



Survey of COVID-19 Impacts on Fundraising Operations

Week 10: May 24, 2020

Data collected between May 18 to May 24

with weekly comparisons to data collected between 3/16-5/24

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.

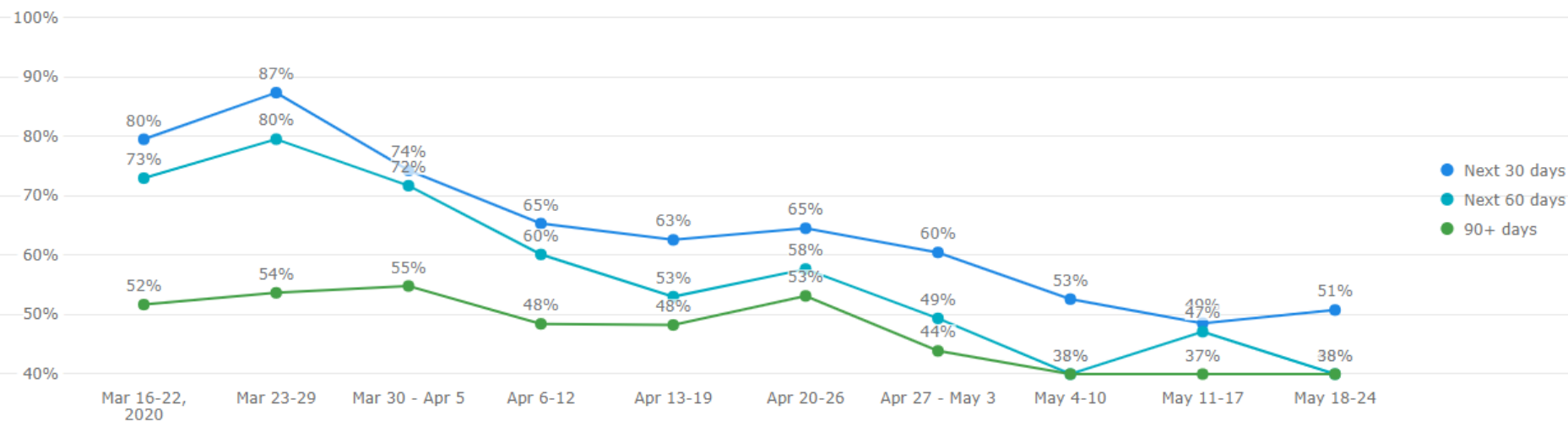
- This report contains data collected through an online survey conducted May 18 to May 24. These data are compared to data collected over the six previous weeks, beginning March 16 and ending May 24. There have been 1,276 participants to the survey.
- If you would like to participate in the tracking survey and have not received an invitation, please email 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.



COVID-19 Impact on Fundraising Offices – Week 10

Data collected 5/18-5/24 with weekly comparison data from 3/16-5/24

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



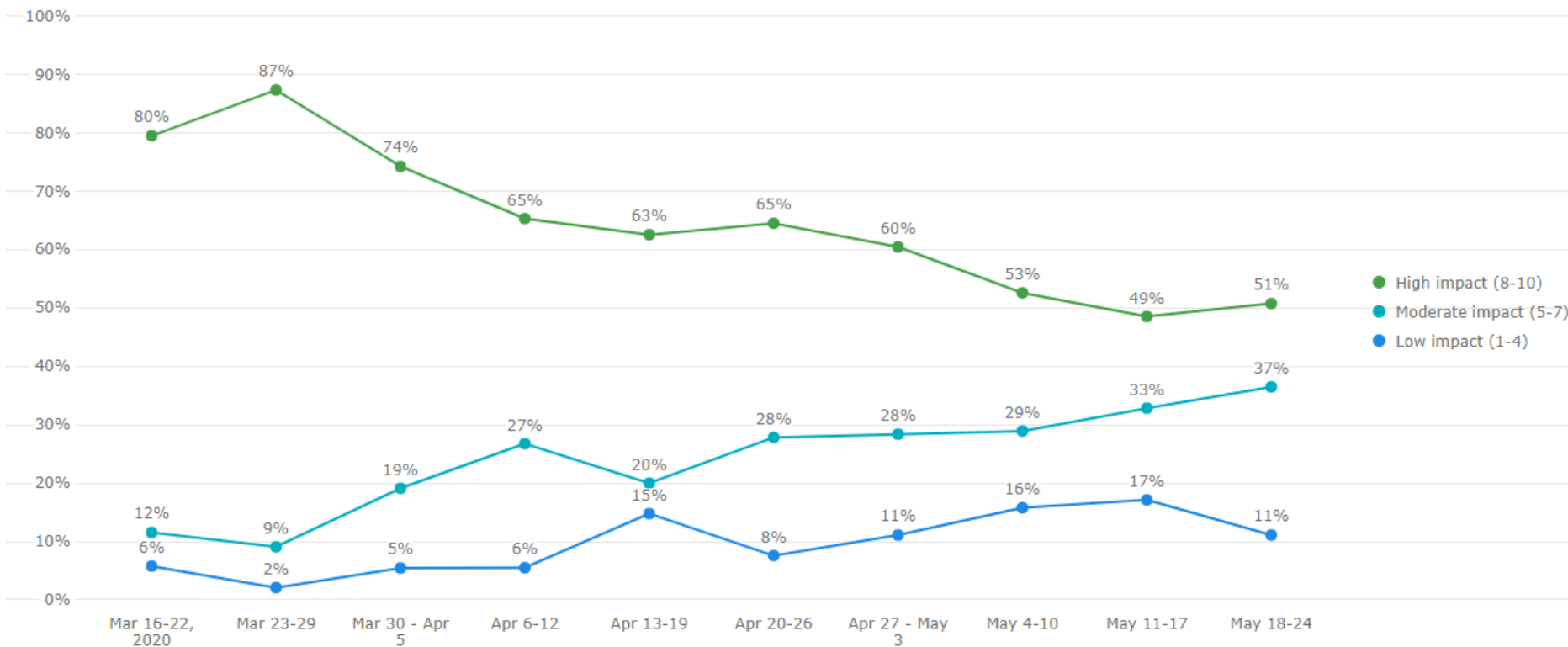
The 30-day, 60-day, and 90-day outlook for negative fundraising impacts remains rather stable this week, with the 60-day negative outlook dropping back down to 40%.



COVID-19 Impact on Fundraising Offices – Week 10

Data collected 5/18-5/24 with weekly comparison data from 3/16-5/24

Weekly: 30-day negative impact on fundraising



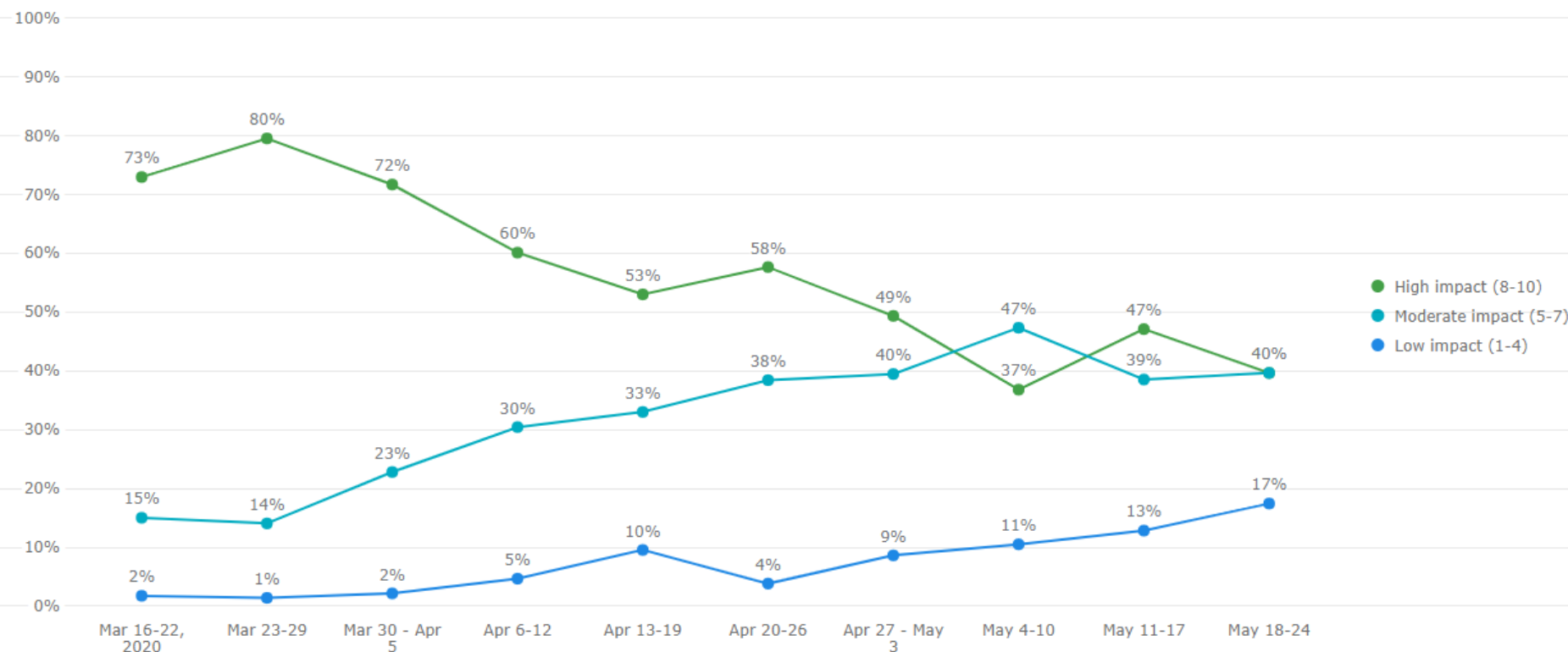
The 30-day moderate impact continues to rise, moving up to 37% this week.



COVID-19 Impact on Fundraising Offices – Week 10

Data collected 5/18-5/24 with weekly comparison data from 3/16-5/24

Weekly: 60-day negative impact on fundraising



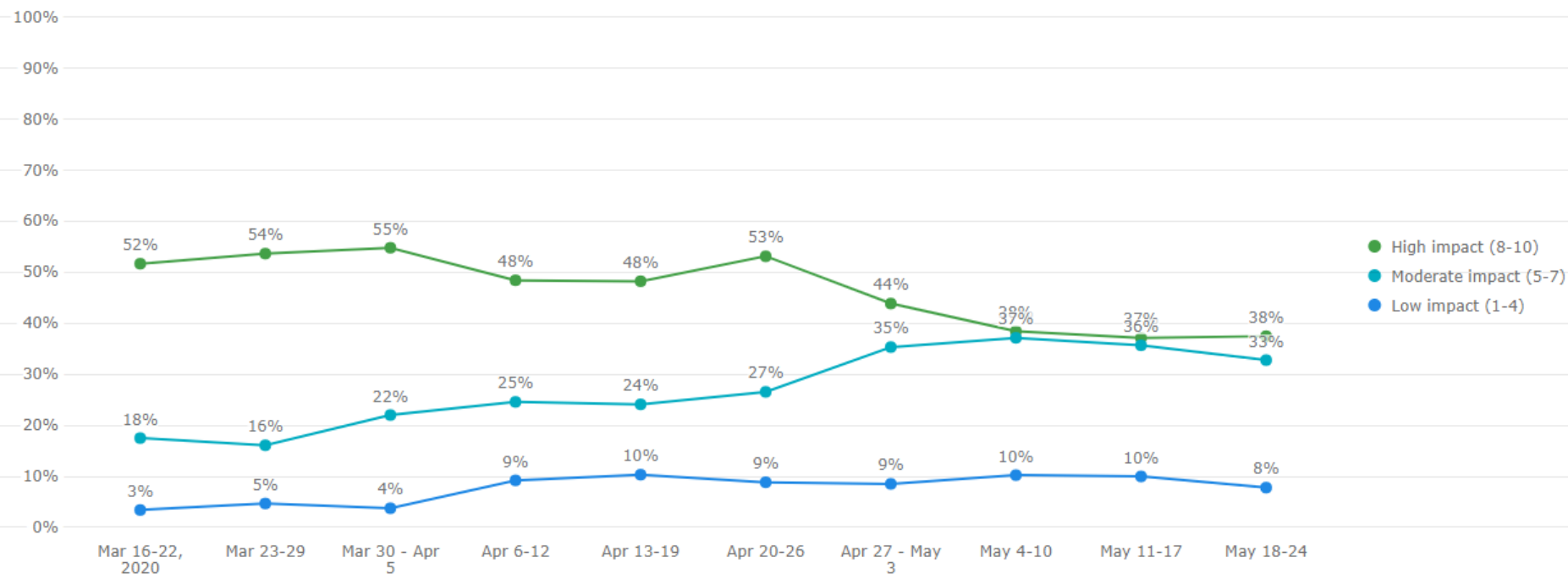
60-day negative outlook dropped back down this week, converging with moderate impact at 40%. Low impact has steadily risen throughout May, up to 17% this week.



COVID-19 Impact on Fundraising Offices – Week 10

Data collected 5/18-5/24 with weekly comparison data from 3/16-5/24

Weekly: 90-day negative impact on fundraising



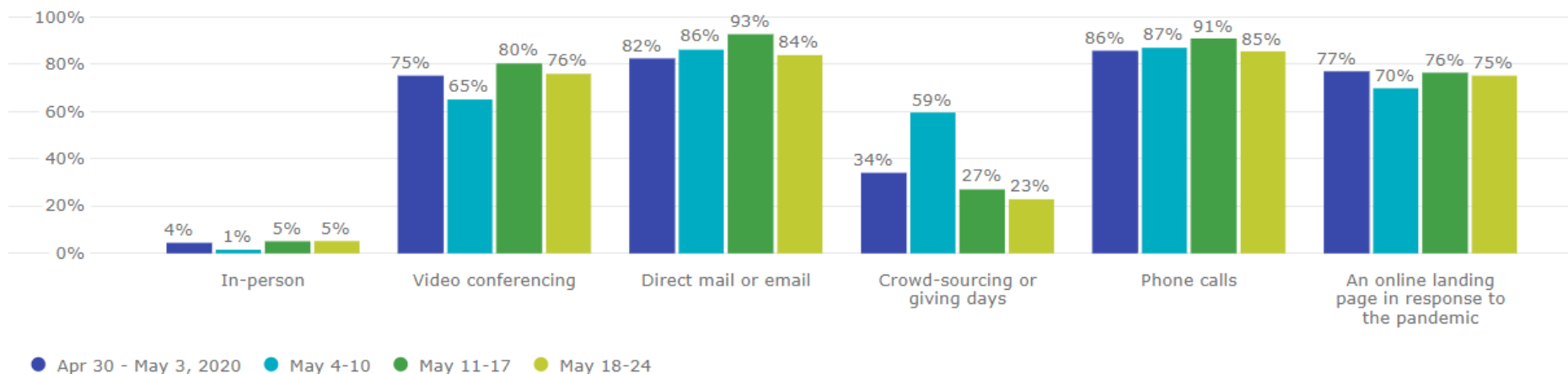
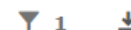
90-day sentiment has remained stable throughout May. Moderate and High impact remain roughly tied at 33%-38%.



COVID-19 Impact on Fundraising Offices – Week 10

Data collected 5/18-5/24 with weekly comparison data from 3/16-5/24

This week, has your office conducted any solicitations in the following formats:



There has been very little change to the number of in-person solicitations, with just 5% conducting in-person solicitations this week. Solicitations in the form of video, direct mail or email, and phone calls all remain high this week.

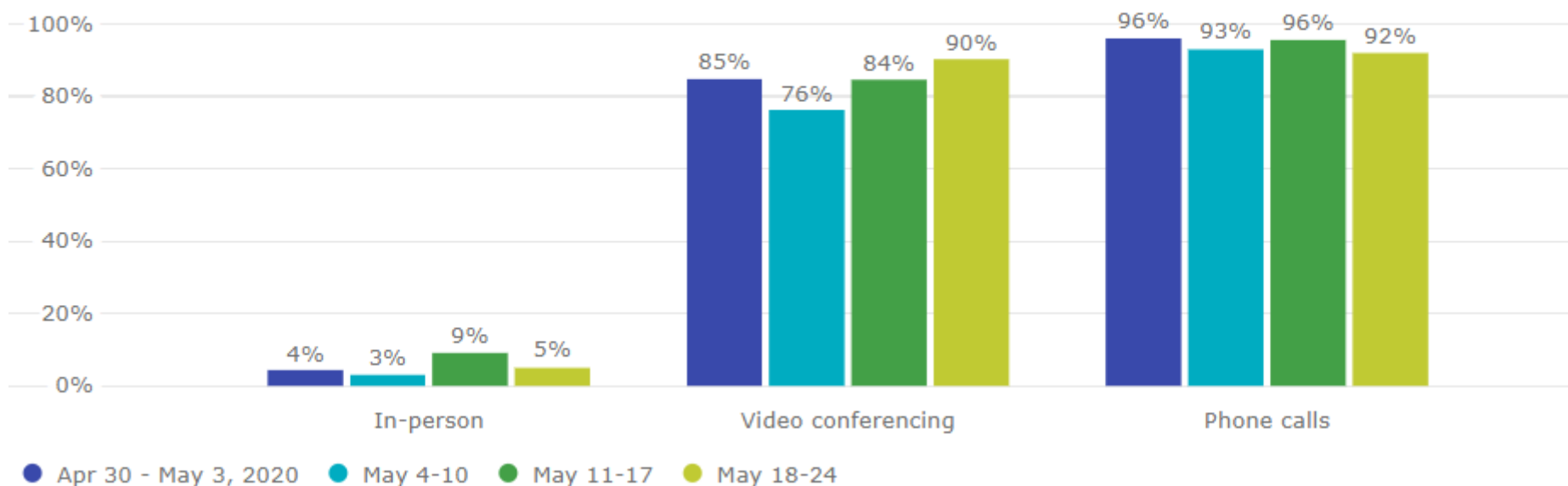


COVID-19 Impact on Fundraising Offices – Week 10

Data collected 5/18-5/24 with weekly comparison data from 3/16-5/24

This week, has your office conducted any donor visits and interviews in the following formats:

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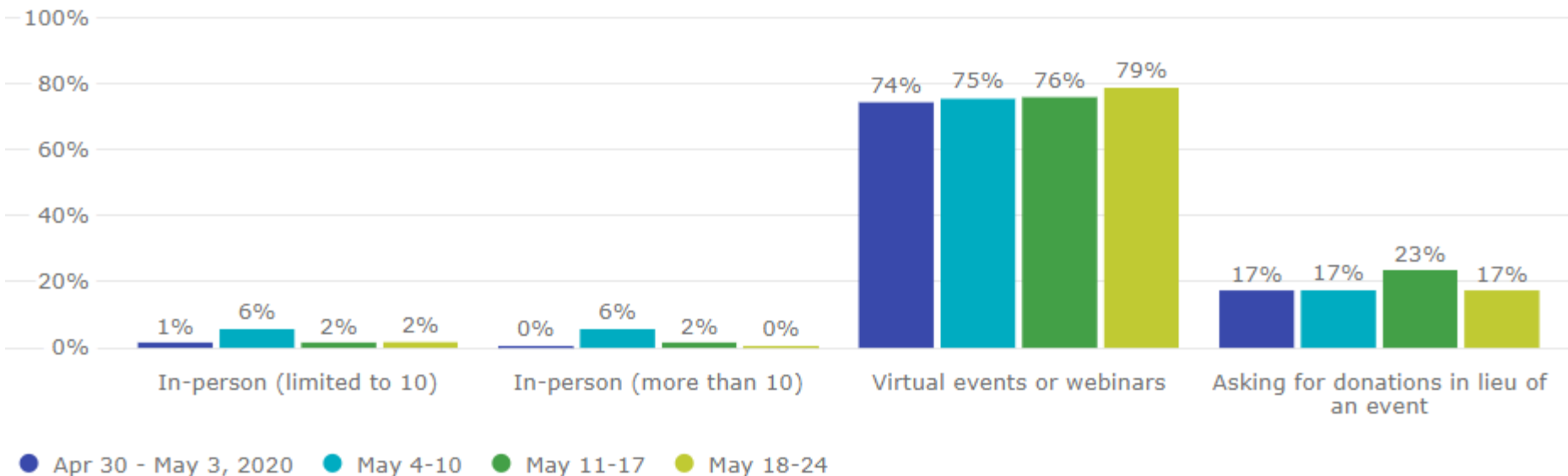
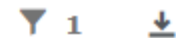
In-person donor visits remain uncommon at 5%. Video conferencing donor visits and interviews have a slight uptick this week at 90%.

COVID-19 Impact on Fundraising Offices – Week 10

Data collected 5/18-5/24 with weekly comparison data from 3/16-5/24



This week, has your office conducted any events in the following formats:



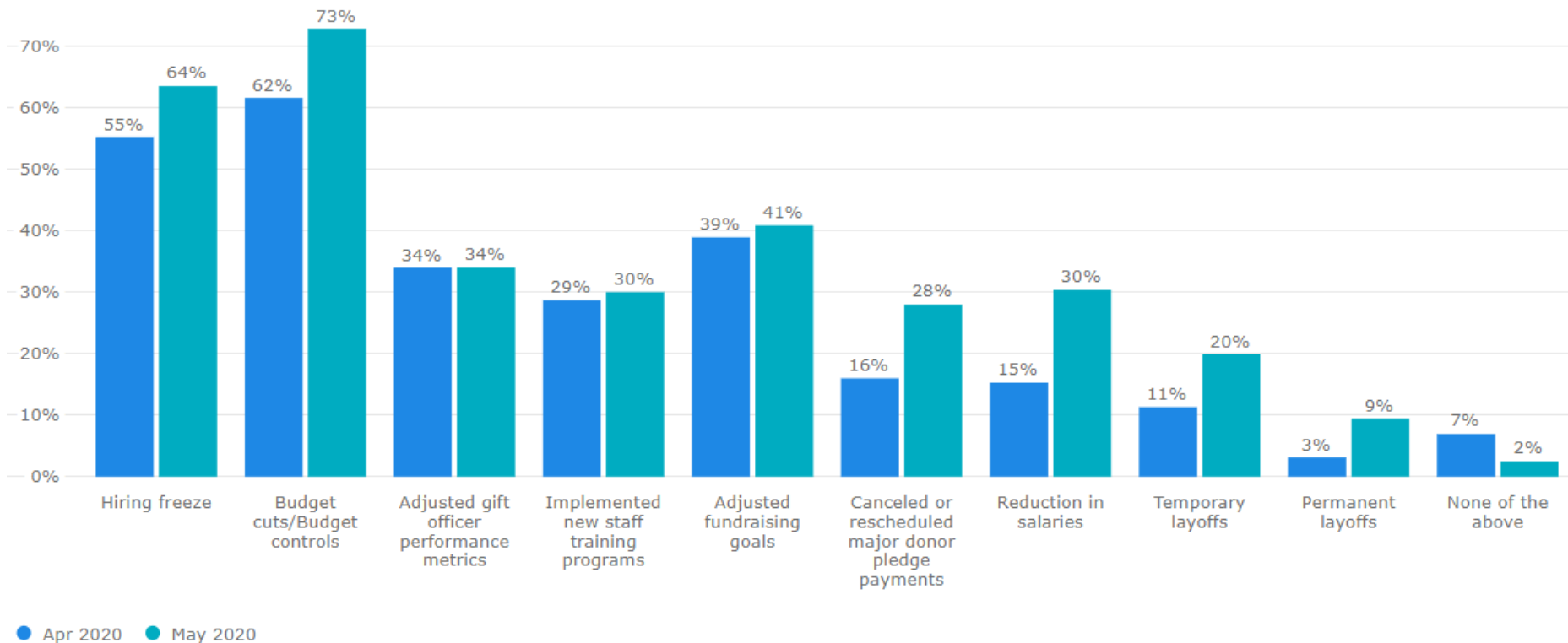
Very few respondents are conducting in-person events. The number of virtual events or webinars has held steady week over week, with a slight increase to 79% of respondents conducting virtual events this week.



COVID-19 Impact on Fundraising Offices – Week 10

Data collected 5/18-5/24 with weekly comparison data from 3/16-5/24

Have any of the following things taken place in your organization in response to the pandemic? (Select all that apply.) 763 Responses



There is little change in the May numbers this week. Compared to the May 17 results, just a slight increase to 64% of respondents reporting hiring freezes at their organization.



For More Information

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Appendix

Additional Charts
Comparisons by Organization Type

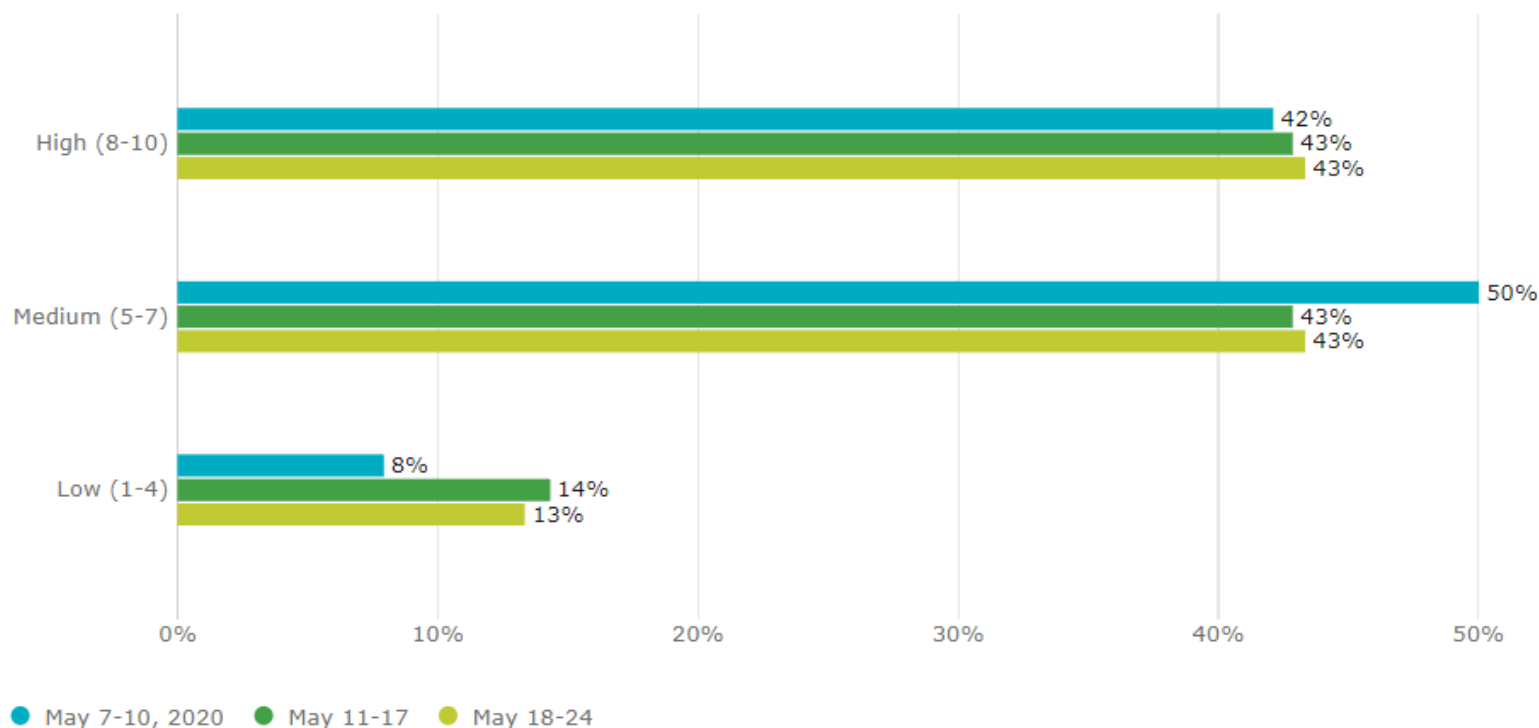


COVID-19 Impact on Fundraising Offices – Week 10

Data collected 5/18-5/24 with weekly comparison data from 3/16-5/24

Compared to in-person visits, how effective were the video conferencing solicitations?

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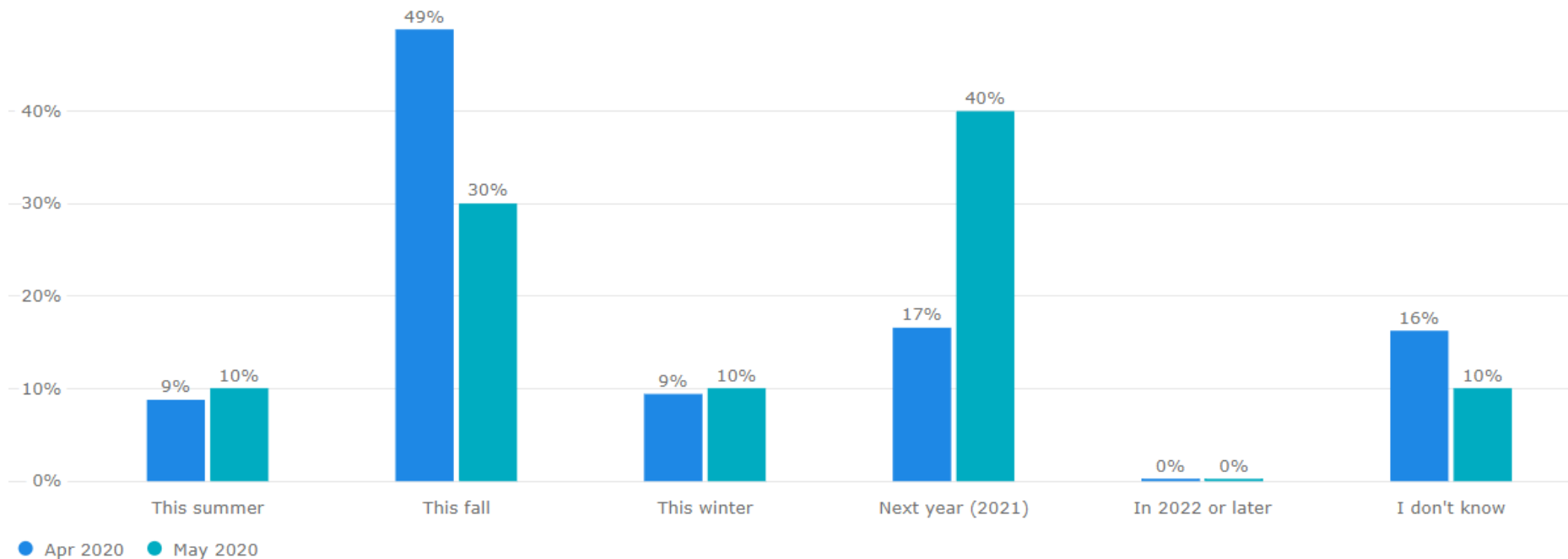


COVID-19 Impact on Fundraising Offices – Week 10

Data collected 5/18-5/24 with weekly comparison data from 3/16-5/24

When do you envision in-person events returning to your programming (reunions, galas, events of more than 10 people etc.)?

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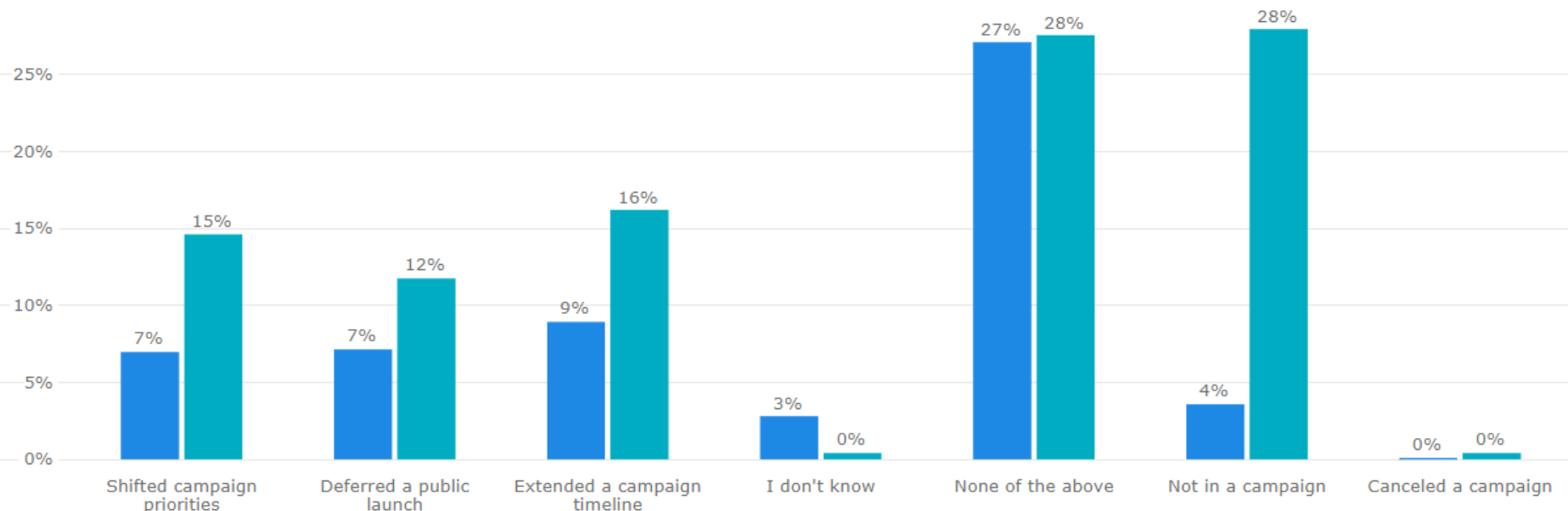




COVID-19 Impact on Fundraising Offices – Week 10

Data collected 5/18-5/24 with weekly comparison data from 3/16-5/24

Has your organization done any of the following in regards to a campaign? (Select all that apply.) 520 Responses



● Apr 2020 ● May 2020

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)	66%	53%	57%	74%	68%	55%	46%
Moderate impact (5-7)	26%	38%	22%	17%	26%	17%	31%
Low impact (1-4)	5%	6%	19%	7%	5%	28%	23%
I don't know	3%	3%	2%	2%	2%	0%	0%

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)	63%	53%	59%	65%	57%	52%	46%
Moderate impact (5-7)	28%	44%	28%	25%	33%	24%	31%
Low impact (1-4)	1%	3%	11%	5%	5%	17%	23%
I don't know	8%	0%	2%	5%	5%	7%	0%

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)	57%	57%	54%	47%	43%	52%	46%
Moderate impact (5-7)	16%	31%	24%	25%	28%	10%	23%
Low impact (1-4)	5%	0%	11%	6%	6%	14%	15%
I don't know	22%	11%	10%	21%	24%	24%	15%

This week, has your office conducted any solicitations in the following formats:



	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
In-person	8%	14%	0%	3%	5%	0%	0%
Video conferencing	48%	83%	56%	89%	47%	100%	50%
Direct mail or email	100%	71%	85%	85%	81%	100%	100%
Crowd-sourcing or giving days	25%	43%	42%	39%	24%	83%	25%
Phone calls	92%	86%	88%	92%	72%	80%	75%
An online landing page in response to the pandemic	17%	86%	97%	86%	43%	86%	75%

Has your office conducted any donor visits and interviews in the following formats:



	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
In-person	12%	0%	3%	6%	4%	0%	0%
Video conferencing	65%	100%	69%	96%	60%	100%	75%
Phone calls	92%	100%	97%	98%	79%	100%	100%

Has your office conducted any events in the following formats:



	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
In-person (limited to 10)	4%	0%	6%	2%	2%	0%	0%
In-person (more than 10)	0%	0%	0%	2%	4%	0%	0%
Virtual events or webinars	62%	86%	64%	89%	58%	33%	50%
Asking for donations in lieu of an event	9%	29%	23%	23%	9%	0%	25%

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	8%	0%	8%	6%	11%	5%	13%
This fall	47%	45%	36%	40%	45%	37%	25%
This winter	12%	15%	12%	15%	4%	16%	0%
Next year (2021)	24%	30%	24%	25%	21%	16%	50%
In 2022 or later	0%	0%	0%	0%	1%	0%	0%
Never	0%	0%	0%	0%	0%	0%	0%
I don't know	9%	10%	21%	14%	18%	26%	13%

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)
Adjusted fundraising goals	38%	100%	14%	40%	55%	50%
Adjusted gift officer performance metrics	0%	0%	14%	38%	36%	50%
Budget cuts/Budget controls	63%	100%	43%	83%	55%	100%
Canceled or rescheduled major donor pledge payments	13%	0%	29%	33%	36%	50%
Hiring freeze	50%	50%	71%	79%	45%	100%
Implemented new staff training programs	0%	0%	29%	43%	9%	50%
None of the above	0%	0%	14%	2%	0%	0%
Permanent layoffs	0%	0%	14%	10%	0%	0%
Reduction in salaries	38%	0%	29%	38%	9%	50%
Temporary layoffs	0%	0%	14%	24%	9%	0%

If you are in a campaign, has your organization done any of the following in regards to a campaign? (Select all that apply.) 427 Responses

1

Q16 - Has your organization done any of the following in regards to a campaign?	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
Canceled a campaign	0%	0%	0%	0%	0%	0%	0%
Deferred a public launch	18%	13%	22%	11%	40%	14%	50%
Extended a campaign timeline	26%	0%	20%	17%	53%	21%	25%
I don't know	8%	13%	2%	4%	2%	7%	0%
None of the above	41%	75%	58%	62%	25%	57%	0%
Shifted campaign priorities	33%	6%	3%	16%	38%	14%	50%