Survey of COVID-19 Impacts on Fundraising Operations

Week 8: May 10, 2020

Data collected between May 4 and May 10

with weekly comparisons to data collected between 3/16-5/2

Grenzebach Glier and Associates | Consultants in Philanthropic Management | 200 S. Michigan Ave. Suite 2100, Chicago, IL 60604 | 312.372.4040

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.

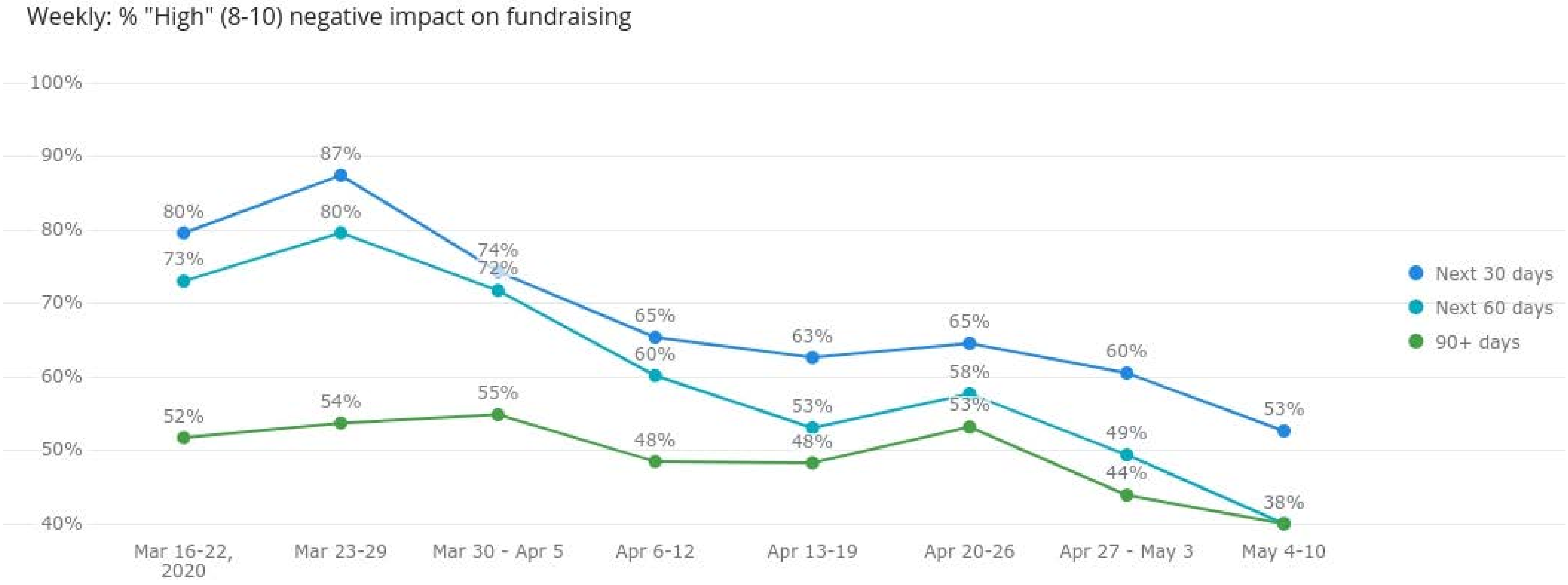
- This report contains data collected through an online survey conducted May 4 to May 10. These data are compared to data collected over the six previous weeks, beginning March 16 and ending May 3. There have been 1,137 participants to the survey.

- 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 8

Data collected 5/4-5/10 with weekly comparison data from 3/16-5/3



The 30-day, 60-day, and 90-day outlook for negative fundraising impacts reached their lowest level since the survey began on March 16, continuing relatively substantial decreases beginning the week of April 20.

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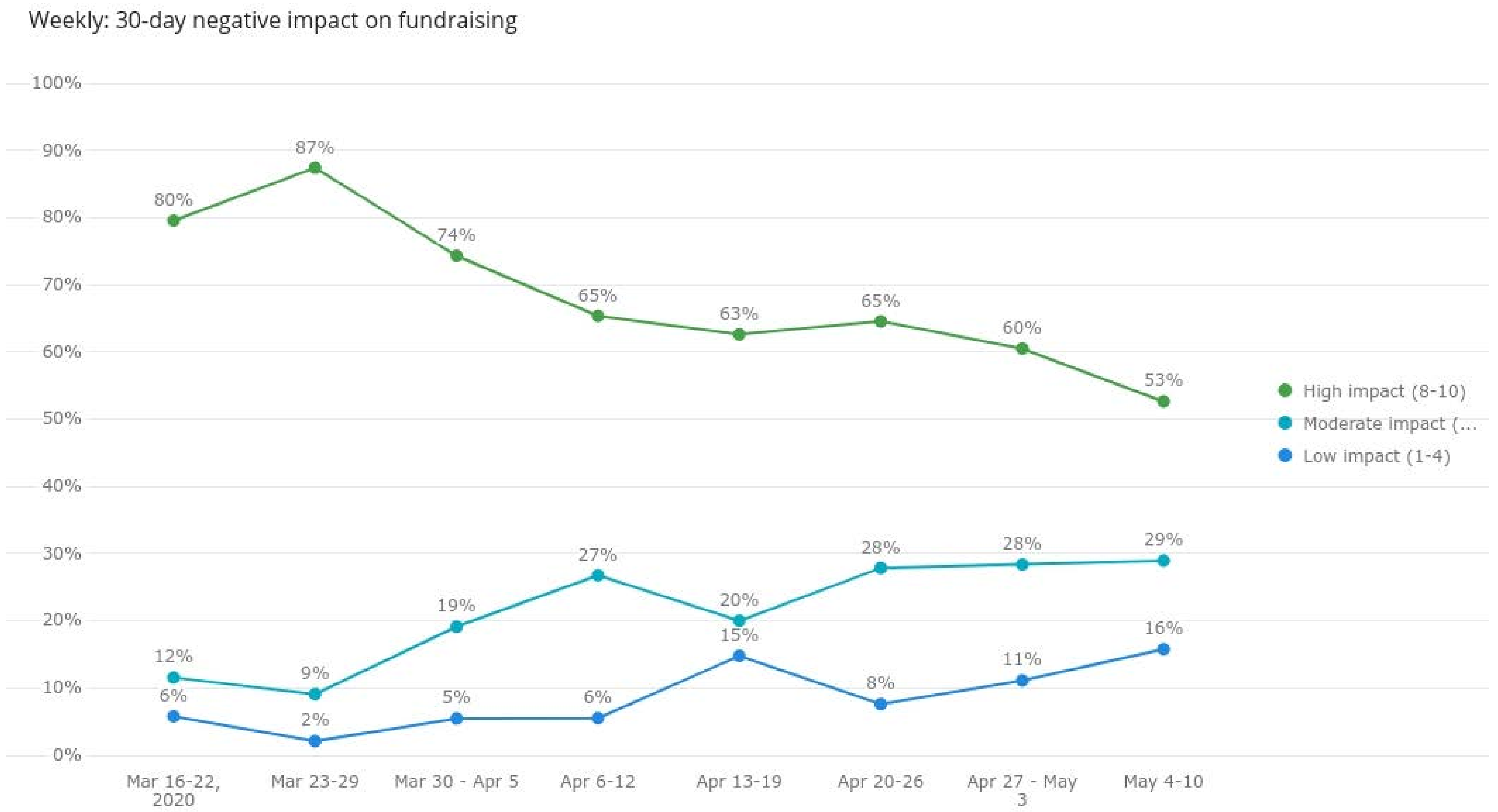

The 30-day outlook for negative impact dropped 7 points from last week, to 53%. Moderate impact has held steady at 29%, and the view of low impact has doubled in two weeks, from 8% to 16%.

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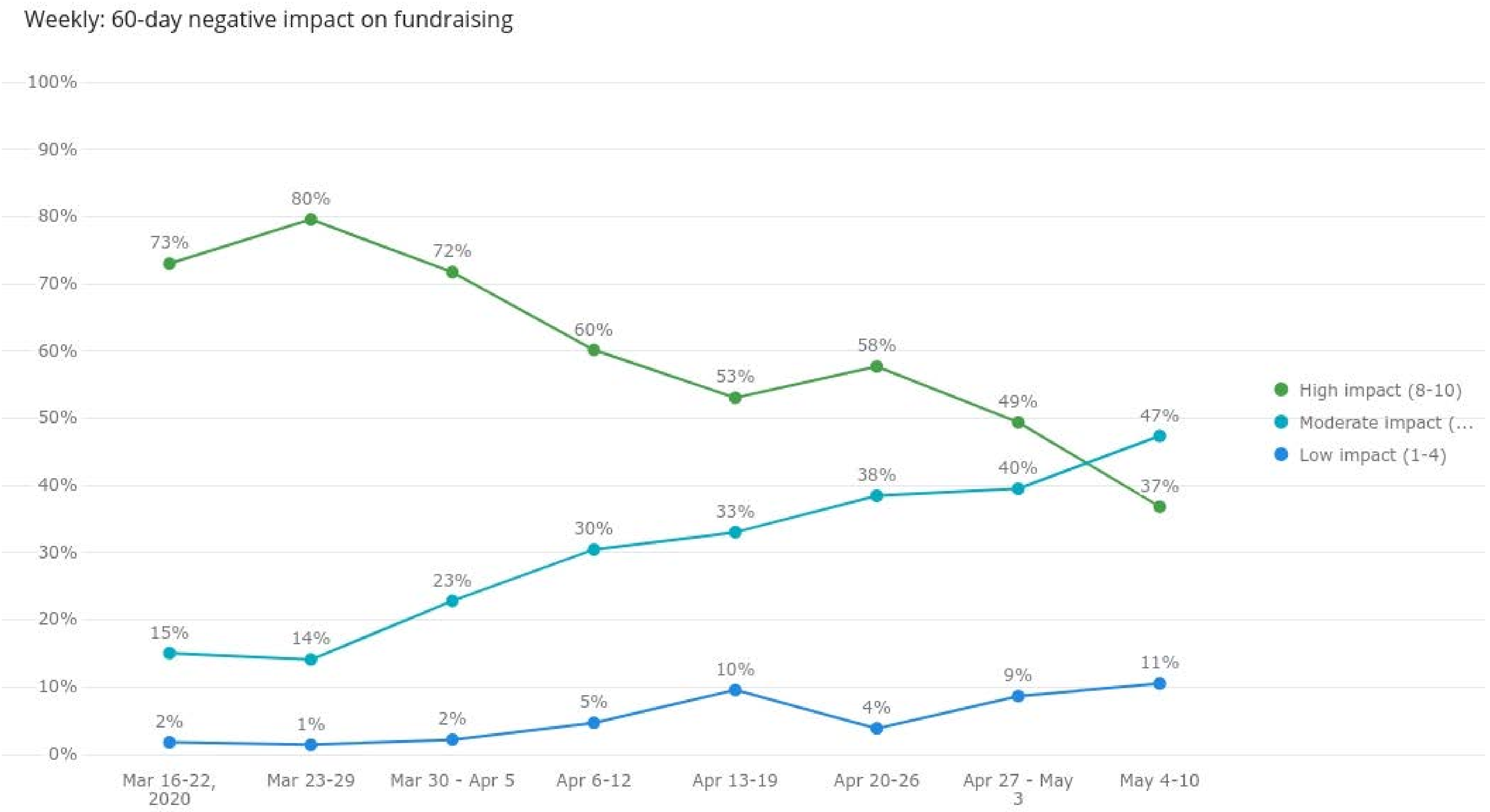

60-day outlook continues its substantial improvement over the last several weeks. Now, only 37% foresee high negative impact in two months, and for the first time more respondents answer "moderate" than high—by a considerable 10-point margin.

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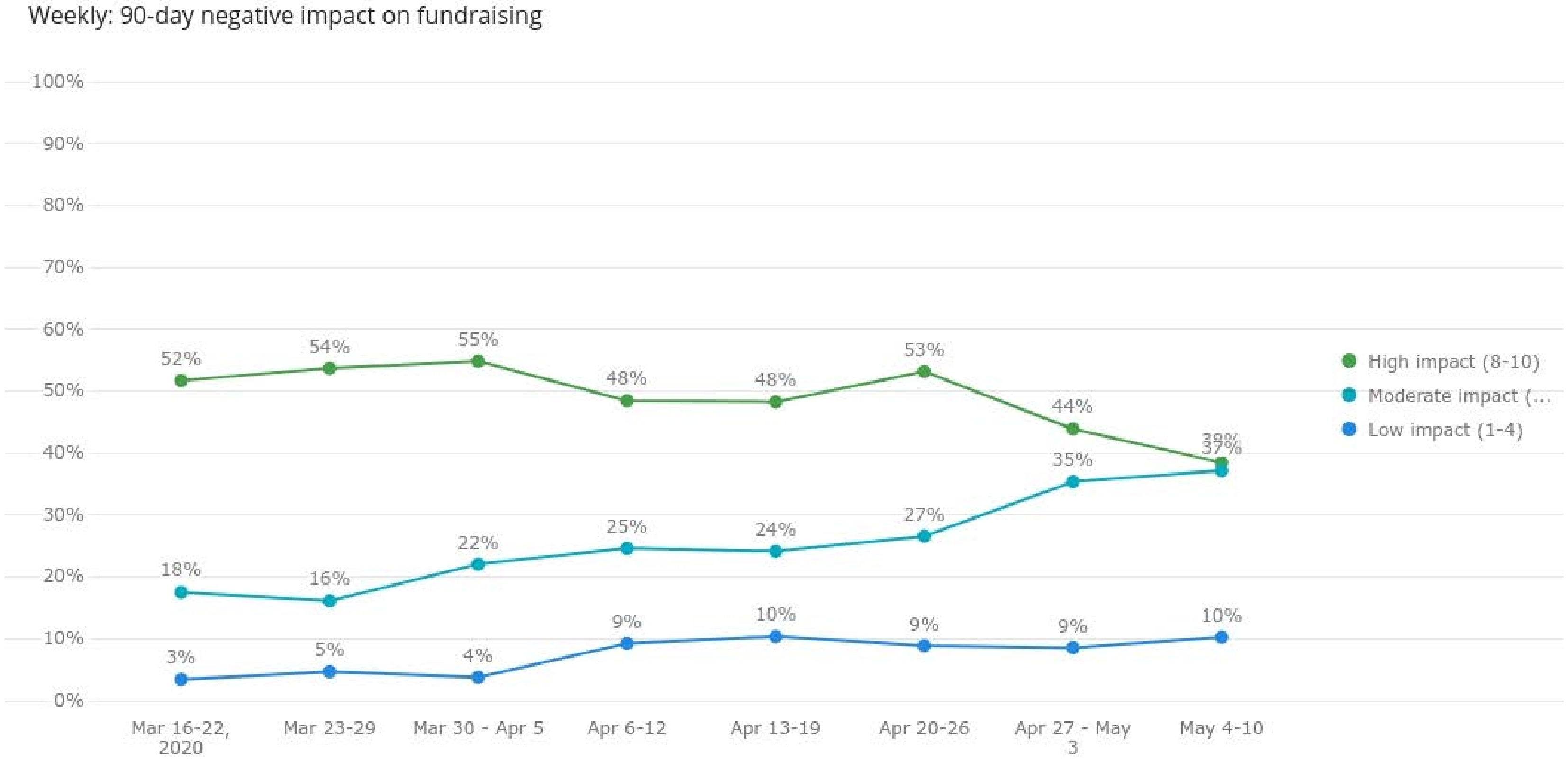

90-day sentiment continues to improve after 6 weeks of relative stability. Moderate and High impact are now roughly tied at 37%-39%.

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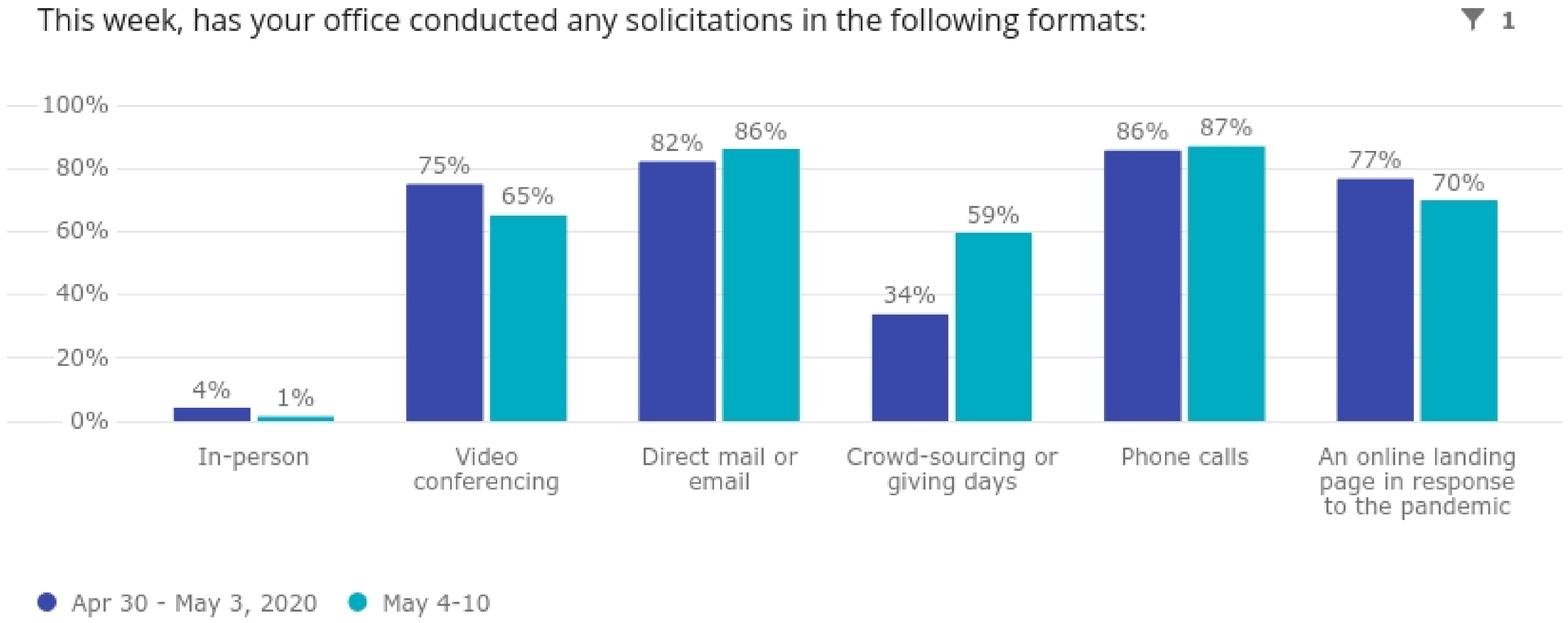

As expected, very few in-person solicitations took place this week while remote formats reigned. There was a notable increase in crowd-sourcing and giving days, from 34% last week to 59% this week.

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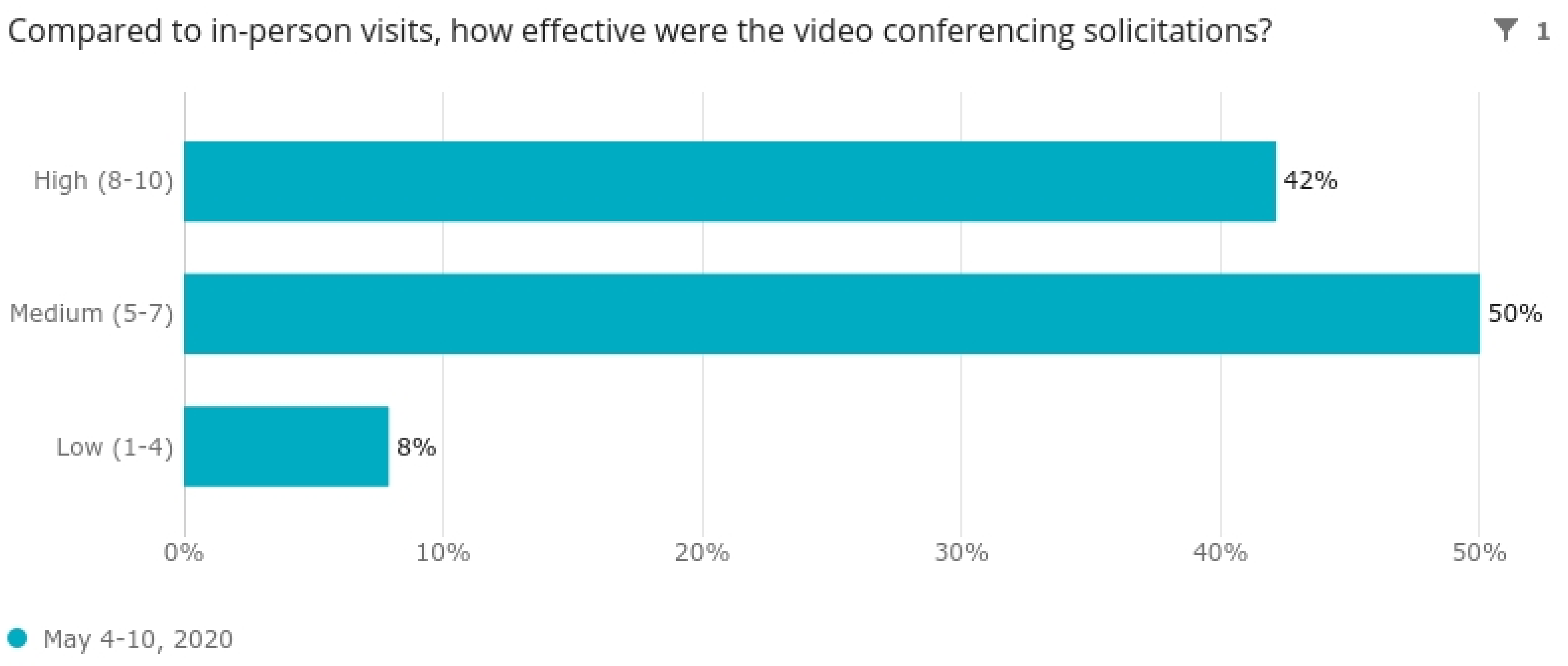

New Question: Forty-two percent (42%) of respondents answer that compared to in-person solicitations are highly effective. Only 8% answer low effectiveness.

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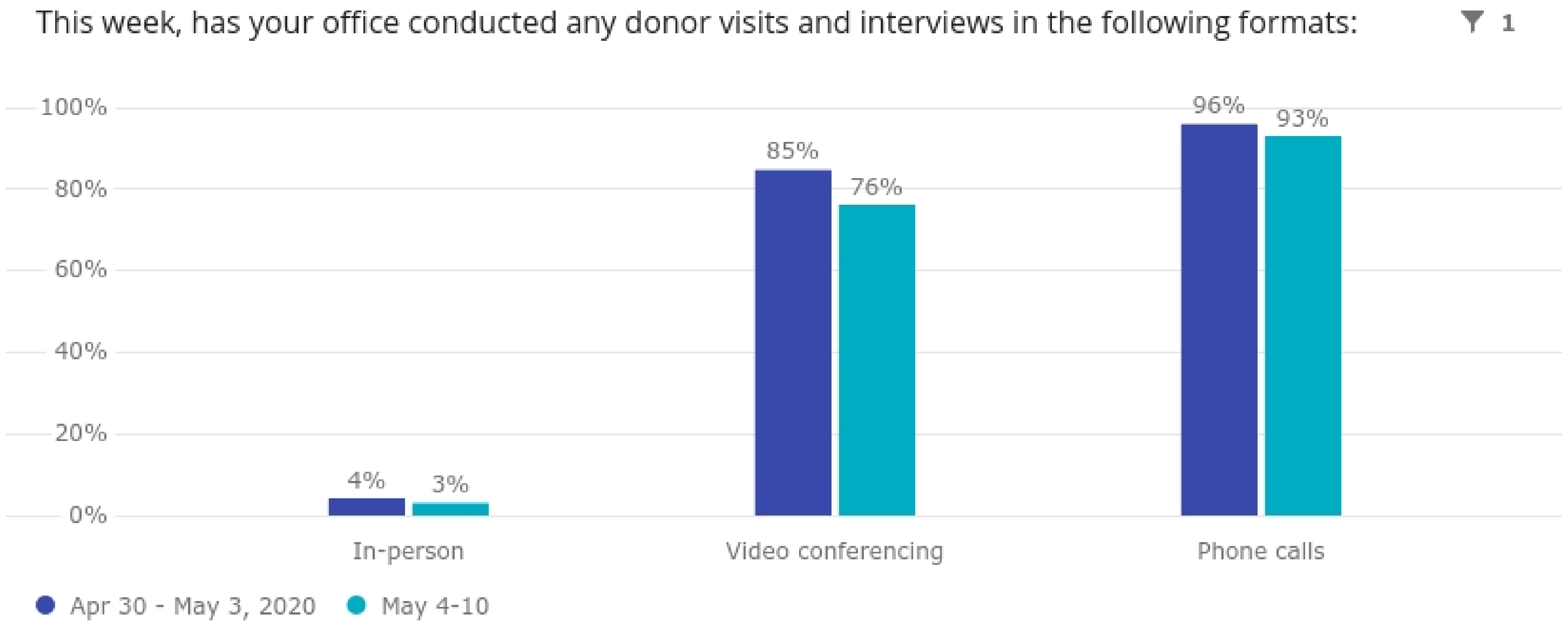

In-person visits and phone calls are little changed, while video conferencing decreased somewhat week over week.

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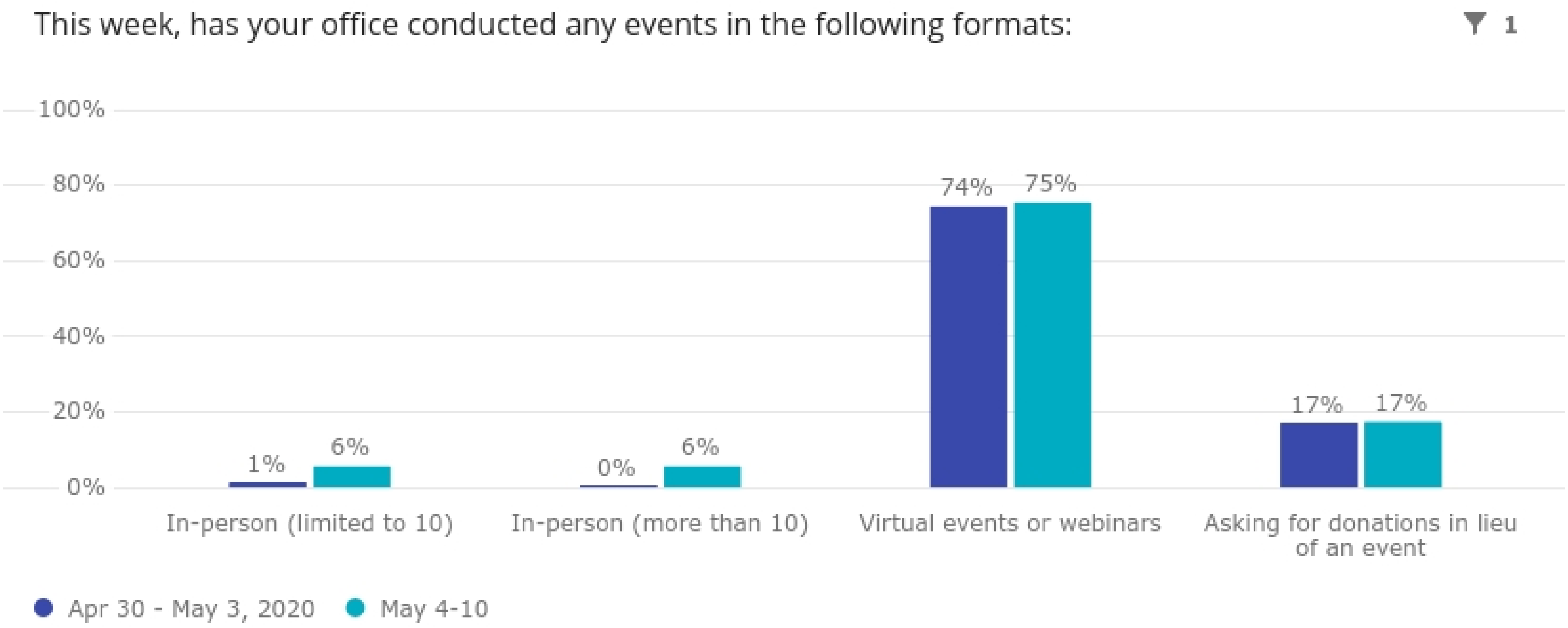

A small number of respondents indicated events, including events of more than 10 people. There has been little change in virtual events or asking in lieu of events.

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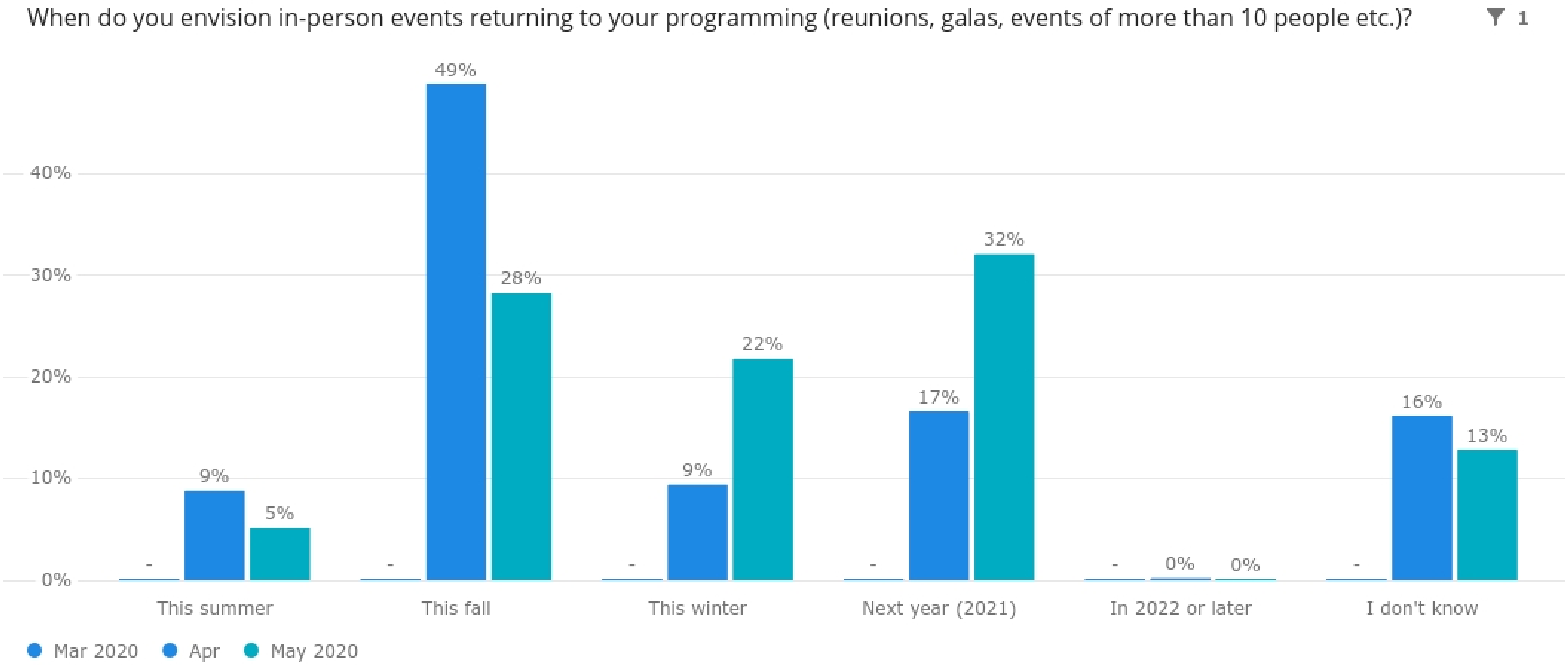

Fifty-four percent (54%) of respondents don't foresee a return of larger events until at least this winter.

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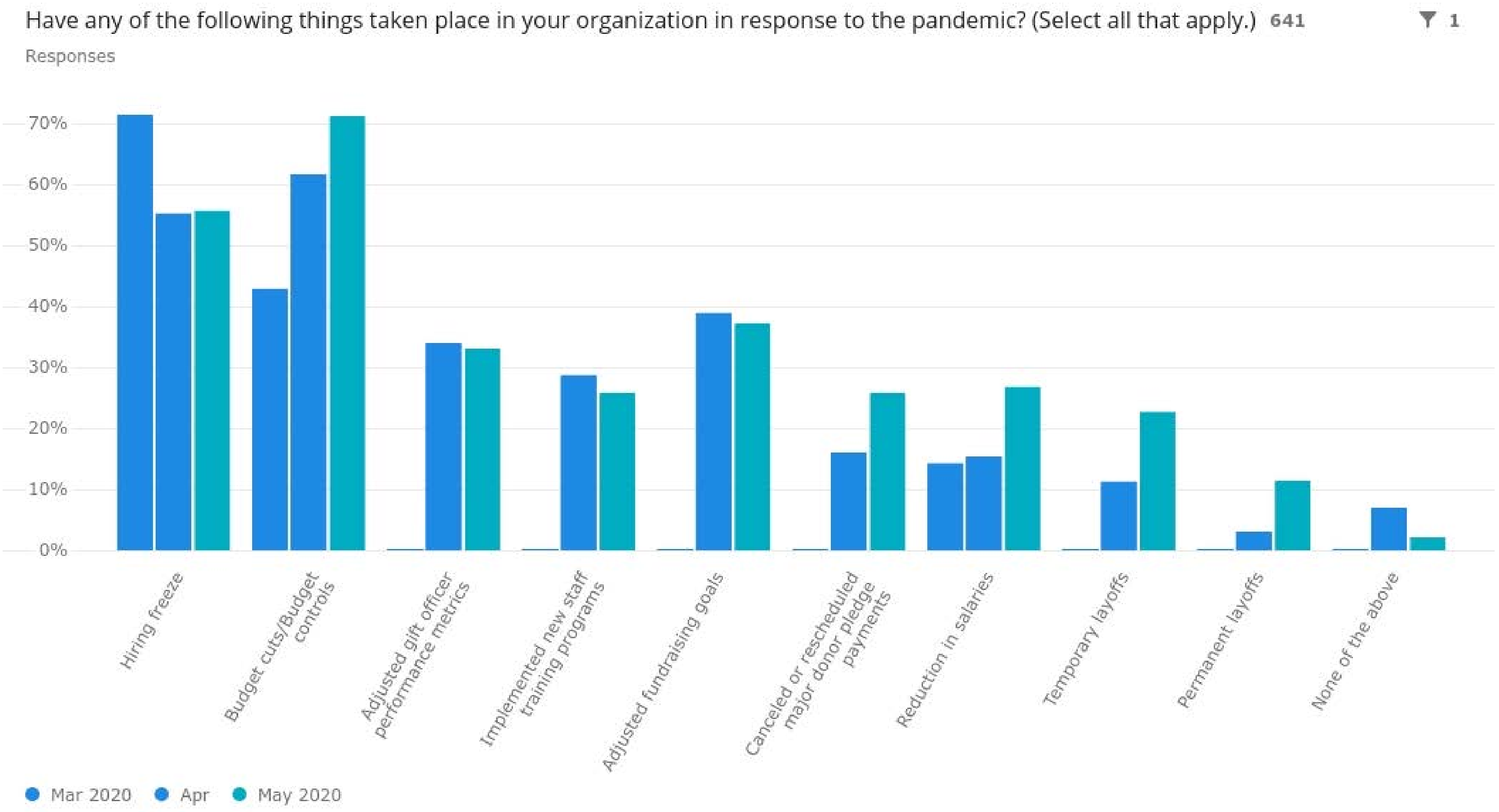

Hiring freezes have held steady from April into May, though budget controls have increased, as have salary cuts, furloughs, and layoffs have increased.

For More Information

Dan Lowman,
Senior Vice President & Director
GG+A SurveyLab

dlowman@grenzglier.com

Megan Collier
Consulting Associate
GG+A SurveyLab

mcollier@grenzglier.com

Royal Rarick
Consulting Associate
GG+A SurveyLab

rrarick@grenzglier.com

Appendix

NOTE: To accommodate the shift from week-to-week to month-to-month on some reports, the appendix is not available this week. It will return next week.

Additional Data Slides, if applicable
Comparisons by Organization Type
Free Text Comments