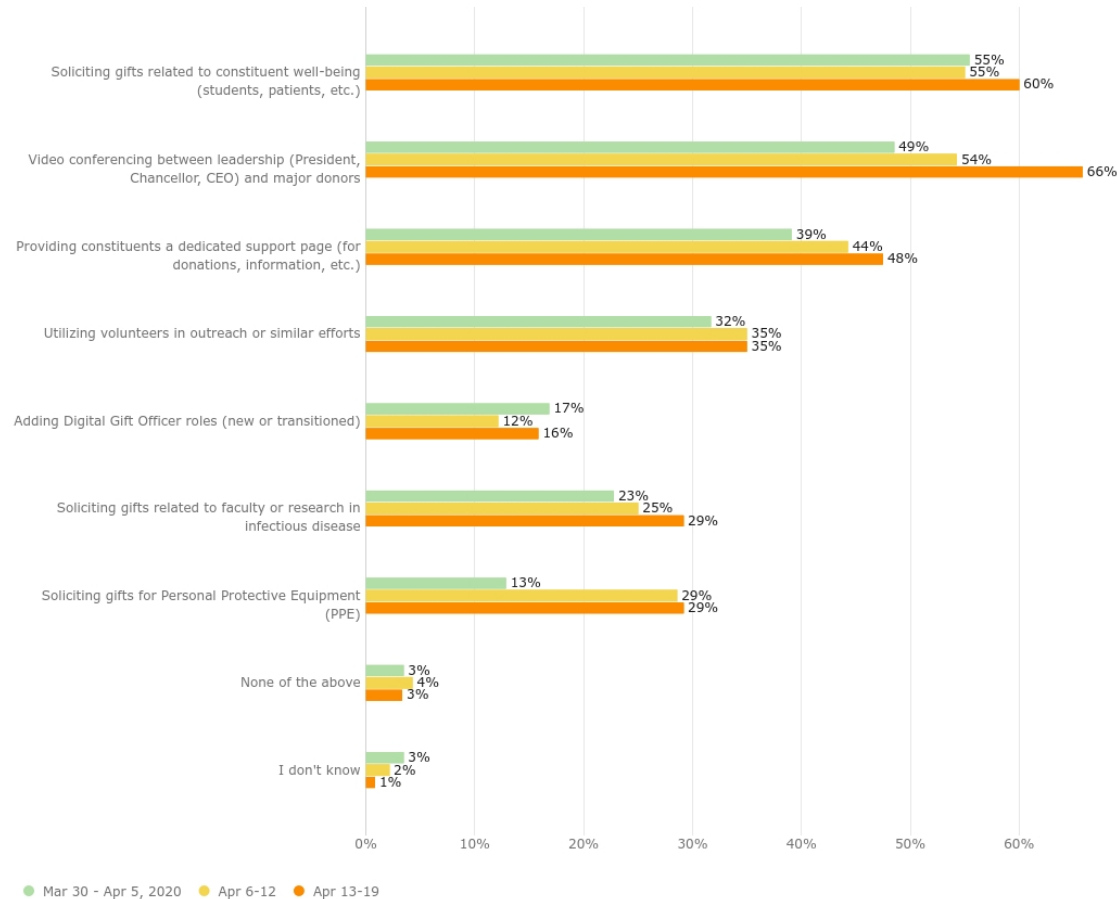
● Mar 30 - Apr 5, 2020 ● Apr 6-12 ● Apr 13-19



# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

Is your organization doing or planning to do any of the following? (Select all that apply.) 394 Responses



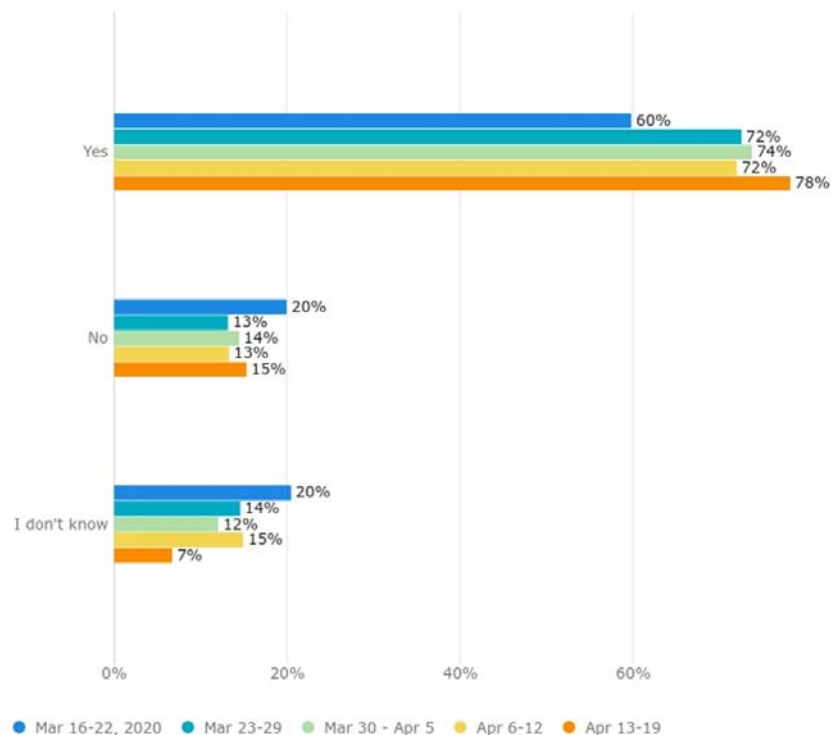
Most of the listed responses to the pandemic are little changed, with the exception of a notable increase in videoconferencing between leadership and major donors.



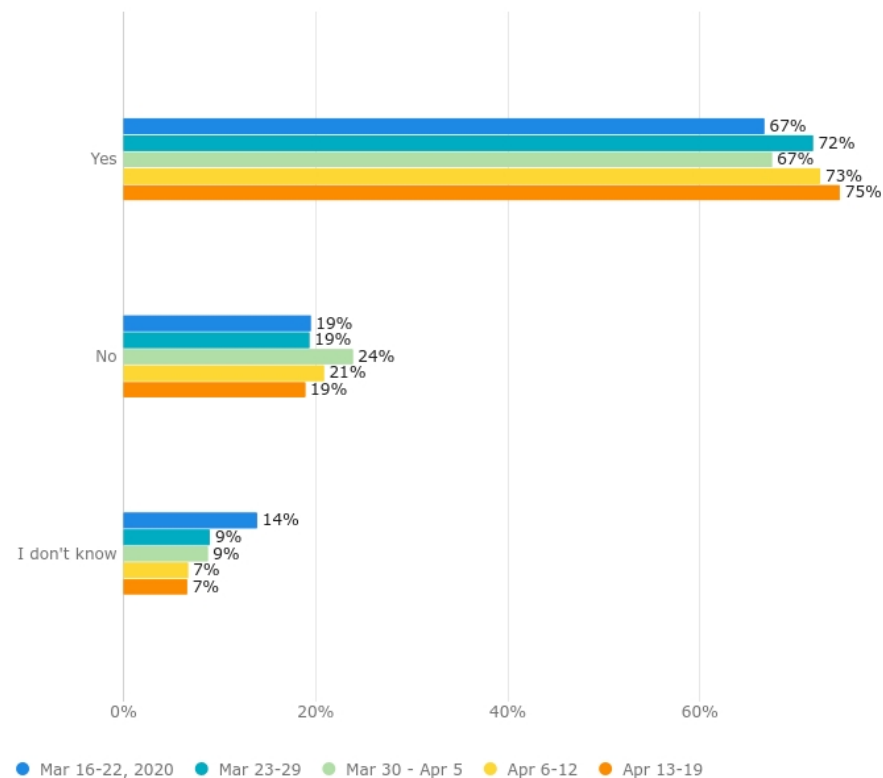
# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

Weekly: Changes to year-end annual giving appeals



Weekly: Changes to annual fund timing



Changes to year-end appeals and annual fund timing are little changed over the last 4 weeks.



## For More Information

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## Appendix

Comparisons by Organization Type  
Free Text Comments



# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

Weekly: 30-day impact on fundraising

|                       | Arts and Culture | Foundation | Healthcare | Higher Education | K-12 Education | Other (please specify) | Social Services/Cause and Cure |
|-----------------------|------------------|------------|------------|------------------|----------------|------------------------|--------------------------------|
| High Impact (8-10)    | 75%              | 50%        | 67%        | 79%              | 75%            | 67%                    | 50%                            |
| Moderate Impact (5-7) | 18%              | 36%        | 20%        | 14%              | 18%            | 14%                    | 25%                            |
| Low Impact (1-4)      | 2%               | 9%         | 11%        | 5%               | 5%             | 19%                    | 25%                            |
| I don't know          | 5%               | 5%         | 2%         | 2%               | 2%             | 0%                     | 0%                             |

Weekly: 60-day impact on fundraising

|                       | Arts and Culture | Foundation | Healthcare | Higher Education | K-12 Education | Other (please specify) | Social Services/Cause and Cure |
|-----------------------|------------------|------------|------------|------------------|----------------|------------------------|--------------------------------|
| High Impact (8-10)    | 68%              | 59%        | 71%        | 71%              | 64%            | 62%                    | 50%                            |
| Moderate Impact (5-7) | 21%              | 36%        | 20%        | 19%              | 28%            | 24%                    | 38%                            |
| Low Impact (1-4)      | 0%               | 5%         | 6%         | 3%               | 4%             | 5%                     | 13%                            |
| I don't know          | 11%              | 0%         | 2%         | 6%               | 5%             | 10%                    | 0%                             |

Weekly: 90-day impact on fundraising

|                       | Arts and Culture | Foundation | Healthcare | Higher Education | K-12 Education | Other (please specify) | Social Services/Cause and Cure |
|-----------------------|------------------|------------|------------|------------------|----------------|------------------------|--------------------------------|
| High Impact (8-10)    | 56%              | 50%        | 62%        | 51%              | 46%            | 62%                    | 38%                            |
| Moderate Impact (5-7) | 13%              | 33%        | 19%        | 20%              | 24%            | 10%                    | 38%                            |
| Low Impact (1-4)      | 4%               | 0%         | 7%         | 6%               | 7%             | 5%                     | 0%                             |
| I don't know          | 26%              | 17%        | 12%        | 23%              | 23%            | 24%                    | 25%                            |



# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

## Weekly: Solicitations

|                             | Arts and Culture | Foundation | Healthcare | Higher Education | K-12 Education | Other (please specify) | Social Services/Cause and Cure |
|-----------------------------|------------------|------------|------------|------------------|----------------|------------------------|--------------------------------|
| Canceled or postponed some  | 23%              | 13%        | 27%        | 22%              | 32%            | 30%                    | 25%                            |
| Canceled or postponed most  | 22%              | 13%        | 36%        | 39%              | 28%            | 25%                    | 13%                            |
| Canceled or postponed all   | 10%              | 0%         | 7%         | 7%               | 21%            | 5%                     | 13%                            |
| Transitioned some to remote | 15%              | 48%        | 13%        | 17%              | 8%             | 15%                    | 13%                            |
| Transitioned all to remote  | 23%              | 17%        | 14%        | 12%              | 8%             | 10%                    | 38%                            |
| Made no changes             | 6%               | 0%         | 1%         | 1%               | 2%             | 0%                     | 0%                             |
| I don't know                | 2%               | 9%         | 1%         | 2%               | 2%             | 15%                    | 0%                             |

## Weekly: Donor visits and interviews

|                             | Arts and Culture | Foundation | Healthcare | Higher Education | K-12 Education | Other (please specify) | Social Services/Cause and Cure |
|-----------------------------|------------------|------------|------------|------------------|----------------|------------------------|--------------------------------|
| Canceled or postponed some  | 0%               | 0%         | 5%         | 1%               | 7%             | 5%                     | 0%                             |
| Canceled or postponed most  | 11%              | 14%        | 4%         | 7%               | 8%             | 10%                    | 13%                            |
| Canceled or postponed all   | 43%              | 23%        | 33%        | 37%              | 50%            | 35%                    | 38%                            |
| Transitioned some to remote | 18%              | 23%        | 27%        | 27%              | 20%            | 10%                    | 25%                            |
| Transitioned all to remote  | 28%              | 41%        | 31%        | 26%              | 14%            | 40%                    | 25%                            |
| Made no changes             | 0%               | 0%         | 0%         | 0%               | 0%             | 0%                     | 0%                             |
| I don't know                | 0%               | 0%         | 1%         | 2%               | 1%             | 0%                     | 0%                             |



# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

## Weekly: Events

|                             | Arts and Culture | Foundation | Healthcare | Higher Education | K-12 Education | Other (please specify) | Social Services/Cause and Cure |
|-----------------------------|------------------|------------|------------|------------------|----------------|------------------------|--------------------------------|
| Canceled or postponed some  | 2%               | 0%         | 12%        | 1%               | 8%             | 5%                     | 29%                            |
| Canceled or postponed most  | 19%              | 5%         | 10%        | 13%              | 24%            | 0%                     | 14%                            |
| Canceled or postponed all   | 65%              | 73%        | 60%        | 69%              | 52%            | 90%                    | 29%                            |
| Transitioned some to remote | 9%               | 14%        | 14%        | 10%              | 13%            | 5%                     | 29%                            |
| Transitioned all to remote  | 3%               | 9%         | 4%         | 7%               | 3%             | 0%                     | 0%                             |
| Made no changes             | 1%               | 0%         | 0%         | 0%               | 0%             | 0%                     | 0%                             |
| I don't know                | 0%               | 0%         | 0%         | 0%               | 0%             | 0%                     | 0%                             |

## Weekly: When do you envision in-person events returning to your programming (reunions, galas, etc.)?

▼ 1

|                  | Arts and Culture | Foundation | Healthcare | Higher Education | K-12 Education | Other (please specify) | Social Services/Cause and Cure |
|------------------|------------------|------------|------------|------------------|----------------|------------------------|--------------------------------|
| This summer      | 13%              | 0%         | 13%        | 9%               | 13%            | 0%                     | 33%                            |
| This fall        | 61%              | 60%        | 45%        | 53%              | 64%            | 45%                    | 67%                            |
| This winter      | 7%               | 10%        | 11%        | 10%              | 2%             | 9%                     | 0%                             |
| Next year (2021) | 7%               | 30%        | 13%        | 12%              | 3%             | 18%                    | 0%                             |
| In 2022 or later | 0%               | 0%         | 0%         | 0%               | 0%             | 0%                     | 0%                             |
| Never            | 0%               | 0%         | 0%         | 0%               | 0%             | 0%                     | 0%                             |
| I don't know     | 13%              | 0%         | 19%        | 16%              | 18%            | 27%                    | 0%                             |



# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

Have any of the following things taken place in your organization in response to the pandemic? (Select all that apply.)

▼ 1

Q8 - Have any of the following things taken place in your organization in response to the pandemic?

Arts and Culture

Foundation

Healthcare

Higher Education

K-12 Education

Other (please specify)

Social Services/Cause and Cure

|   |     |     |     |     |     |      |      |
|---|-----|-----|-----|-----|-----|------|------|
| Hiring freeze                                       | 67% | 50% | 47% | 68% | 32% | 0%   | 100% |
| Budget cuts/Budget controls                         | 87% | 50% | 53% | 68% | 53% | 100% | 100% |
| Adjusted gift officer performance metrics           | 20% | 25% | 21% | 47% | 21% | 0%   | 0%   |
| Reduction in salaries                               | 60% | 25% | 16% | 16% | 0%  | 0%   | 0%   |
| Implemented new staff training programs             | 7%  | 25% | 16% | 37% | 21% | 0%   | 100% |
| Adjusted fundraising goals                          | 67% | 25% | 21% | 33% | 53% | 50%  | 0%   |
| None of the above                                   | 0%  | 0%  | 5%  | 9%  | 0%  | 0%   | 0%   |
| Canceled or rescheduled major donor pledge payments | 13% | 0%  | 11% | 18% | 26% | 0%   | 0%   |
| Temporary layoffs                                   | 33% | 0%  | 5%  | 14% | 11% | 0%   | 0%   |
| Permanent layoffs                                   | 7%  | 0%  | 0%  | 5%  | 0%  | 0%   | 0%   |



# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

Is your organization doing or planning to do any of the following? (Select all that apply.)

| Q12 - Is your organization doing or planning to do any of the following?            | Arts and Culture | Foundation | Healthcare | Higher Education | K-12 Education | Other (please specify) | Social Services/Cause and Cure |
|---|------------------|------------|------------|------------------|----------------|------------------------|--------------------------------|
| Soliciting gifts related to constituent well-being (students, patients, etc.)       | 8%               | 37%        | 40%        | 34%              | 24%            | 22%                    | 38%                            |
| Video conferencing between leadership (President, Chancellor, CEO) and major donors | 33%              | 33%        | 38%        | 27%              | 28%            | 22%                    | 25%                            |
| Providing constituents a dedicated support page (for donations, information, etc.)  | 22%              | 15%        | 40%        | 23%              | 12%            | 17%                    | 25%                            |
| Utilizing volunteers in outreach or similar efforts                                 | 19%              | 7%         | 17%        | 18%              | 18%            | 17%                    | 0%                             |
| Adding Digital Gift Officer roles (new or transitioned)                             | 4%               | 11%        | 1%         | 13%              | 0%             | 4%                     | 0%                             |
| Soliciting gifts related to faculty or research in infectious disease               | 1%               | 19%        | 33%        | 15%              | 1%             | 17%                    | 0%                             |
| Soliciting gifts for Personal Protective Equipment (PPE)                            | 0%               | 15%        | 43%        | 10%              | 2%             | 13%                    | 13%                            |
| None of the above   | 11%              | 4%         | 1%         | 0%               | 2%             | 4%                     | 0%                             |
| I don't know  | 3%               | 0%         | 1%         | 1%               | 1%             | 0%                     | 0%                             |



# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

Weekly: If you adjusted your fundraising goals, how much are you planning on lowering your 2020 fiscal year goal?

▼ 1

|                                   | Arts and Culture | Foundation | Healthcare | Higher Education | K-12 Education | Other (please specify) | Social Services/Cause and Cure |
|-----------------------------------|------------------|------------|------------|------------------|----------------|------------------------|--------------------------------|
| 1-10%                             | 11%              | 0%         | 0%         | 3%               | 27%            | 0%                     | 0%                             |
| 11-20%                            | 21%              | 0%         | 7%         | 27%              | 12%            | 50%                    | 0%                             |
| 21-30%                            | 8%               | 33%        | 33%        | 14%              | 15%            | 0%                     | 0%                             |
| 31-40%                            | 0%               | 0%         | 13%        | 13%              | 4%             | 0%                     | 0%                             |
| 41-50%                            | 13%              | 0%         | 7%         | 0%               | 4%             | 0%                     | 0%                             |
| More than 50%                     | 0%               | 0%         | 0%         | 0%               | 4%             | 0%                     | 0%                             |
| We are increasing our goal        | 3%               | 0%         | 0%         | 0%               | 4%             | 0%                     | 0%                             |
| Not adjusting this specific goals | 3%               | 33%        | 7%         | 8%               | 23%            | 0%                     | 0%                             |
| I don't know                      | 42%              | 33%        | 33%        | 36%              | 8%             | 50%                    | 100%                           |

Weekly: If you adjusted your fundraising goals, how much are you planning on lowering your annual new commitment goal?

▼ 1

|                                   | Arts and Culture | Foundation | Healthcare | Higher Education | K-12 Education | Other (please specify) | Social Services/Cause and Cure |
|-----------------------------------|------------------|------------|------------|------------------|----------------|------------------------|--------------------------------|
| 1-10%                             | 5%               | 0%         | 0%         | 3%               | 4%             | 17%                    | 0%                             |
| 11-20%                            | 3%               | 0%         | 7%         | 21%              | 8%             | 17%                    | 0%                             |
| 21-30%                            | 3%               | 0%         | 40%        | 13%              | 4%             | 0%                     | 0%                             |
| 31-40%                            | 8%               | 33%        | 0%         | 10%              | 0%             | 0%                     | 0%                             |
| 41-50%                            | 8%               | 0%         | 7%         | 3%               | 4%             | 0%                     | 0%                             |
| More than 50%                     | 16%              | 0%         | 0%         | 0%               | 4%             | 0%                     | 0%                             |
| We are increasing our goal        | 3%               | 0%         | 0%         | 0%               | 0%             | 0%                     | 0%                             |
| Not adjusting this specific goals | 5%               | 0%         | 7%         | 8%               | 38%            | 0%                     | 0%                             |
| I don't know                      | 50%              | 67%        | 40%        | 43%              | 38%            | 67%                    | 100%                           |



# COVID-19 Impact on Fundraising Offices – Week 5

Data collected 4/13-4/19 with weekly comparison data from 3/16-4/12

## Weekly: Changes to annual fund timing

|                     | Arts and Culture | Foundation | Healthcare | Higher Education | K-12 Education | Other (please specify) | Social Services/Cause and Cure |
|---------------------|------------------|------------|------------|------------------|----------------|------------------------|--------------------------------|
| <b>Yes</b>          | 47%              | 39%        | 59%        | 78%              | 72%            | 44%                    | 71%                            |
| <b>No</b>           | 43%              | 43%        | 25%        | 12%              | 25%            | 39%                    | 29%                            |
| <b>I don't know</b> | 10%              | 17%        | 15%        | 10%              | 4%             | 17%                    | 0%                             |

## Weekly: Changes to year-end annual giving appeals

|                     | Arts and Culture | Foundation | Healthcare | Higher Education | K-12 Education | Other (please specify) | Social Services/Cause and Cure |
|---------------------|------------------|------------|------------|------------------|----------------|------------------------|--------------------------------|
| <b>Yes</b>          | 66%              | 52%        | 53%        | 74%              | 80%            | 21%                    | 40%                            |
| <b>No</b>           | 18%              | 30%        | 28%        | 11%              | 13%            | 53%                    | 40%                            |
| <b>I don't know</b> | 16%              | 17%        | 20%        | 15%              | 7%             | 26%                    | 20%                            |



# Default Report

COVID-19 Non-profit Response Survey

April 19, 2020 7:43 PM CDT

Q18 - Have you heard any feedback from your donors regarding the impact of the pandemic on their giving? If so, please share here.

Have you heard any feedback from your donors regarding the impact of the pa...

Many have made gifts regardless of the financial uncertainty because of their values and commitment to the people the institution serves.

One corporate donor wanted to donate for corona-related research. They said it was hard to find an option until they came across our website.

Yes, some have had to delay payments or push off decisions on new gifts

Certainly more caution, deferring decisions out several months

We have had many indicate that they will be back with us "as things settle," and one who indicated "support for community right now" but all have been somehow positive and encouraging. It remains unclear to us how deeply this will affect philanthropy. That said, our individual giving was down by 26% in the first quarter - presumably this is indicative.

All grateful for the communication by phone, email, Zoom, and texts by our staff.

if any feedback has been received, it has been giving to fundraising staff and not shared widely or at all.

the pandemic has allowed our healthcare institution to shine in the face of adversity and anxiety.

Yes, most donors want to help us, but many are redirecting funds away from arts to medical and emergency causes.

Most are supportive of our ongoing efforts to support the University's mission in these extraordinary times.

One (\$5,000 donor) had planned to not give at all, but by the end of the call (about renewing her subscription, not fundraising) just couldn't bring herself to not make a gift, so she just decreased to \$2,500. When the box office person said, but five minutes ago you said you couldn't make a gift she said "I can't NOT make a gift."

Some have reiterated commitment to programmes they support.

Many of our donors have come to us asking how they can help or have sent gifts before we've been able to solicit them.

It's the pandemic plus the economic issues troubling donors. Slower to provide help for frontline health care workers than during Hurricane Harvey.

Wait and see approach for larger commitments, but sending small gift in gratitude to caregivers

Yes. In particular the drop in the equities market.

Yes. Some have seen a dramatic shift in their capacity (either taking care of family who have been impacted, market drop, etc.) Many are wanting to talk and we have been able to close several planned gifts that were started before COVID-19. People are at home and available to talk.

Have you heard any feedback from your donors regarding the impact of the pa...

None at all.

Several of the high end donors have mentioned the stock market limiting their availability to cash and one Foundation said they were planning to put the cash they had into buying a down market so they had more to give when they saw who survived. Scary

Donors have asked how they can help students in need and have stepped up to give money and mentoring time

those are shared with the development/fundraising staff and not shared with others internal or external to the organization.

People are anxious especially because of the drop in the price of oil as well as the uncertainty about the end of the pandemic.

some donors are more concerned about the stock market

Corporate is going to take a big hit - we have some companies backing out of pledges for this fiscal year. Individuals, remains to be seen. We've actually had a number of increased gifts and acceleration of pledge payments from individuals.

One of our wealthiest donors told me that her bankers liquidated 75% of her portfolio and instructed her to make no donations right now. That was incredibly surprising and distressing.

Have had a few donors make additional gifts above and beyond their annual / capital commitments.

We continue to have gift conversations with a few who self-select

Some of our donors are giving more because they feel compelled to give back and help. Others are adjusting gift timing because they were hurt by the market downturn.

Some are being moved to be more generous; they know that there are tough times ahead and have increased their giving accordingly. This has been unsolicited - so is a spontaneous reaction to the crisis.

none that I know of - it is usually only shared among development staff

Some holding, waiting to hear how things change post Covid-19. Others are advancing pledges, supporting Covid-10

They have been pleased that we have shown the sensitivity and agility to pivot to new priorities and been able to keep them informed.

Indirectly as we are not making an ask but in the course of a conversation, prospects have said that they remain interested in supporting the institution philanthropically but it has to be after the current crisis.

We have had a couple people postpone pledge payments or regular gifts.

As expected several major donors have postponed decisions on new gifts and also on pledge payments

Our donors seem to REALLY appreciate our phone calls and e-mails checking in on them.

Holding off to see the fiscal impact of the pandemic before making large gifts.

Several foundations are delaying or canceling funding decisions.

Very positive, there is a strong spirit of generosity. Financials may be challenging but the goodwill is very high.

Have you heard any feedback from your donors regarding the impact of the pa...

Now yet

Many donors appreciate the 'wellness' outreach

Many leadership, major gifts and top prospects were due to make gifts but have asked to pause for at least 6 months because of the impact of the global economy on their investments

Mixed- 3 major donors happy to progress their pledges (2 UK, one US) Other major prospects starting to defer discussions given concerns over investments and the current economic uncertainties. too soon to call on charitable trusts

Donors also want to fight the pandemic. Small donations to corona-related research are flowing in.

Shifting their giving focus to immediate community needs, not wants. Foundations offering to convert restricted grants to operating grants if needed.

Donors are very understanding.

Some are postponing their plans to give until the market feels more stable.

Nearly all are very positive and committed, very few have asked us to delay, none have asked us to stop asking.

Yes, and it's significant.

We have had some donors ask to delay a pledge payment. We are working with them appropriately. We are not sending pledge reminders at this time. We do have donors who want to give more - we have re-established a disaster relief fund, originally created in wake of hurricane Harvey. The funds will be administered by the University and managed by the Foundation.

I work mostly with foundation and corporate funders. We haven't heard anything directly, but we expect to, probably after the immediate crisis needs are addressed.

We've had a decrease in monthly recurring donors totaling approx \$1K/month, to date. Major gifts has not seen a reduction yet. Donors are inspired by the community-based nature of our COVID response marketing campaign.

We've only had a few donors willing to consider still talking about their major gifts. In one case, a person with huge resources (\$BB+) shared that timing was not right due to market and life and death urgencies of other organizations. Agreed to resume when there is some sign of recovery.

Just that they are waiting, watching...and don't know yet how this situation will fully impact the original vision they had for philanthropy at our university.

Some are concerned about making the same level of leadership gift (\$10K+ annual fund gifts). uncertainty regarding timing is the biggest discussion...

One donor mentioned that they had "lost millions" in their portfolio, yet felt so lucky to be able to still help others and wanted to sacrifice because of the blessings of work that still continued for them.

Again next time

We have had high interest in student needs fund and many people asking, "What can I do?"

Most is a wait and see. Fortunately, for the campaign, we are in the planning phase...so we plan on extending the timeline. For Annual Giving, we met our goal roughly 3 weeks ago. So we are working on the outstanding pledges. They only represent about 2% of what's left, we are working to be respectful through that process.

Have you heard any feedback from your donors regarding the impact of the pa...

They appreciate hearing from us even if just to check in and continue relationship building. They are very curious about how our school is handling the pandemic.

requests to extend pledge payment periods

We've had many donors reach out to us and ask what they can do before we were able to reach out to them and ask for assistance.

Many have "pushed the pause button" on giving.

Most are highly optimistic that we will cycle through this pandemic in the next 30-60 days and start to resume much of our lifestyle and functioning. They are optimistic that the markets will improve over the next couple of years.

Not yet

They are concerned and are becoming more cautious yet at the same time they are asking how to support our students.

Yes, we have heard from some that they will be scaling back their giving this year

none to me directly.

Yes, more than one major donor has delayed his commitment until things become more clear with his investment portfolio

High net worth donors are pausing on giving until global economy settles. Some T&F's are too.

Yes. Some donors have decided to proceed with making a gift to our Crisis Fund. We did not approach them about this. They arrived at this decision on their own by asking us what could they do.

Many have asked how they can help by donating materials and equipment that they manufacture or through a COVID-19 fund.

It varies. Some stopping payments, some delay of decisions, and other doors are opening up. The key is to focus on the relationships, core mission, empathy.

Guarded approach is probably most frequent feedback

Postponed plans to finalize bequest intentions

Many of our patrons are waiting for the markets to calm down before making their contributions.

One asked for additional time in satisfying a capital commitment, assuring us of their full intent to honor their family's promise.

They may need more time to make a gift They may have to decrease their giving

Major donors we have been in contact with intend to fulfill their current commitments and are open to continued conversations on future gifts.

No gift cancellations -- some donors have asked for more time to complete pledges or assess current proposals.

Not in large, statistically significant numbers...

Postponement of major gift (\$2.5M) announcement -too much other noise in the media at this time

Have you heard any feedback from your donors regarding the impact of the pa...

As of 3/23, had lost approx. \$1k/month in monthly recurring donations. However, major gift donors are thrilled to see such an immediate impact from their giving as our foundation serves first responders and military. A few have agreed to additional gifts specifically for our COVID-19 response. However, we are experiencing a slow down in giving. We just don't know when it will hit with full force.

Some wanted to do things to help students so we have activated an emergency fund.

request to extending pledge payment periods; refund of auction purchases that can't be redeemed.

They appreciate the social media posts promoting places to get tested.

Not ready to talk about giving, uncertain times

Two main pieces: 1) we sent an email to all alumni and donors letting them know we care and what the university is doing in response to the pandemic. We got wonderful feedback - it was our most opened email ever, fewest unsubscribes, and received some beautiful notes. 2) a couple of donors have indicated that the timing of their pledge payments may need to be adjusted due to the current stock market crisis.

some are postponing gifts, others are giving now to support us through the crisis

Not yet no.

We've had a 3-5 individuals who have indicated they are not in a position to make an expected gift because of the economic volatility

Nothing too consistent at this point. Only one or two inquiries at this time about pledge schedule resets. Several donors hitting the pause button on gift convos vs. opting totally out.

Yes. Many donors have shared how negatively they have been impacted financially.

Some of our donors openly expressed gratitude that we were still asking for money.

Most/vast majority of donors who have given any indication of their thinking say they're pausing all giving decisions for the time being. Too much uncertainty about things to be making philanthropic decisions now.

Donors are not in a position to make decisions at this time, with so much uncertainty in the economy. They are advising us to wait a few months and reassess.

Nothing negative

The stock market is affecting donor portfolios, and thus their giving.

Yes- they are thankful for our outreach so far

They are in a "wait and see" pattern, but are very engaged in conversations with us.

none

Seeking information on the university's strategy during the campaign Seeking information on the status of students Seeking information to be helpful to the university

Need time to see where their finances end up when the markets regain some stability.

Have you heard any feedback from your donors regarding the impact of the pa...

We received an unsolicited second annual fund gift from a current family in a significant amount.

We have had donors make gifts specifically to help combat the pandemic.

Not yet...

Down market has made donors wary.

Minimal right now. Our institution is slow to respond and communication is poor.

Some interest in giving to student needs funds. Some feedback that giving is directly more locally.

Portfolios are down 40%.

some would prefer to delay receiving proposals and giving until they see impact of covid 19 on their finances

Many have stated that they want to give but want to be cautious and to call back in May or June.

All over the place. Some have communicated that they have "taken a bath" from the market downturn, while select few others are still finalizing \$100,000+ commitments.

Some high level (trustee level) donors have indicated a desire that we reach out but that we do not make major asks until the situation clarifies, concentrating instead on gifts to our student emergency fund. We have not heard that people will not give or not pay pledges due. Trustees have emphasized the widely varying impact of the pandemic in different regions of the country and the necessity to tailor our strategies accordingly. They have also been very vocal about the FLOOD of communications they are receiving from charities of all types (and other organizations) in this situation. The noise level is higher than ever in the email inbox.

We have heard from some donors who still want to help - we have seen an increase in donations to our Student Emergency Fund which is where we have told donors they can have an immediate impact.

donors feeling the economic impact and uncertainty in the future are canceling their annual support

Not yet

Many are in a wait and see mode right now. Market volatility and health crisis are top of mind.

N/A

Some of our top donors are shifting their focus on helping those directly impacted by the crisis.

Donors have been proud about the care and compassion for them we have showcased and the communications we have shared. Many are continuing with their current gift plans they have with us.

They admire how we are dealing with it

Messages from foundation donors pledging flexibility.

A few have expressed interest in modifying pledge payment schedules on existing gifts -- in response to economic turmoil and associated reduced confidence levels.

Have you heard any feedback from your donors regarding the impact of the pa...

Yes, credit cards have been declined, stock transfers for pledge fulfillment have been delayed.

Donors already delaying pledge payments and signing of gift agreements.

Generally, donors are feeling really unstable and insecure. Some have expressed that while our organization remains a priority, any gifts they are able to make would be best deployed for more immediate relief to other organizations.

We are beginning personal outreach today.

Yes quite a few are reaching out with questions about how to support students in need during this time

Most are on hold while there has been some cash giving and estate commitments made.

Not yet

There are too many uncertainties including the economy so they would prefer to put on hold any discussions on donation. At this time, if they are to donate, they would rather focus on pandemic-related needs.

The few, strong, loyal donors contacted have told us it is no time to discuss this - and they are correct.

Concern with the economic fallout. Anecdotally hearing people are still committed but wanting to wait to see how things shake out in the coming weeks.

Some donors say they are unsure of their ability to give, others are using the opportunity of being at home to finalize gifts

A lot of uncertainty, taking a wait a see approach

Everyone is understanding and patient - at this time. We fear that patience may grow thin. We are calling our donors and checking in, thanking for their support, asking how they are doing.

One donor mentioned that he had been planning a major gift in a year or two, but has seen his portfolio decline so much that he does not know when he will make the gift.

yes, both positively and negatively: some delaying gift decisions and extending pledge payment cycles, and others calling to offer fund to support student emergency needs.

Yes our donors want to know if they can wait to pay some upcoming pledges. Secondly other donors want to know how to help.

Not yet

Some asking if we will have a fund to assist our students, some have said they need to suspend their giving because they are out of work or have reduced working hours.

So far the only impact has been one person asking for a refund on their live auction purchase (big concert ticket package) due to the uncertainty of that event's future.

Too stressed about own business to consider gift agreements

Corporate donors are focused on their workforce and customers primarily. Stock market declines have created uncertainty so corporate giving is a tertiary consideration at this time

Have you heard any feedback from your donors regarding the impact of the pa...

Yes, we have several donors interested in making commitments to help in our efforts to combat the COVID-19 crisis, especially around patient care and physician/provider/care team support.

None

Alums responded to a special appeal for emergency funding to assist students.

Our main feedback has come off of annual giving day, which we proceeded with on 3/12. Of 30K+ solicited, 4 wrote back to say "What are you thinking?!". 400-55 gifts TY vs. 800+ LY.

No

some good stories as some fundraisers having calls via phone and still closing gifts

Nothing yet as it is too soon.

Donors are monitoring their expendable income more closely now. Some have stepped up with a desire to help students.

Concerns over their portfolios

Minimal. One capital campaign donor in midst of signing gift agreement for 2 year payout asked for 5. Feedback a bit soon in terms of direct communication. Definitely receipts have slowed. We get much through mail and since we are closed our ability to assess may be limited.

Some major donors have begun to signal that they will delay decisions on new commitments.

Nothing yet, but they are not anxious to take personal appointments so we have suspended all of them. Most seem to think the economic aspects will improve as soon as a vaccine is available.

Some looking for assistance - ex. a planned giving donor that wanted an advance payment. Some alumni looking for assistance, i.e. meals for medical workers. Some general support and pride in the work our institution is doing for the pandemic.

Not yet

Our donors have not shared any feedback yet.

our donors want to know how they can help our students.

Not yet. Spring Break is this week. I expect to hear more when we begin remote operations next week.

Donors want to contribute to a community response fund.

donors I have talked with have reaffirmed their giving and others have made new crisis-related commitments.

Donors were very understanding of their signature donor recognition event being cancelled this year.

We've had one younger alumna cancel her on-going monthly gift via credit card noting that she can't do it right now...but said she would come back.

The plunging stock market has donors asking to delay pledge payments; foundation funders indicating that they are unsure about giving levels.



Have you heard any feedback from your donors regarding the impact of the pa...

No feedback yet.

Some are offering new gifts to support students, some are delaying signing new gifts, most are looking at the stock market.

Supportive. Some of donating back ticket refunds.

Just a series of cancelled personal interactions so far.

Not yet. But we're about to send our next set of fundraising messages -- repositioned around the college's response to the crisis -- and will soon know how it will be received.

The biggest impact is the changing nature of the markets, which impacts the donors gifts. Anecdotally, we've also had some reach out acknowledge their concern for students from international areas who can't work and would have their funding/resources impacted and offered to do MORE since they need it.

Not really. A few alums have asked how they can help. We are directing them to our greatest needs account.

We had received some gifts with lovely messages of donors showing their support. Nothing negative yet.

Limited to date

Currently, no.

none that I'm aware of. I think everyone is focused on their family and not thinking about anything outside of that immediate need.

Most say that fundraising should be postponed right now. Feel that it's "tone deaf" to continue fundraising as usual in light of the pandemic AND difficult market.

No, we have not.

Not yet but comments on the market tanking

N/A

Not yet

Not yet

Some prospects have cited the uncertainty of the stock market and economy as reasons to postpone pledge payments. We are beginning to Annual Fund solicitations and have not yet had any pushback from our alumni.

Yes - will continue to give, but waiting this out re: economy/market

None

Choosing to wait on new commitments due to the market volatility

Have you heard any feedback from your donors regarding the impact of the pa...

One donor, after receiving a regularly scheduled monthly newsletter on planned giving, replied that she thought it was inappropriate to be sending that sort of material during this pandemic. In response to the same newsletter, another donor downloaded our "Wills Guide." Last week during a phonathon call, a donor told our caller that he had just lost a lot of money in the stock market so it wasn't a good time to give. Other donors gave normally in the same night.

Nothing yet, but sure they will happen. Just starting to contact all MG prospects.

Yes, very supportive conceptually - not yet with their pocketbooks. They understand the need to support good organizations and most are very concerned for students and are willing to support emergency funds to help students do remote learning, fly home, store belongings, etc...

Thanking for keeping in touch. Potsponing gifts but committing to fulfil their pledges in due course.

Some have commented that decline in the stock market will impact giving.

no direct responses yet other than a few questions.

Stock market volatility is significantly impacting ability to consider philanthropy.

Not specifically that topic. But I expect to see changes.

Lost a lot of money in investments

Nothing as of yet.

some are concerned about the economy and ability to give.

We continue to reach out to donors to see how they are doing, but we are currently focused on good stewardship rather than solicitation. Some donors have provided updates on their general response to the pandemic (e.g., self isolation); however, few have shared thoughts on how it's impacting their giving. Some donors have inquired about emergency assistance funds for students.

One donor has cancelled their recurring gift as a result of virus/financial concerns.

A few donors have reached out and largely want to know we are okay and that our students are okay.

Yes. Some have shared a wariness to make giving decisions now. One specifically said she is cutting back by 1/2 for all spending this year.

Some donors are telling us that they are not in the mood to discuss philanthropy

No feedback YET.

Stock market concerns; concerns for those who will be economically impacted by Covid-19 in our community and in NYC.

I think they have appreciated being in communication and sharing their thoughts on the impact on them in Milan for example and in Switzerland.

Questions on pledge payment timeline extensions due to market volatility

Gratitude that our major gift officers are in touch.

Not yet. We had one principal donor last week who called to indicate his next pledge payment might be 30-60 days late, given market volatility. All of our challenge donors for giving day (4/2/2020) have indicated that they will still fulfill their 5 and 6 figure gifts.

Have you heard any feedback from your donors regarding the impact of the pa...

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Mixed. Some donors wanting to do something to help (Student Emergency Fund), and we've had a couple donors already cancel pledges.

The main feedback is that those who are making gifts by stock need to extend timelines for payments due to the volatility of the market.

too early, not yet

Principal gift donors are not re-directing to Pandemic needs, they are committed to funding their current priorities in advance of others shifting to Pandemic needs. Corporations have offered supplies and support, and we are taking them up on these offers and loosening our Gift in Kind policies based on needs.

We have sent out message to our entire database and we received a small amount of "thank you for your update" replies.

Almost all corporate partners have been impacted, with little ability to meet with us or make giving decisions, at this time.

Impact of stock market volatility and potential recession in willingness to make major gifts.

Yes. Both deferring gift conversations and asking how they can help.

Concerns about decreases in valuation of stocks and other investments

## Q17 - If you have any uplifting stories from during this time that you would like to share, please do so here.

If you have any uplifting stories from during this time that you would like...

<https://www.sidwell.edu/about/coronavirus/community/friends-in-deed>

New donors are finding our online option for supporting corona-related research.

Organization has shifted to remote working with minimal disruption

Anecdote of a donor who, given the state of the world, really wants to do something positive, and is moving forward with a 6-figure endowed scholarship.

We just shared news by email of the discovery of new species to science in Cambodia, and the feedback has been extraordinary! I am just off the phone processing a contribution from a long-time donor, who thanked us for being the "good news" in her world right now. Feedback like this from our supporters buoys our spirits in these challenging times!

Check in calls by our student callers and development staff to thousands of alumni and donors have been successful and strengthened relationships and our knowledge of our alumni/donors, led to alumni stories for MarComm, and database cleanup. Alumni Zoom "happy hour socials" based on geographic clubs/chapters successful...moving cultural arts and professional development engagement online for our alumni where it should live anyways.

positive stories are being kept within the university departments and shared by them via social media. None are coming to us.

The outpouring of support from our local community has been inspiring. Every day we receive donations of hand sanitizer, disinfecting cleaners, cloth masks, and delicious meals for our frontline workers, in addition to financial contributions to our COVID-19 Relief Fund.

Major donor supporting PPE creation Several student stories creating PPE for local hospitals

We are one of the rare museums who have not done any layoffs to this date. This has been a major morale booster for staff during this incredibly difficult time.

We are seeing an uptick in planned giving inquiries with donors sharing that they want to make sure the U. is included in their plans.

Anticipating that families will need temporary relief in the form of tuition assistance, one family voluntarily offered and committed \$175,000, one-half the estimated additional budget need of \$350,000.

Number of Donors wanting to support our Student Emergency Fund at levels higher than I thought. Students, Faculty and Staff working to make PPE's and the Student giving to our Emergency Fund

I am finding that my donors are prospects are really interested in research related to COVID-19 and keen to receive papers and links to webinars and podcasts. Many older people have more time to think and read and are keen to receive trusted content from their own university.

Compared to the economic meltdown in 2008-2009, the response of foundations has shifted from an approach that included a slowdown in grant making and notifications of extending pledge period and/or reducing overall commitments, foundations have been offering--and responsive to requests--to be flexible in designation of their grants to meet financial challenges presented by the pandemic. These actions reflect the absolute best of philanthropic spirit.

We've so far managed to stay on top of or in front of the rush and we may have hit the peak.

If you have any uplifting stories from during this time that you would like...

We have acquired several, first time, 5-6 figure donors referred from board members. The Board members participated on a weekly update call from our Health Leadership and made gifts themselves but also were armed with information to help advocate to their networks on our behalf.

There have been many, but here is a link to one: <https://www.syracuse.edu/stories/distillery-fights-covid-19/>

In addition to wellness calls, we have shifted our fundraising to focus on COVID-19 related needs (we are an academic science center). We have been overwhelmed with the willingness of community and donors to provide cash and in-kind gifts to support our frontline clinicians and students experiencing financial distress (including a \$100K challenge gift for student relief). The stories are heartwarming from providing PPE donations to providing meals to our healthcare staff and clinicians.

We have received thousands of donations of PPE and/or funds to support PPE and research into CoVid19, mainly unsolicited. A tremendous outpouring of support from donors large and small.

We continue to qualify new donors and deliver major gift proposals on a daily basis through non-face to face visits.

Need more time for this.

I am sure there are several stories but any that exist are being shared within University departments or with specific groups and not with the institution as a whole or to the external community.

Unexpected half a million bequest expectancy related to risk management in our business school Five figure gift from an alum who is an executive at a major food producing company that a fundraiser reached out to thank for the company's leadership in continuing to operate but demonstrating strong safety protocols for their staff and community Hosted an extremely successful online "Open Dialogue" session with our world renowned father and daughter COVID-19 researchers that had a huge attendance and allowed the opportunity for a Q&A with attendees and a call for support for their research. Almost \$100k raised in less than a week from just our crowdfunding platform for emergency student bursaries and technology support Thousands of donor calls that have resulted in very positive conversations

Staff have made stewardship calls to a large group of supporters. Calls have been well received and are the right thing to do at this time.

<https://www.sidwell.edu/about/coronavirus/our-community>

Received verbal commitments for \$6M and \$5M commitments yesterday in response to open asks prior to the pandemic.

high response rate to individual outreach.

We created a video to share an update and our commitment to staff, and were told that one person's response was "One could have been tempted to sign over all of one's worldly goods to the museum!"

Outreach to alumni yielded an image and a story from an alumna at Columbia University Medical Center who is caring for patients and her young children. In-person "visits" via video with benefactors are highly appreciated and, in some cases, are making connections with school leaders and student/faculty beneficiaries easier and more frequent.

Partnership with biomedical engineering and local hospitals to make PPE's in maker spaces. Alumni making PPE and Cleaning Products.

We have a former and recovered COVID patient who is doing a "digital" fundraising event for us. She is grateful.

Some staff, who have had their parking fees waived for the month, have opted to 'give back' the \$\$ to the university, as have some parents whose child had refunds from room/board have gifted back the amount refunded towards student support.

Englewood Health has started playing Journey's Don't Stop Believing through our overhead PA system every time we discharge a COVID-19 patient. Tuesday, 4/7 was the first day since the pandemic began that we have discharged more COVID-19 patients than we had admitted.

If you have any uplifting stories from during this time that you would like...

none at this time

I wanted to drop cards into colleagues mailboxes letting them know I was thinking of them but since being remote didn't make that possible, I decide to pick two colleagues daily, with whom I don't typically have much interaction on a daily basis and let them I was thinking of them and that I missed seeing them in the office and couldn't wait to be back and grab a cup of coffee with them. I had great response from them and it helped strengthen relationships.

The Museum is doing a lot digitally via our MATT @ Home (Museum from Home) website and through social media.

From Jeff Comfort, Vice President for Principal Gifts and Gift Planning at the OSU Foundations: "Now is an important time to call our Legacy Society members. They are home and they are eager to hear from us. I begin with, "If now is a good time to talk, let's agree up-front, no business. I am calling to see how you are doing in these tough times." Make the call all about them, not us, though they will ask how our institution is managing. A good majority will transition to talking about their estate plans anyway. It is on their minds. Close4 with, "When things settle down, lets get together and talk some more. I'd like to help ensure your wishes." Out of many calls like this, one donor said she has been thinking about her estate plans after talking with her elderly parents and son. She has included OSUF in her estate with the bulk going to family and friends. For the latter, she asked if there is a way to benefit them while not letting them control what happens with the funds after they are gone. This led to a great conversation about testamentary charitable remainder trusts and her asking me to come visit with her when we get the "all clear." She loves her family and wants to help them. She loves OSU and the students and wants to help them too."

Our Board co-president issued a challenge to other trustees and major donors to match her support for general operating during this time.

Many donations from within the university and outside to our medical enterprise of PPE, hotel rooms, food, etc.

We canceled our spring fundraiser and are receiving a wonderful response from guests and sponsors offering to convert their ticket purchase or sponsorship to outright donations to support the school at this time.

We just announced a \$1 million gift from parents for student mental health.

We are connecting directly with our annual fund major donors who made gifts earlier this year, just to say hello and to thank them for their past giving, and they are very appreciative of the message.

One of our engineering academics is utilising our 3D facility in our makerspace to produce face shields for the NHS - we're running a JustGiving page and hit our target in the first day. We are now adjusting this upwards. We have also had a great response to our newly launched Student Hardship Fund

Messages of support from alumni and positive response to our an all alumni email to 30k alumni and friends as our first communication on the situation

The university is committed to battling the virus, ending the pandemic and mitigating the effects. Research is being focused on areas that support this, and the fundraising is retargeted to support the efforts. This unites the entire university community, and we feel that we are a part of a global network working towards the same aim.

Like other schools, our team are becoming more creative in ways to lift up each other, donors and alumni.

We have had a better than expected response to a "soft ask" that was part of our COVID-19 communications plan. Our Student Emergency Angel Fund has been replenished thanks to generous donors who want to be sure "all" our students are being helped.

We decided to still have our annual Giving Day, but changed the focus to only student emergency fund and raised over \$100,000 a massive increase over the previous year.

Some of our prospects have shared their personal experiences of coping, supporting their communities and giving back.

An angel donor for our organization called to talk with the Founder about everything happening at the organization and see where the holes may be. After an hour long discussion they gave an additional gift of \$150,000 (more than half their original annual fund gift). They also shared this with other donors and board members who are beginning to step up to match their generosity. For a ~\$3.5 million arts organization this is transformative right now.

If you have any uplifting stories from during this time that you would like...

As a museum, constituents are really happy to receive the non-health related content in our emails and social media.

A volunteer donated many bolts of designer fabric and a pattern for PPE mask protection--many volunteers are picking up fabric and delivering masks to our sites. After our first update email, a long-time donor reached out to say he was making an additional gift of \$100,000 to support us through this crisis and reiterated his passion for our work.

We continue to close \$1m+ regularly utilizing remote tools and technologies.

Donor response to supporting student need has been great. Also, academic support for PPE's has been very nice to see. Engineering students and faculty are now creating face shield and protective equipment.

Planned Giving Book Outreach! Our planned giving team sent an email to our Heritage Society members letting them know we are thinking of them and wanted to help keep them busy and entertained at home with a book from our University Press. They could choose from 5 titles of different genres. The gesture was very well received and we had a great response - almost 300 requested books! The mailing will include a postcard from the Foundation sending them well wishes.

A coalition of Northeast Ohio philanthropic, corporate and civic partners have formed a crisis response fund, now totaling nearly \$6M for the Greater Cleveland area.

Some donors have responded positively to a story about a teacher who sent thanks for our on-line teaching aids in science.

In all of this, closed a \$1M unrestricted gift.

When presented with specific examples of the hardships our students are experiencing - we have seen previously non-responsive prospects step forward to offer support.

Parents very supportive of the college. Parents giving back the 'refund' of room and board due to going to remote learning. Alumni supporting alumni, students and each other. New gifts to support annual fund and emergency student relief fund. Lots of new small gifts from new donors and never donors..

We have been inspired by donor sacrifices to bless and support students in need. One of our institutions is mostly international students and we had unsolicited offers to help provide "bridge" scholarships for their needs since they cannot go home or work. We have also had many significant (\$500k+) gifts for help with COVID-19 related issues to support Humanitarian Aid globally that donors have stepped forward without a specific invitation. We have been humbled by the generosity.

We got a \$2M unrestricted gift to support our COVID response/recovery.

Maybe next time, a little frantic right now.

150 staff members volunteered to spend 5 hours a week calling about 20,000 students individually to ensure they're doing ok and if not, to guide responders to them. I'm one of the callers. Every student expresses gratitude for the call, but it's doing just as much good for the callers to connect one-on-one with the students whose success we work for every day.

Our communications department is collecting and featuring stories of alumni helping in their communities through social media

Since we don't have a COVID-19 focus as an independent day school, we have been taking the time to community build and talk with our donors. And listen. This has given us an organic way to begin conversations with prospects we don't know and they have appreciated the attention.

We have raised \$50K so far for an emergency response fund. The majority of donors are our faculty and staff.

We are concentrating on fundraising for pandemic-related research.

If you have any uplifting stories from during this time that you would like...

We have initiated a SWAT team to identify innovative, relevant and timely communications to stay close to our donors and alumni. The team includes members from the foundation, alumni association, development, central marketing and communications and athletics.

We have postponed all campaign solicitations and activity and dedicated all efforts by all front line officers to the annual fund in order to raise unrestricted operating funds to help offset the deficit.

We are ramping up communications with alumni and donors - though for engagement purposes only.

Reframing our alumni comms. Still fundraising but sensitively. Calling our warmest prospects to see how they're doing. Pushing our Student Hardship Fund (next week). Doing a global sense check of countries where alumni groups are and testing with group leaders how they would respond to a fundraising ask.

We suspended our University's "Giving Day".

We added an emergency relief appeal to help support basic living expenses for our most vulnerable families

Take the time each day to call a counterpart at a neighboring institution - they're comforting and uplifting calls.

maintaining active personal outreach to donors to check in on their well-being. When doing so many are offering information about their charitable giving.

Revamping our giving day into a day of kindness and caring

We are doing a weekly Zoom call for our top principal prospect donors with our Chancellor. It has been very well received. We've even seen some of our donors create connections with other donors.

We keeping in touch with donors and continuing conversation regarding gifts we had in the pipeline.

We are soliciting for a student emergency fund.

I am currently revising my work/solicitation plan to reflect the deferred solicitations that are being mandated by university leadership.

Reset of our giving day to be focused on care and community with gifts directed to Student Crisis Fund

Also looking ahead 6 months to longer range planning.

Big push for donor outreach and contact. Welfare or check in calls. No solicitations. Also encouraging Development Officers to ASK their constituents how/if they want to continue discussions.

Reaching out to check on donors and returning all emails and calls.

e-outreach practices: we've been emailing, calling and/or zooming with donors

sheltering at home

We are beginning to host virtual events as a replacement for in person events We have established funds to support of COVID-19 response in support of students, our University healthcare workers and our local community.

Calling donors to let them know how we are contributing throughout the pandemic.

We turned our event paddle raise into a virtual one and raised more than last year. \$100k that way.



If you have any uplifting stories from during this time that you would like...

Putting a hold on written/mailed planned giving newsletter as the 4-week lag time between content approval and receipt in the mailbox makes it impossible to know what the situation will be in the world when the newsletter is received. Instead shifting to faster (and, where possible, more personal) methods of outreach.

We have created an emergency fund for student, teacher and family support.

personalized outreach to leadership level donors supporting our restaurant sponsors by purchasing meals for team members sharing lists of sponsors with team members to purchase on their own and support personally

Personal/individual outreach to the community, especially top donors. Engage the community virtually.

Exploring online donor stewardship portals and other means to connect. Using the president's outreach to envision future funding ideas.

Focusing on taking care of you and your family first before transitioning to a remote work action plan.

We were planning an online auction. We are proceeding with the auction, but changing the beneficiary from our annual fund to support for hourly extended care employees who won't be paid if revenue from after-school programs isn't coming in the door. Developing a list of unanticipated needs that need funding, i.e. staff and faculty support, technology tools and personnel, etc.

Our institution has adjusted policy for sick leave

We are trying to engage with our donors and keep the conversations going.

Health takes priority

We are transitioning to a content plan, but also reviewing staffing requirements

Not sure this is the right spot for this but we have written and ready to go a letter from development office. It's been postponed given other communications. But we want to stay in touch and I think it's important for donors to know our mission is still important, we need your help and we are here for you. we also have a giving day scheduled for April. We have plans to move forward but I don't have buy in from the senior leadership team at this moment.

Leadership is sharing information and reading materials. Communication from President to Donors & alumni

Only staff on campus are gift processing. Hiring freeze. College classes have transitioned to remote. Still employing students. Keeping jobs safe.

Adjusting language in appeals to acknowledge context and to focus on institutional resilience.

Lots of stewardship

Cancelled in-person gala scheduled May 1, looking to transition to virtual, exploring what that could/should look like.

Focusing on direct outreach just to say we care. Adding to our institution's online presence to be a resource for quarantined or distanced patrons and donors. Suspending all searches for open positions as the confluence of pandemic and recession may affect us in serious financial ways.

Suspended all travel. Cancelled all events. Suspended all external meetings - including those with donors, alumni, and even university personnel. Converted all staff to remote work with only a handful of "essential" people on-site to maintain continuity. Any staff member who has returned from any out-of-state travel, or who has had another member of their residence return from out-of-state travel, that staff member is required to work remotely (even if deemed "essential") and to self-monitor for 14 days.

If you have any uplifting stories from during this time that you would like...

Using many new technologies to connect, daily check ins with all teams, daily meeting with leadership staff, flexibility on work hours esp. for those with children at home and other family members to care for, stress relief ideas

We are focusing primarily on stewardship for our current donors as well as strategic planning team wide. We are trying to use this as an opportunity to effectively plan for the future in ways that have not been possible during the busyness of the normal year.

Need to ramp up stewardship and check in with top donors to see how they are doing.

We are continuing conversations with donors that were already in train (if they are comfortable doing so) but not starting new ones.

Our director is hosting townhalls and sending out a communication every Friday. (He may send out others, but there will be a regular email on Friday.)

Using this time to focus on the writing and systems work that inevitably gets put aside in favor of donor-driven activities. Maximizing virtual convenings.

Your questions about visits, etc. should have included an option, "Rescheduled all visits to phone or video conferences"

Daily emails to museum members and donors that highlight specific items in the collection, specific education programs/initiatives, conservation news, etc. If this persists beyond four weeks, then considering a letter from Director & CEO with a "state of the museum" address.

Thank you for reaching out. We went to a fully remote operation this week through the end of April and so far have been pleasantly surprised that we can continue our work quite well. We'll see how donors feel, but early communications have been open to updates and willing to help if specific needs are known. Their concerns have been related to the market adjustments that we are ALL hopeful that things balance again soon and can begin moving forward.

We are just trying to figure it out and to recoup some event income that would have been part of our annual gala on March 14th.

More than anything, we are trying to stay connected to our donor/members through regular communication and to provide the options we can to keep things as normal as we can.

We are starting a crowdfunding effort to raise emergency support for students during this time of crisis.

A majority of our staff are working remotely, with only "essential" staff at the office. We have sent multiple messages to our staff, a message to our board, and are working on FAQs or talking points for our donors to use when talking with our donors. We are also working on a message to be sent to donors from the Foundation.

Our team is focused on stewardship. How can we still connect with donors in meaningful way to keep our organization in front of them, without asking for philanthropic gifts. Right now, we don't have a strong appeal for support and so we want to take a quieter "approach" to be respectful of all they are dealing with right now.

We are focusing on showing care and concern and finding ways to keep the alumni community engaged with the school and each other re motley. This is a time for us to focus on friend raising- deepening relationships by just checking in with everyone we had been wanting to but never had the time.

We worked with the Provost's Office to identify three designations in need of support to assist students and services: Student Emergency Fund, Tutoring and Learning Support Services, Career and Professional Development Services.

While working from home is possible for most people, there are certain functions, such as opening mail, that can only be done in the office. We have limited the number of staff working in the office on a regular basis.

We are working on stewardship touch points for current donors and prospects holding proposals. We have made virtual opportunities available for alumni to connect with alumni and alumni to connect with students (virtual networking). We are looking to have a virtual scavenger hunt for reunion folks since it looks like reunion might not happen on the scheduled date in May...

If you have any uplifting stories from during this time that you would like...

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We are trying to integrate the communications plan needed for donors into the School's masterplan. Curious to hear how other schools are doing.

Staff morale and mental health during this challenging time.

Sent out alumni email and paused all solicitations. We are still planning on sending a planned giving brochure in April and May and June are TBD

This is day #3 of working remotely, and we are still figuring things out. Please ask again in a week or two.

The university has implemented a crisis communication strategy with layers of issues management/business continuity groups. This is helping with information flow, issues management and the adjustment of plans across the campus (everything from exams and enrollment planning to fundraising and alumni events).

we are doing a lot of planning, reorganizing the structure and budget controls

See above

Like everyone else, I'm looking at foundations.

feasibility study put on pause due to social distancing and stock market

Virtual fund-a-need for gala since we had to cancel it (not as successful as in person, but made some money). Having a link to support on every communication that goes out. Calling funders and asking foundations to consider switching support to operating (Ford already did this).

Prioritizing donor outreach. Increased communication.

## Q19 - If there is anything else at all that you would like to add, please do so here.

If there is anything else at all that you would like to add, please do so h...

As you know, your 30-60-90 day horizons keep changing with each passing week. Hence, the week over week comparisons may not be as relevant since the 30-day answer in mid-March is different than the 30-day answer in mid-April.

The person-first calls we are making to donors are very well received, much appreciated.

I was heartened to see one of our foundation donors posting on social media about having signed the Council on Foundation pledge - encouraging others to do the same, release restrictions on grants, support grantees, give more deeply than the 5%, etc. All promising signs, and it is clearly a time where private philanthropy can be transformative.

In reference to Question: Has your organization done any of the following in regards to the campaign, our organization is considering some of these options but decisions have not been made yet. It would be great to have a considering option since the "none of the above" answers may be easy to misinterpret.

We are in a campaign - our quiet phase just began this January 1 so we are still very early and may not have had too many plans to defer.

We have experienced some negative fundraising impact due to COVID-19. However, the negative impact has been more than offset by positive fundraising impact, from our academic medical enterprise in particular.

HELP, the government's response to non medical or human service non profits has been alarming.

Leadership tends to think this is going to be a "return to normal" like we were in January 2020. Staff are anxious about their jobs and families, but Leadership is continuing with the work we already had underway IN ADDITION TO adding new tasks. We are overwhelmed working many more hours than usual. (my usual 9 hour days are now 10 to 12 hour days - and I'm working weekends which is rare in non-crisis situations). Leadership is clueless to staff workloads.

How has the COVID-19 crisis affected other universities' pursuit of alumni donor count, particularly for undergrad alum donors?

Our advancement staff has participated in an all-campus outreach wellness calls to our enrolled students to help with retention. Our campus has a \$1M goal for our central student crisis fund. This will culminate in our day of giving, about a month out. At this time, our campus top administrator salaries have been cut (president, VPs, Provost, and Deans).

I think we really have to think about fundraising events (which IMO are the least sustainable way to fundraise, anyway). Can we really bank on spring galas next year?

Spending freeze on any new purchases.

Some of the earlier questions force a distinction between canceling events/solicitations/visits etc or transitioning to remote. We are doing some of each as I suspect most people are but there is no way to indicate that.

We're going to get through this.

I wonder if other organizations are taking this time to plan ahead, or if they are just continuing current/old and new projects as if nothing has happened. (i.e. has anyone put new projects on "pause" to really plan ahead to return to the office?)

If there is anything else at all that you would like to add, please do so h...

With more free time on their hands, the Oregon State University Foundation gift planning team, has structured a program to coordinate outreach to our 2,000 Legacy Society members. Again, from Jeff Comfort: "About 200 are too young to count and are not managed prospects and those have been triaged to our ADODs with a zoom training on how to make the calls. About half of the rest are managed by major gifts officers and are being sent to them for calls along with a training. The rest are countable and unmanaged and the gpo officers will call each of these. Here is a link to a free one hour webinar with guidance on making these calls: [https://plannedgiving.com/planned-giving-calls/?inf\\_contact\\_key=37fd445ca6770fd017bd2fe3f8df0375680f8914173f9191b1c0223e68310bb1](https://plannedgiving.com/planned-giving-calls/?inf_contact_key=37fd445ca6770fd017bd2fe3f8df0375680f8914173f9191b1c0223e68310bb1)

I wonder if any news outlets would be willing to do a story/stories on the increase in people searching online on how to write a will. This seems like an opportunity for you or associations like NCPG to be out in front on the topic of educating people on the importance of estate planning - how to do it virtually, to look to their alma maters or NFPs as a resource.

We are focused on pumping out on line content and engagement opportunities for alumni and donors.

Leadership is very engaged, the advancement team is taking a leadership role in the institution to move us into a positive future.

Donors need to hear from us now more than ever. They need to know our school is strong and we are taking care of our students and employees.

Would like to hear more on how universities are setting revenue goals for fiscal 2020-2021

We are not in an Advancement campaign but are half way through a major capital appeal for a building transformation . We are not being pressured internally to submit income scenarios as the University understands that the immediate priority is to establish a virtual office and programme and to assure and consult with key donors and alumni as valued stakeholders. We envisage the scenario planning will start in May/June. Our Annual Fund adjustment was relatively minor- a delay in sending out letters to those not called

Our Development officers have been assisting the enrollment management office in reaching out to students to assess their transition to remote learning. This has allowed us to strengthen our partnership with that unit, as well as connected with students and parents.

Would love to have some content on Campaigns during a webinar! The UCLA conversation had a few nods to their campaign wrap-up and having to change that. We are in a similar situation with our same size campaign wrapping up in the summer. Finale was planned for November and we are looking at different options now.

We are initially calling segments of our donors, members and volunteers and all foundations just to check in and see how they are doing. We are following up a little later to share with them the impact on our org and requesting support. There are other staff who do major gift solicitation and I think they are being careful and sensitive to donor readiness to respond at this time.

Some of the timing estimates of when things will "return to normal" are somewhere between a best guess and a hope!

It's challenging to stay optimistic.

Messages of care, connectivity and support seem to be welcomed - even from those who are experiencing personal and professional challenges due to COVID. The more personal the outreach - the better response and follow up.

Thank you for doing this. We often feel we are out here on our own.

For the campaigns GG+A are working with - please help our VPs manage their Presidents' expectations wrt this year's fundraising... and into the unforeseen future.

Our organization, WSU, is located in a state that was impacted early by COVID-19. Also, we have 2 Sr. leaders with deep experience how universities successfully navigated the economic downturn and documented these techniques regarding how best to communicate.

We are pivoting to fundraising for COVID-19

We are modelling not returning to the office for 12 months

If there is anything else at all that you would like to add, please do so h...

Thank you for doing these surveys. Helpful to see trends among our peers

My team is leaning into our video conference technology to keep our collaborative spirit while all are working remotely.

There is a significant effort being made to explore what and how we can expand our digital offerings to engage alumni (online events if you will), whether it be offering a popular Cornell History class to alumni while students aren't having class and re-titling it "Cornell History Happy Hour" (this one has been done already), to hosting webinars featuring a particular administrator/faculty member providing an update from the university with an opportunity for participants to ask questions/interact with the presenter and each other (done in the past, but not recently. A possibility during this pandemic for sure).

At some point, info on leadership of large dev operations during time of duress would be good to see as part of your online series

concerned about WFH fatigue for gift officers and development staff

While we are "partially remote" Only 7 out of 120 workers are in the office

How much communication is too much? When every single company is sending out an update on their response, it's tiresome. We don't want to add to the noise.

1. Your five principles for communicating in a crisis have been very helpful to us (from an earlier blog). 2. In general, we're taking a "caveat emptor" approach to advice from marketing consultants since their interests to keep/generate business and ours to maintain and build relationships with our long term prospects may not align at this time.

Some of these questions could have generated more than one answer.

Treat benefactors with the thought and care you naturally extend to family and friends.

We have cancelled all spring Homecoming and engagement events - how are people looking at virtual engagement opportunities to keep people connected?

Information for Alumni Engagement

Challenge to keep advancement staff occupied - is data work and research busy work or really productive? How can we be really focused on results more than staying occupied? There is going to be a new normal and we should be anticipating what it could be.

Thank you and look forward to hearing some results

it is amazing how differently each state and institution is managing the situation.

Your questions about visits, etc. should have included an option, "Rescheduled all appointments to phone or video"

We are trying to move our physical offices to remote functioning and it is taking a lot of our time to figure out how we will work this way.

We were not prepared for this with messaging or technology. the Business Continuity Plan that was drafted was focused on building and technology outages, not a virus. Our emergency plan - if we had one - was never practiced. We didn't have enough "seats" for our VPN on day 1, which caused issues. This has been a "trial by fire"....

At this point, our contact to donors consists of 3 things: stewardship / you, updates / opportunities and our student assistance fund.

What's the philosophical view of distance learning? Is it a continuation of pre-planned and scheduled learning or is it a period of enrichment. Does this perspective change based on year group? Are schools considering any type of partial opening like sending teachers back to empty classrooms to conduct their distance learning?

If there is anything else at all that you would like to add, please do so h...

Any effort to fundraise in the healthcare / hospital setting is curtailed totally until this virus and the impact of it is under control. Vaccine and treatment programmes area attractive.

The pandemic affords advancement professionals an opportunity to build knowledge and share emerging practices. Thank you for providing a forum to do so.

I look forward to your webinar tomorrow but would appreciate the details on how to join.

For tuition dependent universities that were already stretched thin this year given anticipated competition for prospective families and returning families now likely needing even greater financial help to keep their student in place - there is likely a wave of decisions across all areas of operation including advancement about permanent cost reductions at levels that can only be achieved by the lay off or RIF of staff. What are some of the decisions, steps we can be taking now to think about to make the best decisions on what to preserve and what to forgo? Having gone through this type of thing in 2008-2010, some of us are familiar but it is very different for those that have endowments that eventually recover vs. those who are totally dependent on cash flow.

**End of Report**