



## **Survey of COVID-19 Impacts on Fundraising Operations**

**Week 11: May 31, 2020**

**Data collected between May 18 to May 31**

**with weekly comparisons to data collected between 3/16-5/31**

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.

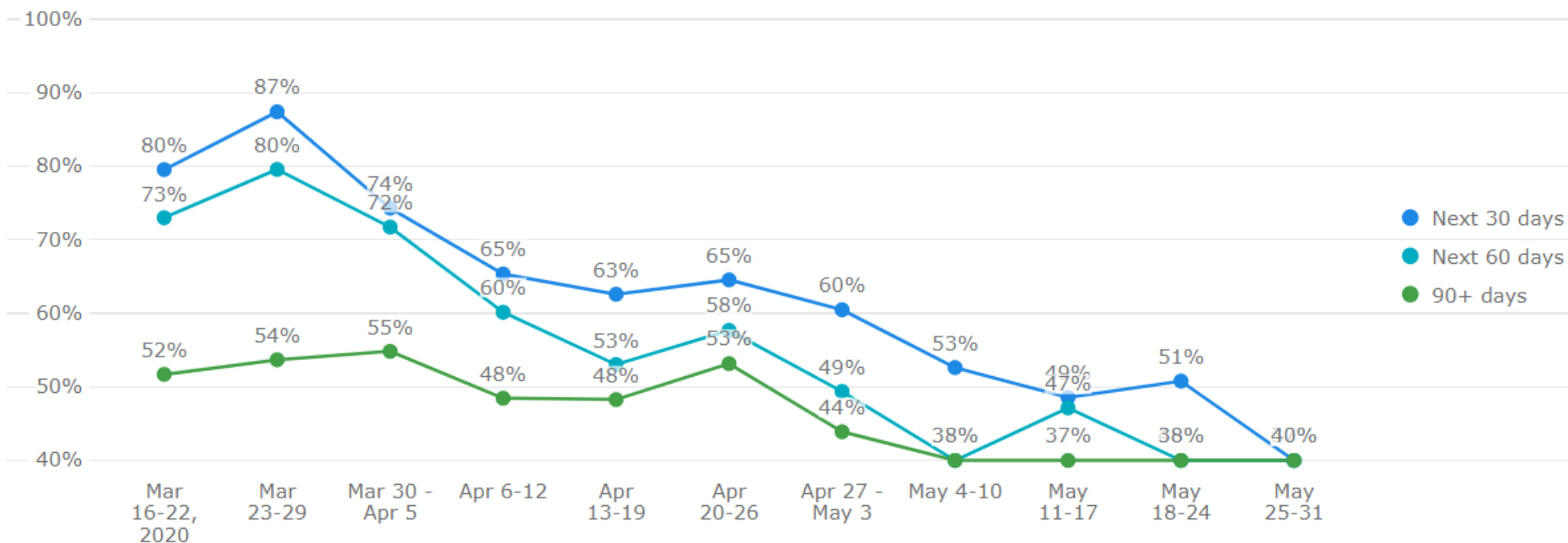
- This report contains data collected through an online survey conducted May 18 to May 24. These data are compared to data collected over the previous weeks, beginning March 16 and ending May 31. There have been 1,340 participants to the survey.
- If you would like to participate in the tracking survey and have not received an invitation, please email [surveylab@grenzglier.com](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.



# COVID-19 Impact on Fundraising Offices – Week 11

Data collected 5/25-5/31 with weekly comparison data from 3/16-5/31

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



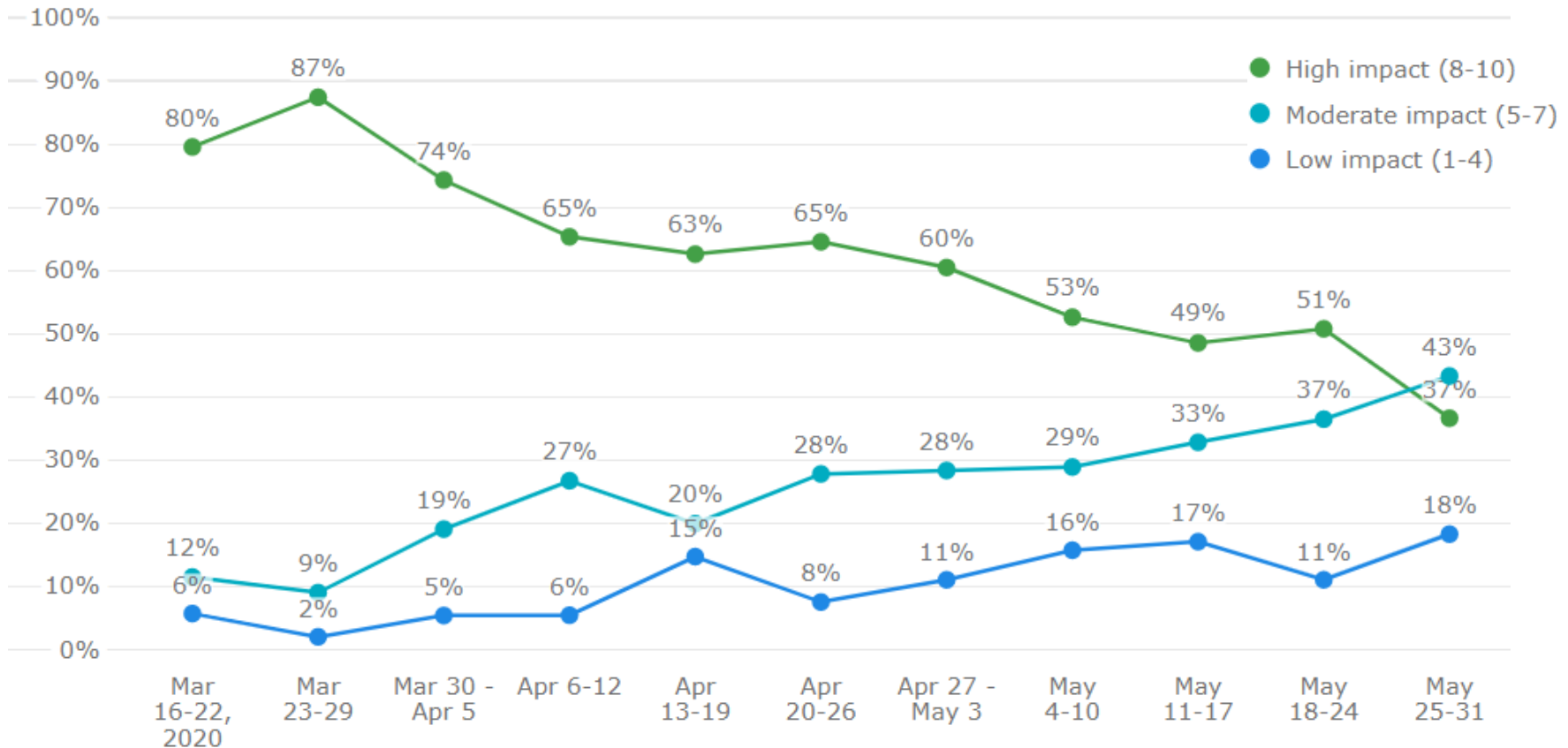
The 30-day, 60-day, and 90-day outlook for negative fundraising impacts have nearly converged this week around 37% to 40%.



# COVID-19 Impact on Fundraising Offices – Week 11

Data collected 5/25-5/31 with weekly comparison data from 3/16-5/31

## Weekly: 30-day negative impact on fundraising



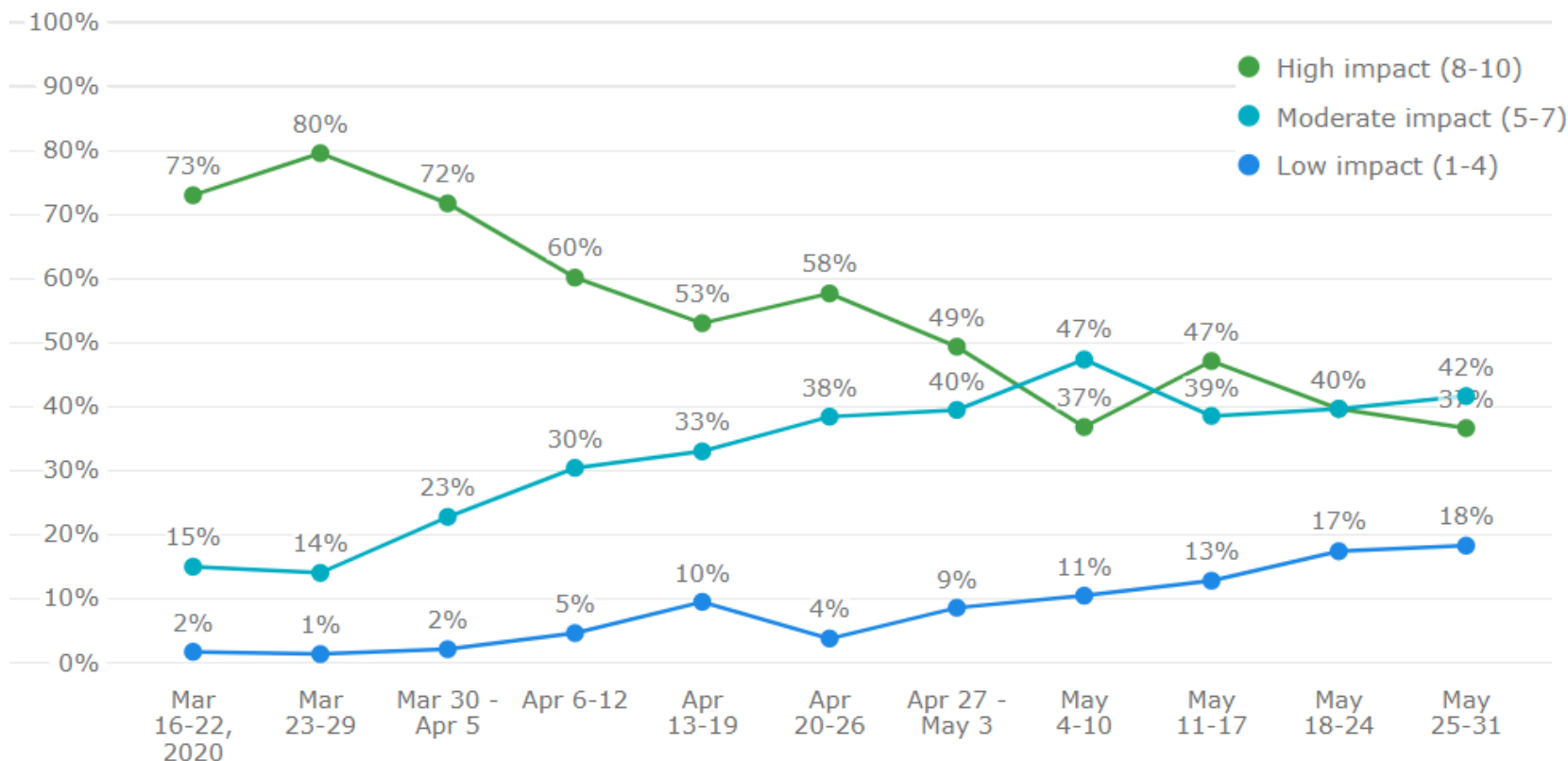
The 30-day moderate impact – 43% this week – is greater than the high negative impact for the first time since the tracking survey began.



# COVID-19 Impact on Fundraising Offices – Week 11

Data collected 5/25-5/31 with weekly comparison data from 3/16-5/31

Weekly: 60-day negative impact on fundraising



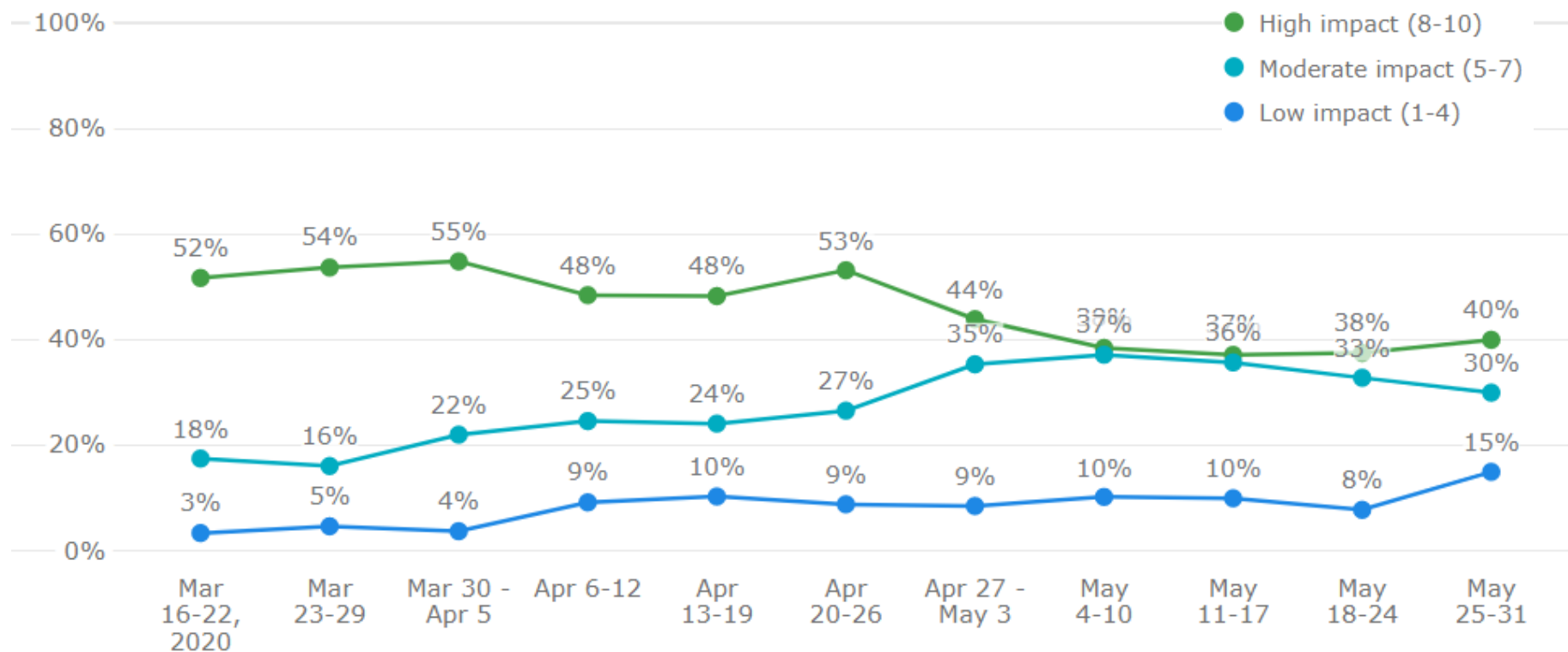
Like the 30-day results, 60-day moderate impact at 42% has also moved above the high negative impact. The moderate and high impact numbers are close again this week.



# COVID-19 Impact on Fundraising Offices – Week 11

Data collected 5/25-5/31 with weekly comparison data from 3/16-5/31

## Weekly: 90-day negative impact on fundraising



90-day negative sentiment remains stable at 40% this week. Responses of low impact show a slight uptick to 15%.

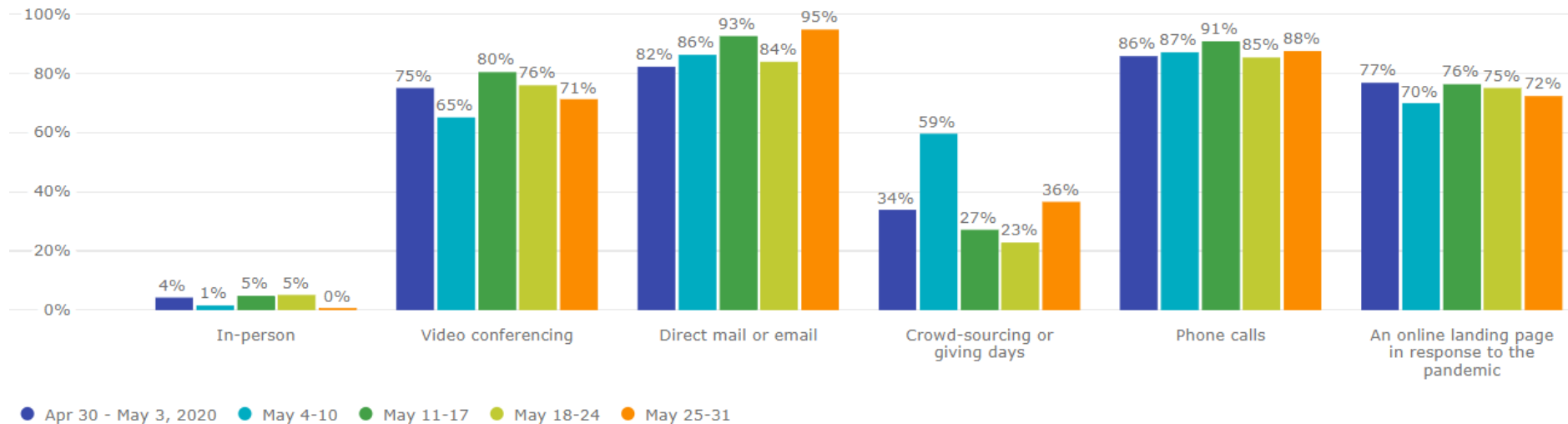


# COVID-19 Impact on Fundraising Offices – Week 11

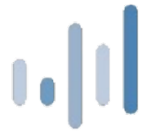
Data collected 5/25-5/31 with weekly comparison data from 3/16-5/31

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

1



There is little change again this week in terms of solicitation format, with a slight jump in crowd-sourcing or giving days at 36%. There are no noticeable shifts for in-person solicitations. Detailed in the appendix, donor visits and interviews and events also show little movement, and no noticeable change for in-person activities.

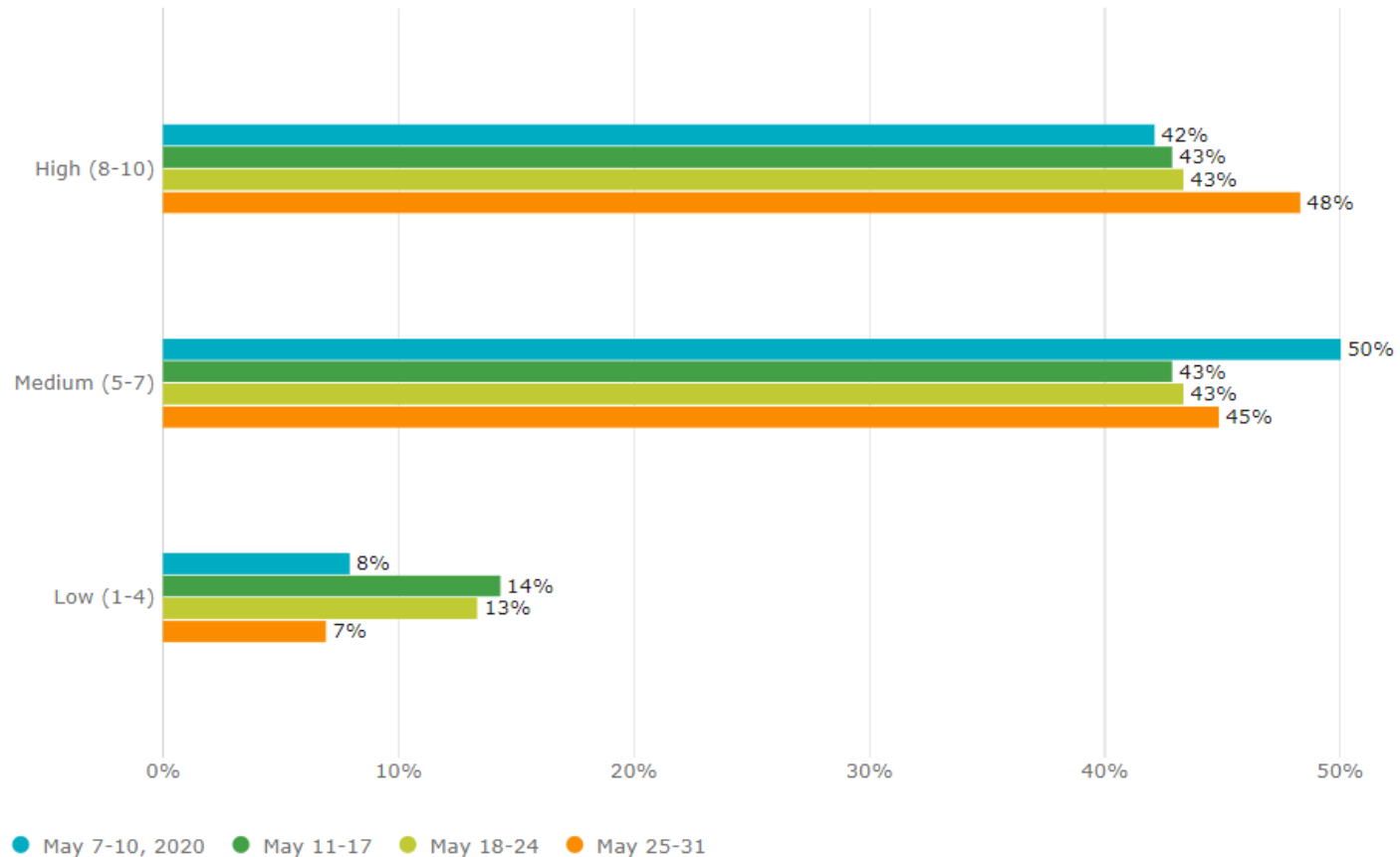


# COVID-19 Impact on Fundraising Offices – Week 11

Data collected 5/25-5/31 with weekly comparison data from 3/16-5/31

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

1



Respondents still largely answer that video conferencing solicitations are highly or moderately effective – the number jumped to 93% this week.

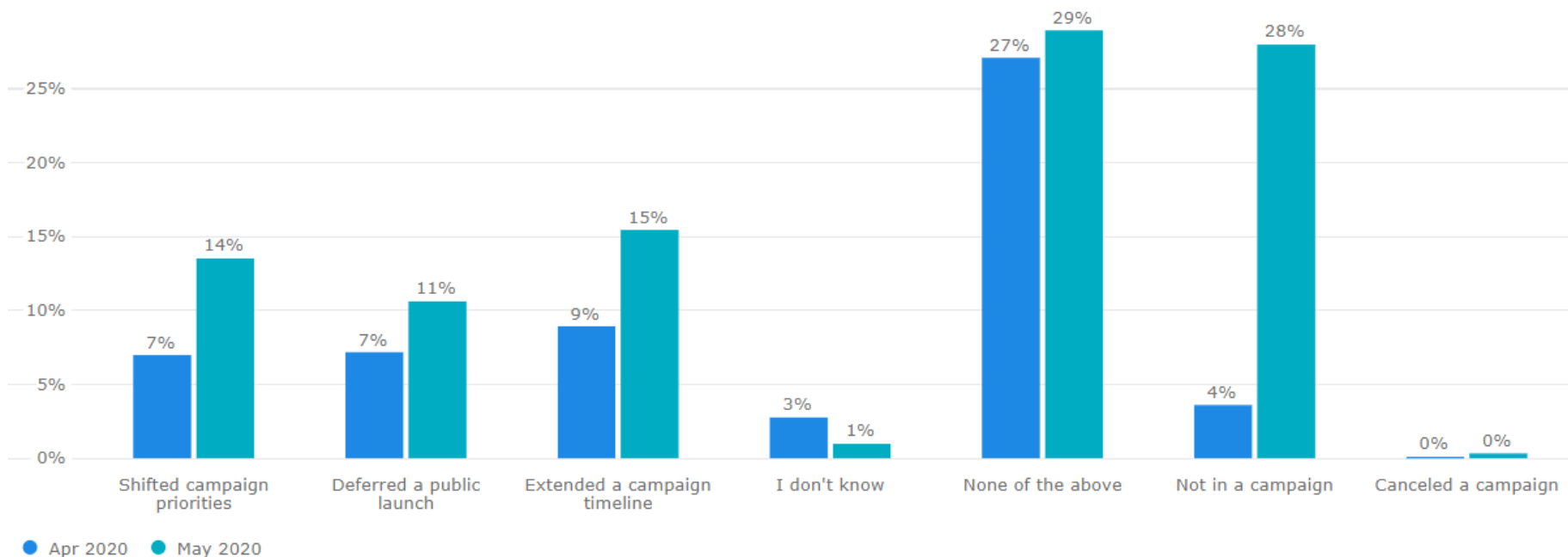




# COVID-19 Impact on Fundraising Offices – Week 11

Data collected 5/25-5/31 with weekly comparison data from 3/16-5/31

Has your organization done any of the following in regards to a campaign? (Select all that apply.) 577 Responses



Of those offices in a campaign, the May numbers still remain low for extending a campaign timeline or shifting campaign priorities, both around 15%.



## For More Information

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

[dlowman@grenzglier.com](mailto:dlowman@grenzglier.com)

Megan Collier  
Consulting Associate  
GG+A SurveyLab

[mcollier@grenzglier.com](mailto:mcollier@grenzglier.com)

Royal Rarick  
Consulting Associate  
GG+A SurveyLab

[rrarick@grenzglier.com](mailto:rrarick@grenzglier.com)

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

## Appendix

Additional charts  
Comparisons by Organization Type  
Free Text Comments

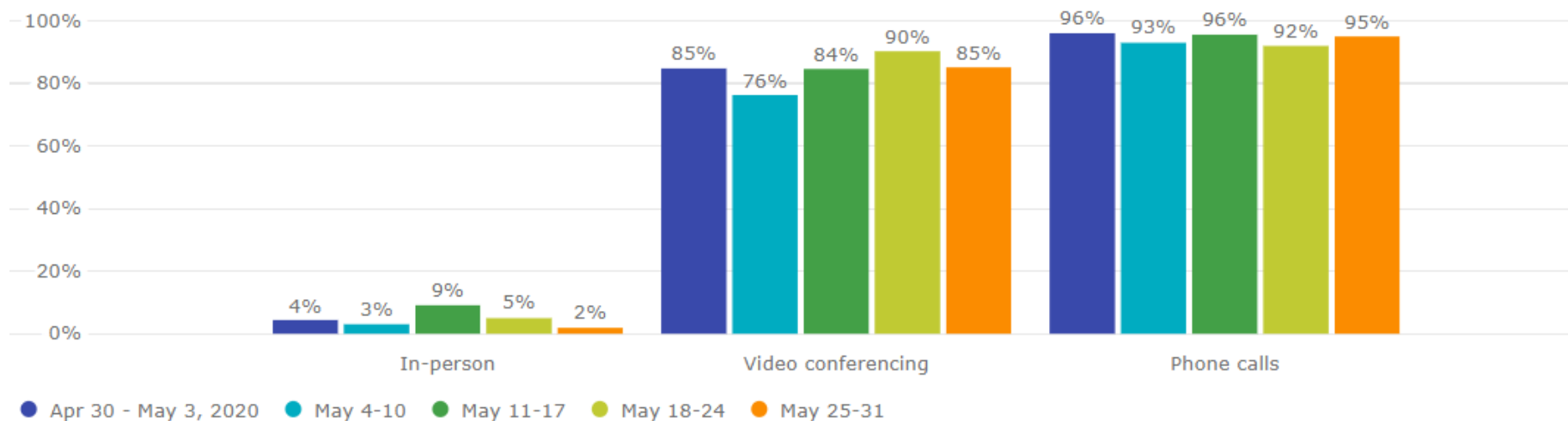


# COVID-19 Impact on Fundraising Offices – Week 11

Data collected 5/25-5/31 with weekly comparison data from 3/16-5/31

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

▼ 1 ↓



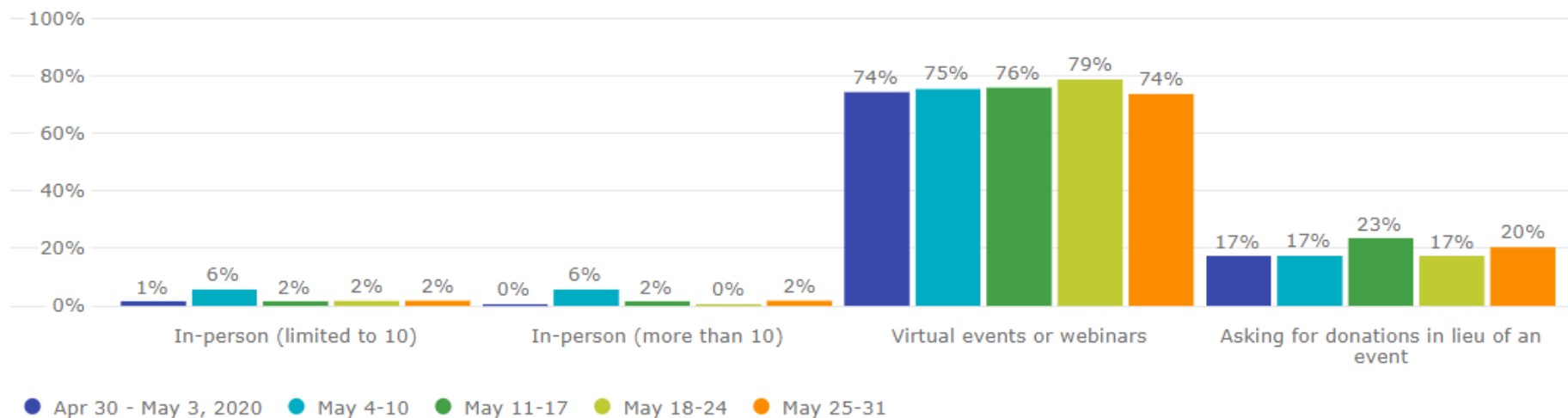


# COVID-19 Impact on Fundraising Offices – Week 11

Data collected 5/25-5/31 with weekly comparison data from 3/16-5/31

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

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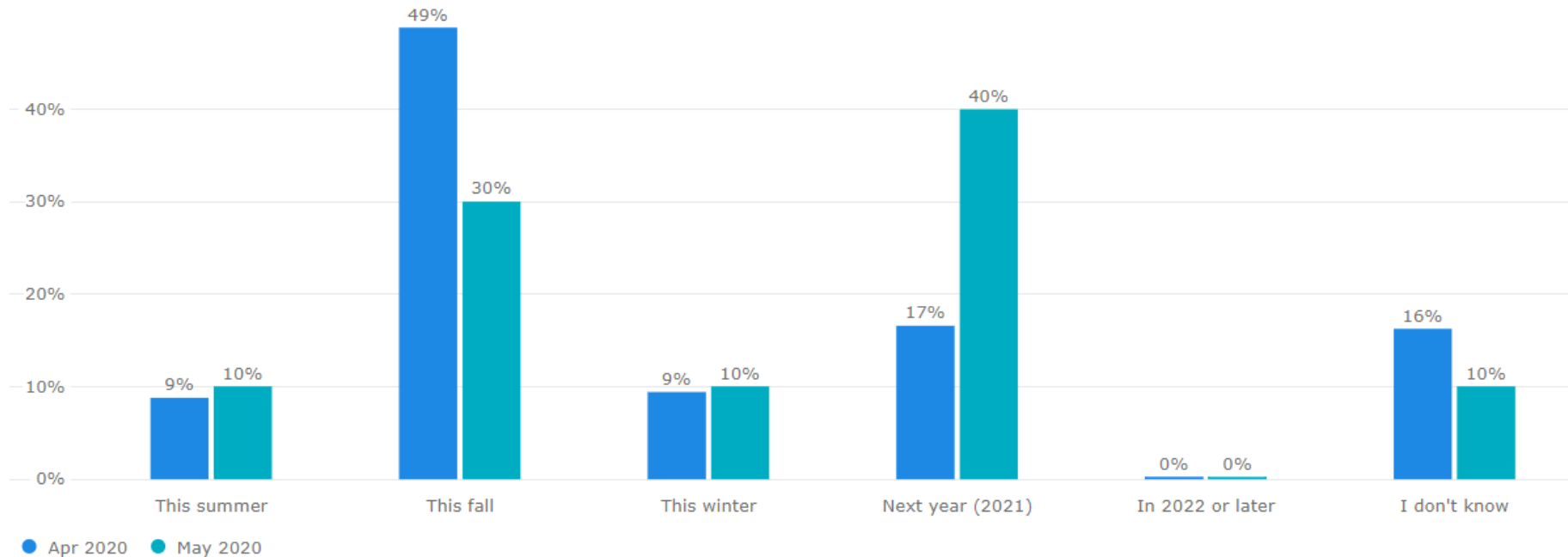


# COVID-19 Impact on Fundraising Offices – Week 11

Data collected 5/25-5/31 with weekly comparison data from 3/16-5/31

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

▼ 1 ↓

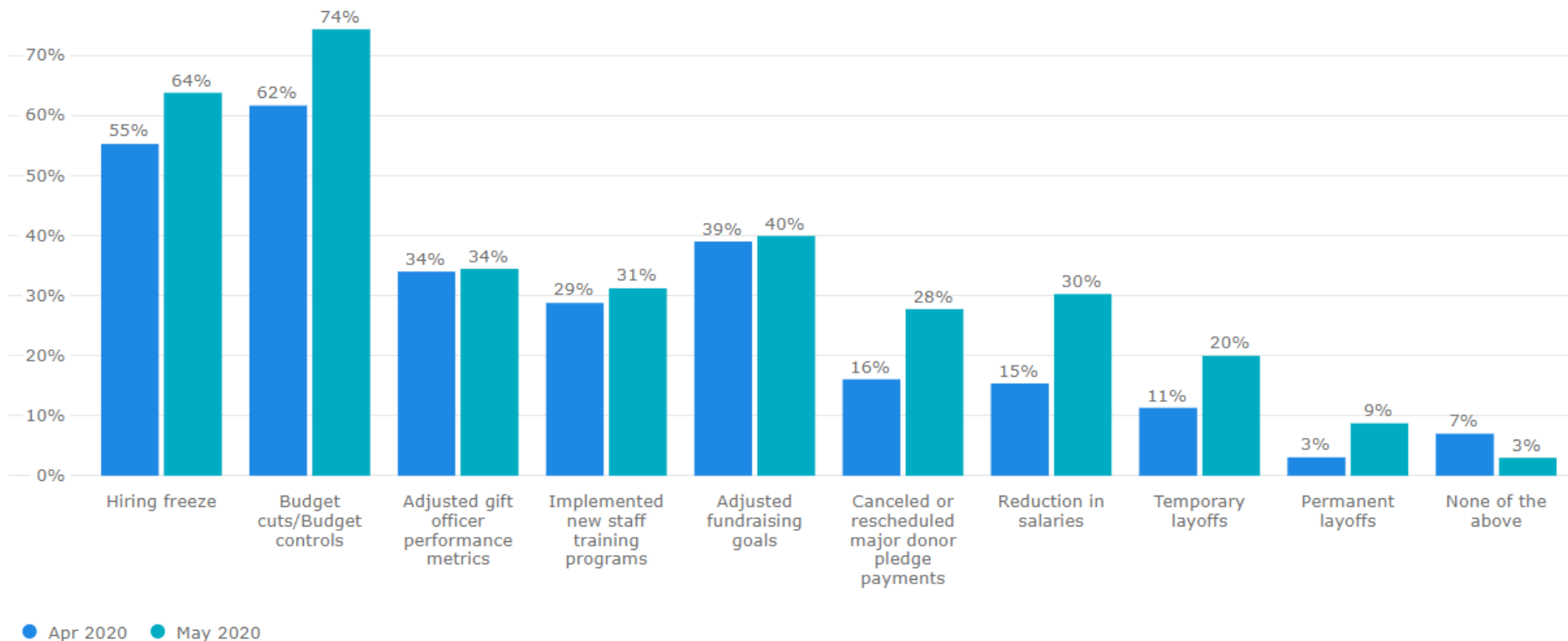
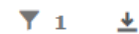




# COVID-19 Impact on Fundraising Offices – Week 11

Data collected 5/25-5/31 with weekly comparison data from 3/16-5/31

Have any of the following things taken place in your organization in response to the pandemic? (Select all that apply.) 821 Responses



### 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)	65%	53%	54%	72%	67%	53%	43%
Moderate impact (5-7)	28%	38%	25%	19%	27%	17%	29%
Low impact (1-4)	5%	6%	20%	7%	5%	30%	29%
I don't know	3%	3%	1%	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)	62%	56%	57%	64%	55%	50%	43%
Moderate impact (5-7)	29%	41%	29%	26%	35%	23%	36%
Low impact (1-4)	1%	3%	13%	5%	5%	20%	21%
I don't know	8%	0%	1%	5%	6%	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%	59%	54%	47%	42%	50%	50%
Moderate impact (5-7)	17%	30%	24%	26%	28%	13%	21%
Low impact (1-4)	5%	0%	12%	7%	6%	13%	14%
I don't know	22%	11%	10%	20%	24%	23%	14%



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



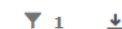
	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
In-person	7%	11%	0%	3%	4%	0%	0%
Video conferencing	56%	86%	61%	87%	44%	100%	50%
Direct mail or email	100%	75%	86%	87%	82%	100%	100%
Crowd-sourcing or giving days	21%	44%	41%	39%	28%	71%	20%
Phone calls	93%	89%	85%	92%	74%	83%	75%
An online landing page in response to the pandemic	15%	89%	98%	85%	42%	88%	80%

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	10%	0%	3%	5%	5%	0%	0%
Video conferencing	70%	100%	69%	96%	59%	100%	80%
Phone calls	93%	100%	95%	98%	81%	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)	7%	0%	5%	2%	2%	0%	0%
In-person (more than 10)	3%	0%	0%	2%	4%	0%	0%
Virtual events or webinars	57%	89%	67%	88%	62%	29%	40%
Asking for donations in lieu of an event	7%	33%	21%	24%	9%	0%	20%

# 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	7%	0%	7%	6%	11%	5%	11%
This fall	46%	41%	36%	39%	43%	40%	22%
This winter	11%	18%	13%	16%	5%	15%	0%
Next year (2021)	27%	27%	26%	26%	22%	15%	56%
In 2022 or later	0%	5%	0%	0%	1%	0%	0%
Never	0%	0%	0%	0%	0%	0%	0%
I don't know	9%	9%	19%	14%	18%	25%	11%

## 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
Adjusted fundraising goals	58%	35%	31%	34%	46%	43%	67%
Adjusted gift officer performance metrics	21%	31%	32%	39%	28%	19%	44%
Budget cuts/Budget controls	80%	77%	50%	67%	53%	76%	89%
Canceled or rescheduled major donor pledge payments	8%	12%	11%	24%	23%	14%	11%
Hiring freeze	57%	65%	53%	67%	34%	29%	56%
I don't know	1%	0%	2%	1%	1%	0%	0%
Implemented new staff training programs	5%	19%	30%	40%	14%	24%	33%
N/A	0%	0%	0%	0%	1%	0%	0%
None of the above	1%	4%	8%	5%	8%	5%	11%
Permanent layoffs	4%	0%	2%	8%	1%	0%	0%
Reduction in salaries	41%	8%	10%	24%	4%	10%	11%
Temporary layoffs	17%	8%	11%	16%	9%	10%	11%

If you are in a campaign, has your organization done any of the following in regards to a campaign? (Select all that apply.) 466 Responses

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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%	11%	21%	11%	37%	13%	50%
Extended a campaign timeline	25%	0%	21%	16%	53%	20%	25%
I don't know	8%	11%	3%	4%	2%	7%	0%
None of the above	43%	72%	58%	61%	27%	60%	0%
Shifted campaign priorities	33%	11%	3%	16%	35%	13%	50%

## COVID-19 Non-profit Response Survey

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...

Yes, very much so. Most negative and are delaying gift conversations.

Donors have stayed relatively positive and have reached out about how our campus is dealing with the pandemic.

We have tread lightly with parents, but have been reaching out to alumni.

With dentists having to invest in going back to work, giving will be difficult. However, some are contemplating retirement so there could be gift opportunities there.

General hesitation to commit, a need to wait and see.

yes, they want to give to food and shelter non profits.

Some have expressed their need to think a little more carefully about how and what they give since there are so many opportunities, and their portfolio is a little less robust than it was earlier in the year.

Mostly "wait and see." most are closely watching both their businesses and the DJIA and have cautioned that their philanthropic support may be later in the future.

Still mostly wait and see mode on major gifts Pledge payments on principal gifts remains steady Annual giving seems to have moderated a great deal

Some donors have been minimally impacted and are still giving, while others have shared their company has had to layoff or furlough staff.

Support for COVID-19 research and related activities as well as support for students are reasonable requests and are acceptable/welcomed by many donors.

Current Financial markets mean they will take a hiatus from philanthropy

Many of our dollars come from foundations; their grants have generally been smaller that in years past (because of decreased available funds or an increased number of awards). I have heard directly from a handful of our typically funding foundations that they are not awarding grants on the same timeline as in years past.

We received "on holds" on two gifts as people are waiting to assess the uncertainty.

Heard from several people that their income has been affected negatively.

Some have switched to supporting smaller charities where there is real immediate need. Others (including our biggest donor) have seen a huge downturn in their foundations and are reducing their support to us accordingly (but not stopping).

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

We have only lost one monthly donor - \$20 a month.

Annual giving donors are moving their gifts from December to now.

Some working in the oil and gas industry are not in a position to give right now. Other donors have increased their giving, with the focus on Infectious Disease Research.

Those that have investments have indicated that they may well be making more considered choices but that they still aim to maintain their philanthropic support

Have only had two donors with active pledges, out of several hundreds of these on the books, that asked for an adjusted timeline.

Yes, very much so. The impact is being felt at every level.

Yes, mixed responses. Some are being more cautious, some are increasing their giving to address the impacts of the pandemic.

Multiple donors have shared that their gifts are smaller (or not happening at all) because of the increased sector-wide need, especially frontline nonprofits.

People have responded that they will "watch and see" until fall at least.

Foundations have indicated that higher education is moving down on the list of priorities as they will be more focused on helping food banks, healthcare and homeless. Other nonprofits will be priority over higher education.

Some like the fact that we are touching base and are not in a position to give others feel that the critical need to help students and medical equipment and research is compelling

Our largest donor has asked to reschedule his pledge payments.

n/a - that feedback would go to fundraising staff and is not being shared with other staff members

Those with funds tied up in the market are asking to be contacted after August

People who give gifts of stock have been waiting to see what the market does. Some people aren't able to give, but others are actually able to give more.

they don't want to be asked

Most donors are impacted in some way in the short-term. However, a number of donors are looking in the long-term and expect the economy to rebound. This affects the size of their gifts, but does not deter them from continuing to engage with the institution.

Some still saying not now but next year, others that they wish to give additional gifts to support Hardship Fund.

Some have asked to delay gifts and extend/increase campaign pledges over a longer time period.

Our donors, especially our boards, are advocating for continued giving in the face of this crisis

Varies widely.

We have been sending out daily emails sharing stories and information about the organization. Feedback has been very positive and it is keeping our members and donors connected and informed. Has been very positive and we are seeing financial support from this stewardship.

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

There's been a cautious pause on large commitments.

Some have asked for more time to assess financial impact on personal finances. Others have indicated that we should continue as before (with obvious sensitivities) as many have not been impacted financially and our mission in healthcare is important.

They are getting lots of requests and many are focusing on local basic needs organizations

As expected, the crisis is impacting many donors' financial capacity. For those who are not impacted, they are directing the majority of their support to local causes that are helping families in need while making a more modest gift to our school.

Donors have reached out via the fundraising staff to ask how they can help.

They are holding back as the future is too uncertain.

Most gift conversations have continued. Some prospects have told us they may wait until fall to commit, but they will commit.

Many have asked to put major gift conversations on hold for a few months.

Yes, they are focusing support on fewer groups that are serving those most in need/overlooked during the recession and pandemic.

Mostly hesitation to make long-term commitments right now, but nobody has fully walked away from a gift discussion yet, and several of the largest gift conversations are still on track.

Some have wanted us to pause, but a few others are full steam ahead. One made a major gift to help with a faculty recruitment package so that it would be prioritized in the hiring freeze. It worked and the recruit said yes!

some major gift conversations paused (but not ceased)

Donors want to ensure that we have enough PPE for our staff on the front lines.

We are receiving positive feedback and affirmation that it's appropriate to continue gift conversations. We are hearing that we are still a priority but that some giving may go to local relief organizations.

Not really - our parents and alumni who have never given are not engaging now. The parents seem to really want to make sure the school emerges strong for their kids who are currently enrolled AND the alumni are responding to that we have had difficult times before and have come through thanks to their care and support

So many museum members have renewed, renewed early, and renewed at a higher level. Very encouraging.

Yes, one outrage that we would ask while there are so many newly unemployed. Yes, many, many more who are happy to hear we are supporting our students and will give over and above to help them.

Some of our donors are doing very well, they invested in the right businesses and are thriving.

Yes, focus on supporting critical service to combat Covid-19

Several donors have been approached by the organizations that they support, including us, asking for larger gifts from them. They are overwhelmed at the number of gift requests and are faced with making determinations about how much to give and to whom.

Waiting for 2nd and 3rd quarter to see how things will fare with their businesses and industries - taking a wait and see approach, but cautious now.

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

Our donors have said that this crisis has shed a light on the critical role of our academic medical center for our state and helped those more peripherally attached see how vital we are.

Our donors are reporting that they have reached out to community serving organizations who they support to ensure they have what they need. One reported that the hospital in their summer vacation area raised a substantial sum for COVID preparedness but have only had 3 cases in the region. It has them feeling that wary of the amount of money being directed here. Other donors have reported outreach from grassroots organizations asking for earlier payment on pledges or a stretch gift for the year.

The most generous donors are continuing to invest in the university

No manym.

Yes. All now indicate that they are being solicited for gifts by a range of organizations.

delayed commiymentsdue to economy

Utilizing DAFS more.

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 recieved, 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.

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

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.

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.



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

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.

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

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

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.

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.

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

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

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

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

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.

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 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

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

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.

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.

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

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

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.

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

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.

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...

Donors have responded well to requests to support students impacted by COVID

We identified a brand new donor who committed \$100K towards our Student Emergency Fund in response to a general appeal/update on how we are helping our students through the pandemic.

We just announced a transformational €60M gift for an anonymous alumnus

Our third annual day of giving, Fly Day, on May 1 yielded a record result.

Just got a call from a donor who'd given very small amounts previously who wanted to support our Covid related fundraising appeal with a £10k gift - totally out of the blue. Gift will land today.

In the spirit of SGN (some good news) we had a donor family come forward this past week and say, "We've felt impressed and inspired by the needs across the world and want to contribute \$3M in support of Humanitarian Aid projects." This donor family has a good relationship and contributes generously annually, yet has not made a single gift of this level for several years. We were thrilled and excited they could act upon their inclination while blessing so many others in the process.

WE have received several principal level gifts from grateful patients whose families suffered from the virus and were successfully treated by our physicians.

Continued strong interest in helping fund students who find themselves in crisis situations - esp from current parents who know their families are fortunate and others are in need

We've had good success with a 6-day online campaign centered around our community's Quaker values, which is replacing our spring gala event.

We had a really positive annual zoom meeting with one of our top donors. For the first time, he invited extended family to join since this was a virtual call and not in-person. it was great that he introduced his extended family to the organization. with-in 24hrs, he agreed to a 6 figure gift.

We held a very popular virtual conference for women in STEM.

VC having positive calls with top prospects - anticipate that this will generate a number 6 figure gifts in the coming year. Am discussing a 7 figure gift with a prospect tomorrow and submitting another for consideration

We have received many donations from new donors who consulted either Charity Navigator or GuideStar and located our nonprofit and supported our mission.

A few donors making additional gifts or stretch gifts to help out!!

Employees have been donating in support of our Hospital Frontline Heroes.

A donor we have been working with for a couple of years to consider making their first gift, committed to a \$750K lab facilities gift this past week. We also made a \$1M solicitation via video conference that went really well. They indicated willingness to commit at a lower level, with the possibility of adding up to the full amount in the future.

The response from alumni in supporting our students has been very heartening.

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

Certain key donors have increased their giving substantially in recognition of the importance of our work to addressing the COVID crisis.

Response to request for bursary support have been very warm and uplifting.

We have been able to raise over \$8M dollars over the last 8 weeks for immediate, critical need fundraising for our Medical enterprise due to the pandemic. We are now broadening our case statement to include other academic units and their research.

We have received several unsolicited major gifts from first time donors, and we are seeing more generous gifts from others who have given previously.

We have had tremendous outpouring of in-kind gifts from local businesses, restaurants and hotels for our health care workers (we have a healthy system with our higher education university)

We had one parent who received a housing and food refund from their spring semester for their graduating senior and decided to return it to the university as a gift to cover an returning student who might need it. We had a faculty member who volunteered through payroll deduction to donate 30% of his salary to our unrestricted fund to help the university address critical priorities that the situation has created for the campus.

We had a lot of stories submitted by alumni, and we created a webpage for them all while promoting on social media.

Closed \$5M gift for new program in College of Public Health. Had been in discussion for the last year.

There are a dedicated number of donors that want to continue there giving discussion in areas they are passionate about in addition to new donors who have stepped up to support our COVID19 opportunities.

Major donors keen to help with Student Hardship Fund with additional gifts VC is working through 121 calls with top prospects - all are keen to participate

We doubled our 1-day giving campaign total from the highest recorded day in our history. Our Community stepped up in a big way.

Marvelous and unprecedented flexibility in use of funds from foundation grants. High degree of responsiveness to temporary adjustments in how endowment income may be utilized in FY21.

The President/CEO of our organization is personally sending solicitation emails from his personal email account (prepared by IA) but he has had really good response and open rate.

Appeals, both general and individualized, for our emergency funds - have been well received. Not at robust major gift levels, but still yielded support nonetheless.

Many donors stepping up and making gifts to support relief efforts that we are facilitating in our community. This includes farmers asking to donate eggs, individuals donating meals and masks.

We have raised more than 500K from 1000+ donors for our student crisis fund.

We have been actively communicating with our board, top 20 donors, and all CFG representatives about the implications of COVID19 on our work and how we are responding on a weekly/monthly basis with no direct solicitation. As a result, we have seen two foundations and two donors make significantly increased (20-50%) and unsolicited gifts.

This week we received a small donation from one of our most consistent donors who is one of our oldest living alumnae. She is 99 years old and graduated in 1939!

There have been many in-kind gifts to our hospital/health system, including a Make a Wish gift to health care providers/frontline workers.

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

We've been having great experience engaging our top donors and prospects. We've gotten encouragement that commitment to our university has not waned. Alumni and parents are more eager than ever to be engaged.

Our Foundation Board has responded very positively to the idea of giving personally and asking all parents to support the Class of 2020 Fund which supports financial assistance to both send encouragement to the graduating class and support the community as the financial impacts are realized by families.

New \$1M outright gift handled completely by phone from a donor whose previous largest gift was \$10,000.

In April we held two video conferences for our top donors. Many were prospective donors for our new campaign. Because of the virus, we were delaying our solicitation but keeping in touch personally and with the group. After our video conferences, several of them reached out to us directly to make special campaign pledges—in each case more than what we had expected. Because of the crisis, they see there is an increased need and wanted to do more.

We had a PhD graduate student give her IRS stimulus check to our student emergency fund, with a note saying "I am grateful Penn State continues to employ me and pay my salary -- it doesn't feel right to keep this money -- I hope more needy members of our community will benefit from it."

Many new donors to COVID Healthcare Heroes Fund.

senior leadership team at Uni has taken voluntary pay cuts. Medical /nursing / health care students being fast-tracked for graduation so they can work on front line.

While we have had a handful of donors ask to extend pledge payments, we've had no cancellations to date and many accelerated payments or offers for unrestricted giving.

We held the school's very first Giving Day last night and raised \$150K without a challenge - just an ask to give to a newly formed fund called The Resilience Fund.

Our Innovative Genomics Institute here at UC Berkeley wanted to be part of the solution and converted its labs to a clinical grade Covid-19 testing facility. To do so required \$10M and donors stepped up in a matter of about 2 weeks to make it possible. This testing will now be a part of getting the campus—and the state—back to work.

We went ahead with our annual Giving Day and broke records in dollars and participation and faculty/staff giving. People want a way to help. Only one negative response, otherwise, we are generating lots of positivity.

80% of our companies that hire have continued with their plans. We have many COVID-19 response discussions underway

We have had a number of major donors keen to support the Student Hardship Fund.

Sharing of Covid-19 solutions via online sprint or competitions to expand pipeline

Once we were working remotely, we pivoted our spring solicitations to focus on support for students who were losing their jobs, caring for family members, and in need of emergency support. We have awarded approximately \$45,000 to nearly 200 students since March 30. We hosted our university Day of Giving only on social media and by email, but we focused on student support and the university Food Pantry. This was our most successful Day of Giving. Now our May appeal will focus on general scholarship support and emergency support, as our endowment has taken a major hit in the market, and scholarships may not be as robust as before to help our recruitment office recruit students.

We are a very small college museum that hosted our first live public program via Zoom this week. About 90 people attended (over 150 had signed up). This is a very large number for us and larger than any program we hosted on campus this past year.

The team has partnered with the Offices of Provost, Research and Central Marketing/Comm to create new and innovative methods of communication to stay close and engage the donor and alumni base during these uncertain times.

We have shared stories about alumni who are first responders or small business owners. Our community has loved these caring stories.

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

We were supposed to have our Cares Day/community service day during this time, so we asked people to send stories of doing great things for the community, first responders, etc. We have created a website with the stories, and we are highlighting a different one each day. They are great.

I spoke to a donor yesterday who recently made an annual fund gift. I told him how much we appreciate his gift, especially in light of everything going on in the world. He said "I made a commitment to you back in the fall that I would participate, and I was determined to follow through on it." He then thanked me for everything the school is doing for students.

Lots of gifts for COVID-19 research and testing

We have been able to raise funds for the COVID-19 effort. By communicating with donors during this unnerving time, we are cementing our relationships. The calls are much deeper and longer than usual.

<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.

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

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

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 inkind 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.

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

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.

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.

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

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.

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.



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

We are concentrating on fundraising for pandemic-related research.

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 are 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.

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

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

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...

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

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

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...

I would be curious for your survey to ask about donors - e.g. the number of donors to an institution. We have seen a drop.

Our Day of Giving for Annual Giving is Tuesday, June 2. So far only positive responses. Our community asking what can we do? Our Answer: Support Annual Giving.

We had a stronger than expected, and positive response to a week-long fundraising campaign we implemented in lieu of our annual spring event, and raised almost as much money as we'd hoped to raise at the event itself. It did not include a silent auction or live appeal, as our event would have done.

This is not a time to stand down, but to adjust our approach and communicate with our donors.

People seem less and less "shocked" by the idea - now several months in - that we are talking about what funding is needed to move the university and our students forward

Our Board is very eager that we continue with full campaign intensity and wants a presentation soon.

Volunteers are reluctant to call their prospects.

The key has been to continue with 'business as usual' but with adapted messaging and a slight switch of focus.

I'm concerned there is general, misplaced optimism about the economy that isn't being factored in to planning.

Thanks to GG+A for your great work in supporting our sector!!

People want to help. Giving them an opportunity to do so even if the gift amounts are lower than what we would hope for, is important.

The big questions moving forward, especially for higher education, is how will the pandemic impact their budgets - not just their fundraising. State budgets are decreasing, and many university budgets rely on state funding. If state funding is decreased, universities will need to cut their budgets, which means staff might need to be cut. These cuts will impact fundraising. Similar situations will run across the non-profit world....and then the question becomes when does the downward spiral slow down or reverse? Yes, fundraising is important, but to do fundraising you need staff.

Anecdotally, it seems donors are more likely to answer the phone or call you back now than at the beginning of this crisis, and they seem to be chattier. I'm having longer phone calls and am getting VERY long email replies.

Our approach is a donor by donor conversation where we give the donor the choice to stop or continue the giving conversation.

Please add a question(s) related to planned giving marketing, i.e. are you continuing to message about planned giving, have you modified your messaging around planned giving, etc. Thanks!

The question about "campaigns" could have used another option for response...such as "in consideration or in discussion." Our organization is currently in the quiet phase of a campaign but we have not formally made any decisions yet which would result in extended timeline, shift in priorities, etc. - it's too soon to know.

Shifted resources to respond to high levels of donations related to pandemic research, hospital needs, student support.

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

We requested to have our mail held when we first closed the building (March 13th) and then later that week asked it be forwarded to a staff member. We still have received no mail and are very concerned there may be important communications and checks in the mail. Moving forward we've recommended checks be sent directly to our staff member of done through ACH. I wonder if other organizations are having trouble with their mail service and are concerned about how that might be affecting giving.

On the earlier question of what changes are being made, we will not have a reduction in salaries (one of the answers) however, all faculty and staff compensation will remain at the current fiscal year rate for FY21. Our fiscal year runs July 1 - June 30.

It is possible that while we won't experience layoffs now, that layoffs could occur at the beginning of the fiscal year (July 1). The pandemic has impacted state budgets, which in turn impact our budget. We already anticipated budget cuts to our programmatic budgets, but it could be even steeper than we anticipated in March. It is possible that we might need to layoff some staff in June/July - which will have a MAJOR impact on our fundraising efforts in the next fiscal year. IF layoffs occur, the impact on fundraising will be felt for years until we can rebuild our staffing to what we have now.

thanks so much for all of your outreach and help during this surreal time!

We are forecasting fundraising for FY21 and it is difficult. The budget office is reviewing past 5 year trend (our campaign ended on Dec.31) and discounting by 10%. This makes me nervous. Are there any good tools out there for estimating future giving in a crisis? Comparisons to great recession?

challenging conversations with some research funders about whether research can be extended / how to pay for salaries of funded research staff while they are not research-active

We are using the 'lull' in our campaign to do more outreach of non-financial kinds: good news, alumni interviews, contests, trivia, etc. Lots of goodwill being generated by focus on student support. Also VERY effective use of alumni volunteers to mentor graduating seniors who are facing a rough economy.

Really appreciate GG+A doing these surveys

New opportunities to do fundraising differently.

Development Officer metrics will not be adjusted officially but there will be a "pre-pandemic" and "post-pandemic" assessment. The post-pandemic assessment will include the number of solicitations and dollar outcomes for the crisis fund goal. We have a crisis fund goal of \$1M.

We are conducting interviews with our most generous donors to learn how they are working through the pandemic, asking for lessons learned, discussing previous crises and lessons learned. We are also connecting them with university researchers to assist them navigate these uncertain time. The findings of these interviews will be published in a white paper to share with these donors and university leaders.

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.

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

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?)

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.

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

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

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?



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

#### 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?

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.

## Q34 - What are the main factors that cause you to answer the way you did?

What are the main factors that cause you to answer the way you did?

unknown of donors both giving and meeting with folks, restrictions on professionals to travel to meet with donors, possible disruption of fall schedule

the uncertainty is a killer. It is hard to get commitments now. Event fundraising is difficult.

the longer our classrooms are closed, the greater the impact

the economy

the economy

stabilizing situation

so many unknowns, but we are firing up the engines now.

seven-figure gift discussions have all but stopped and this, the gift pipeline is thinning considerably

our work is recognized as being important in the COVID response

major gift activity largely concluded for FY20; focusing on annual gift efforts and building momentum for FY21.

loss of jobs, uncertainty

lack of new principal gift conversations, mid-major gift prospective donors being impacted by economic uncertainty and lack - all add up to a significant thinning of the pipeline

it may take a while for donors to readjust the level of their contributions, depending on the economic impact to their portfolios

investment losses, needs of their extended families, immediate community needs, general reassessment of priorities, salary reduction, loss of job

internal - furloughed staff external - few gift conversations taking place or progressing

inability for major gift officers to travel to meet prospects face to face (not everyone is receptive to virtual meetings); feedback from donors that their businesses/finances are uncertain and is impacting their giving.

high impact on annual emergency campaign (+),

financial markets, unemployment

event cancellations

economic uncertainty and cancelled meetings

economic challenges will be long standing

What are the main factors that cause you to answer the way you did?

donor uncertainty and lack of donor focus

donor fear

disruption in contacts; donor frame of mind

communities are settling into a new life cadence. There is a lot of desire out there to move forward and follow through on the commitments and impact they want for their communities.

a deepening recession/depression

Working for the faculty of dentistry where dentists haven't been working, it is sure to have an effect on our fundraising efforts.

While we have done okay in the first couple of months of this crisis, we do anticipate the "Corona bump" to dissipate as the economy tanks.

We've found that our donors understand the importance of supporting us despite the pandemic. We're also working on the early phase of a campaign and have the liberty to structure gifts over the next several years if necessary for the benefit of our donors.

We traditionally do little fundraising over the summer.

We still seem to be getting some emergency responses from donors - I am unsure how long these will last.

We still have several prospects who are considering gifts, and our case for support is related to social determinants of health, the pandemic and our response.

We seem to still have good momentum into our fiscal year end (June 30th), but after that I am unsure how people will be feeling since we don't know if we can even open for performances?

We receive generous support from our local business community that is only just beginning to reopen under the WV Governor's Safer-at-Home Order. We have been unable to do face-to-face solicitations and have had to postpone two special events, adversely affecting sponsorships.

We have stopped visits and asking for money for anything but our emergency fund.

We have several sizeable grant requests out, if they are successful, almost 100% of the pandemic-related negative fundraising impacts will be mitigated. If they aren't, we are at risk of closure within 5-6 months.

We had a robust response to a week-long fundraising campaign we just finished on Friday of last week, which made me hopeful that philanthropy was not as compromised as I previously feared.

We do think the pandemic will influence pledge collection and participation giving - both high volume activities for the month of June. Since we're on a June 30 fiscal year, July is a generally a quiet month.

We did some initial fundraising for emergency funds, but moving forward with the local economy flat or down, we might lose our budget/funding and we might lose staff. If we lose staff due to layoffs or furloughs we will not be able to fundraise to the level we have in the past few months let alone past few years.

We can see with some certainty what the 30 day pipeline looks like, but there's just too much volatility in society and the economy to predict 60 or 90 days away.

We are still continuing to raise funds (overall major gifts are higher to date this year versus last, although still very early in the year). Development staff is adapting better to remote fundraising and loosening restrictions on social activities are allowing people to get much needed breaks to come back in a better mindset for work

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What are the main factors that cause you to answer the way you did?

We are starting to get more understanding about campus decisions for the fall, markets have calmed down a bit and many states & communities are starting to relax restrictions on interaction.

We are sensing the desire and energy by our constituents to move more to the "normal" social interaction stage, and anticipate over the next few months we'll be able to be more pro-active than we have been to this point. We are moving slowly to have more outreach.

We are largely funded by academic healthcare institutions and corporations

We are just wrapping up our fundraising for the year and have already hit goal for annual fund. So, now we are following up with some alumni LYBUNTS and a few outstanding pledges. Our gala went over goal as well as our annual fund.

We are having a good response to our Covid relief appeals and MG fundraising, but I think the urgency factor will be more difficult as time goes on.

We are getting immediate interest from donors in supporting our students who have lost jobs etc.

We are dependent on Health care institutions, firms, practitioners for a significant portion of our annual revenue. This has alal but disappeared for the moment.

We are a school, so this is our 4th quarter and heading into a slower fundraising cycle in a 'normal' time, so we expect the pandemic will just exacerbate that further.

Very short term, donors are worried about investments and the market. Longer term (but still short term) he reopening of many states will most likely relieve the stress on our economy. I expect we will be back closer to pre-COVID numbers in 12 months.

Uncertainty regarding current efforts to reopen businesses and the impact on virus rates; continuing economic uncertainty underlying volatile equities markets.

Uncertainty of the stock market and overall economic forecast.

Uncertainty of the economic conditions and donor sentiment

Uncertainty around social distancing and the continued economic downturn.

Uncertainty and distraction of donors as re-opening begins.

Uncertain economic conditions make donors nervous, yet some are giving generously to COVID-related research and care.

Travel restrictions are the key challenge.

Too much uncertainty about long-term trajectory to predict too far out.

Timing of our spring leadership solicitation and nearing fiscal year end.

Third-party events during the springtime are being canceled. We are not soliciting MG. Spring appeal is off to a decent start so we will see how that turns out over the next month or so.

The volume of gift conversations and actual gifts has moderated further in the last week or two. People remain receptive to engaging, but there still seems to be a "wait and see" feeling among many who were considering commitments.

The uncertainty in the market and expectations of a second round of the virus.

The shock is behind us, we are coming up for air and are engaging more and more with top donors and prospects.

What are the main factors that cause you to answer the way you did?

The response from individuals/donors that I have interacted with.

The longer this lasts, the more COVID Philanthropy fatigue will set in.

The long term economic impact is being underestimated and I believe won't be fully felt or understood until later this summer. Many economists are saying that 40% of those unemployed will not be hired back. This will eventually impact the markets, consumer confidence and ultimately philanthropic giving.

The high unemployment rate. Though the market is more positive.

The fact that we will likely hit 20% unemployment by June 1, high-profile bankruptcies that can unnerve donor and investor confidence and the likelihood that with relaxed attitudes toward social distancing we will see continued spikes of the virus that will destabilize donor and investor confidence.

The effects of the pandemic are still great, especially because of our state's economy and many personal/family/small businesses are heavily dependent on the summer months and the tourism industry.

The economy is still suffering too much.

Stock market crash

Stock market

Starting to see a trend in our various programs of raising about 55-60% of our stated goal. We don't have any large events planned until the Fall, but we are currently running our Spring appeal and I believe we are starting to see a drop-off.

Returning the focus from COVID-19 Response priorities to top program priorities.

Requests for new fund agreements and pledge agreements were down 58% in April 2020 compared to April 2019.

Re-budgeting exercises, our PPP loan and other emergency funds that have been received.

Philanthropy is actual trending up at our school

Pausing regular annual fund appeals in half of March, April and half of May.

Our vibe/feedback from our donor constituency feels more hopeful and optimistic than it did a few months ago. While not fully ready to engage, the fog is beginning to clear for some and the "new normal" (whatever that is or will be) is being accepted more readily so people are gaining confidence in at least having a conversation about their desire to contribute.

Our partner corporations, foundations and individuals have redirected their philanthropy to crisis intervention, or paused their giving due to market uncertainty (lower endowment to distribute or stock values to share). Also, we are a health science university and our graduates are frontline, so this isn't the right time for engagement other than telling their stories.

Our hope is that as crisis wanes somewhat people will feel comfortable having conversations about giving.

Now, donors are in a frenzy to give. As they begin to come to terms with financial situation, I think giving will taper off. By 90-days, quarterly investment statements will have come out and there will be a leveling/realignment of financial capacity and community needs.

Negative publicity in regard to the PPP Loan.

My assumption here is that we will see a process back towards normalcy, but that there will be some residual effects that remain in place.

What are the main factors that cause you to answer the way you did?

More information as this situation unfolds, the far-reaching impact on jobs, industries, consumer behavior, fear....

More certainty about the length of time it will be before we are able to engage meaningfully with major gift donors and prospects.

Membership losses compounded with reduced capacity when we reopen.

Market downturn, prolonged uncertainty will have negative impact on new major gift discussions.

Major gifts will be significantly impacted but annual programs will not be.

Major 2-day gala fundraiser scheduled for June 14 & 15 cancelled. Theater season won't open in September, as planned. Not sure if Nov-Dec production (perennial sell-out) will happen.

Loss of income concerns...

Loss of face to face closes. Changes in leadership Donor uncertainty

Large gift decisions are being delayed, but only for a few months. Annual giving continues to attract more donors.

Lack of face to face meetings with donors

Lack of ability to build relationships in in person settings.

It's starting to look like we may not be able to have our scheduled events in the fall.

Inability to meet face to face. Stock market uncertainty. Uncertainty about higher ed returning to 'normal'

I think with places reopening, people are getting back to a semi-normal.

I think a second wave of the pandemic might cause donor fatigue and an uncertainty that will affect a donor's likelihood to give.

I believe there is going to be continued wide-spread deterioration of the economy.

Hoping have bottomed out to a new norm for a yet to be determined period

Hoping fundraisers can get back to engaging with donors directly over the next several months

Global financial and economic impact of Covid-19.

Giving seems to be targeted to fulfilling immediate needs - food, shelter, etc.

Giving over the last couple of months, expected gifts, % toward goal, and uncertainty regarding future appeals and events.

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Giving is an option. The impact of COVID on the economy is catastrophic.

What are the main factors that cause you to answer the way you did?

Few new gift conversations being had at the 7-figure level. The pipeline is drying up and since no one can travel, it's hard to initiate new philanthropic discussions.

Feeling more bullish and buoyant that our supporters will continue to support.

Feedback and more information on how many families are being negatively impacted, especially with their financial position.

Expecting the economy and our donor base to adjust to the current situation to some level of productivity.

Excellent results during 24 hour giving challenge.

Emergency response fundraising \$ will offset any pandemic-associated losses in the short term. Longer term remains unclear.

Economics

Economic slowdown

Economic and financial uncertainties

During the past two months we have been very successful raising funds for the COVID-19 battle. However, we know we must quickly pivot many legacy priorities to adjust to a completely new business strategy being developed by our health system.

Donors not being able to give as much Donors diverting their charitable support toward pandemic-related missions

Donors are responding to requests but giving less than last year

Donors are either experiencing financial insecurity or looking to redirect funds to direct service agencies such as food banks, first responders, hospitals, elderly care, etc.

Decreasing number of visits.

Decisions about residential classes and football this fall will likely happen in the next 60-90 days, and I don't think they will be positive. Higher ed fundraisers will struggle to find meaningful engagement opportunities both academically and extracurricular for our donors this fall -- hence the negative 90 day outlook.

Continued growth in unemployment will eventually have a significant overall drag on the economy

Connectivity in this new normal and post restrictions The economy and effects on specific industries that drive out state's economy

Caution in unstable environment . Superabundance of messages that each and every charity is in an emergency situation and that causing some fatigue--all the messages are looking and sounding alike.

Capital markets, unemployment rate, and consumer spending reports.

Cancellation of regional in-person events

As this goes on and more people lose their jobs, I feel fundraising will take a hit. I also think the uncertainty in the market will continue, which will also impact giving. We have heard from several donors who typically give through stock around this time of year that they are waiting to see what happens with the market, hoping it will go back up.

Annual giving is already at goal this fiscal year. Concerned for next year. Capital gifts have been impacted this year.

What are the main factors that cause you to answer the way you did?

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All the uncertainty...

Adjusted financial projections from our annual fund team and lack of Gift Officer travel.

Ability to personally engage newer or "colder" prospects at our location will have long-reaching effects on building a renewable pipeline

75% of alumni live in surrounding region/tri-state area of PA, NY, NJ. All are among hardest hit by pandemic and corresponding economic slowdown.

30 days = Cancellation of June major fundraising event 60 days = Creating online engagement 90 days = depending on COVID resurgence

1. The unknown about reopening -- both whether our current plan is realistic, how we modify to make the public safe when we do open, and when the public will feel comfortable in a theater setting again 2. The continuing and deepening recession; while we don't anticipate this will affect our highest level donations dramatically, we do expect a falloff in more moderate gifts.

**End of Report**