



Survey of COVID-19 Impacts on Fundraising Operations

Week 12: June 8, 2020

Data collected between June 1 to June 7
with 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.

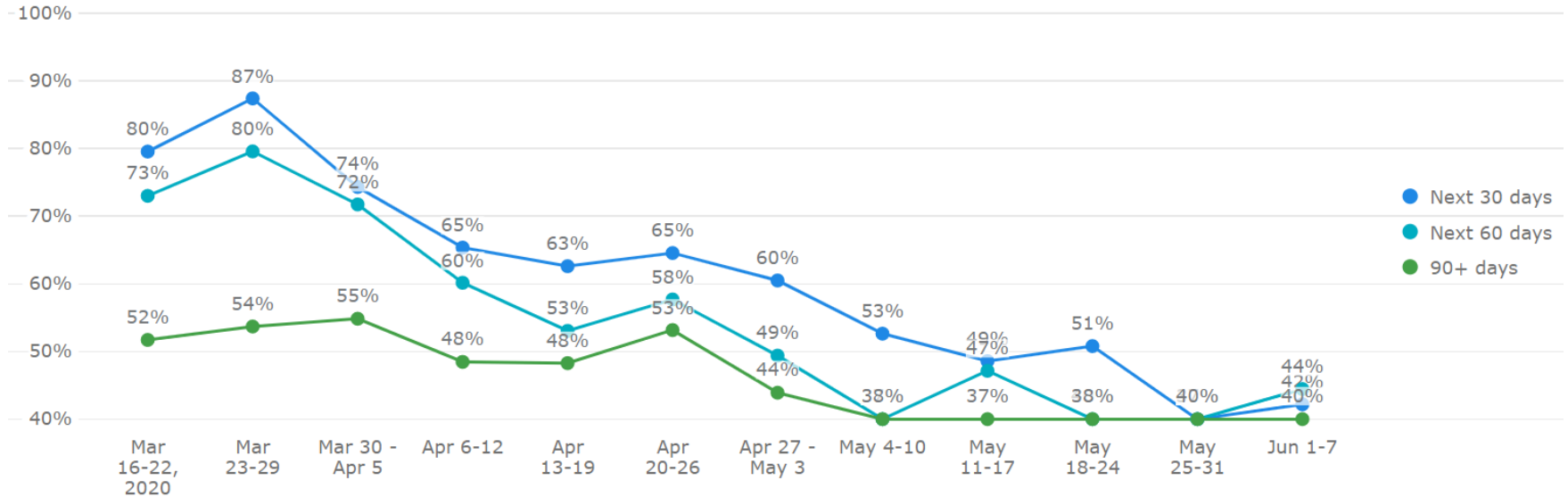
- This report contains data collected through an online survey conducted June 1 to June 7. These data are compared to data collected over the previous 12 weeks, beginning March 16 and ending June 7. There have been 1,409 participants to the survey.
- If you would like to participate in the tracking survey and have not received an invitation, please email surveylab@grenzglier.com. We encourage you to share the report with colleagues. Please contact us if you have questions or would like to suggest ideas for future additions to the survey.
- GG+A SurveyLab plans to launch the survey on Thursdays in order to track changes over time during the course of the ongoing situation, with results sent to participants early the following week.



COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

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

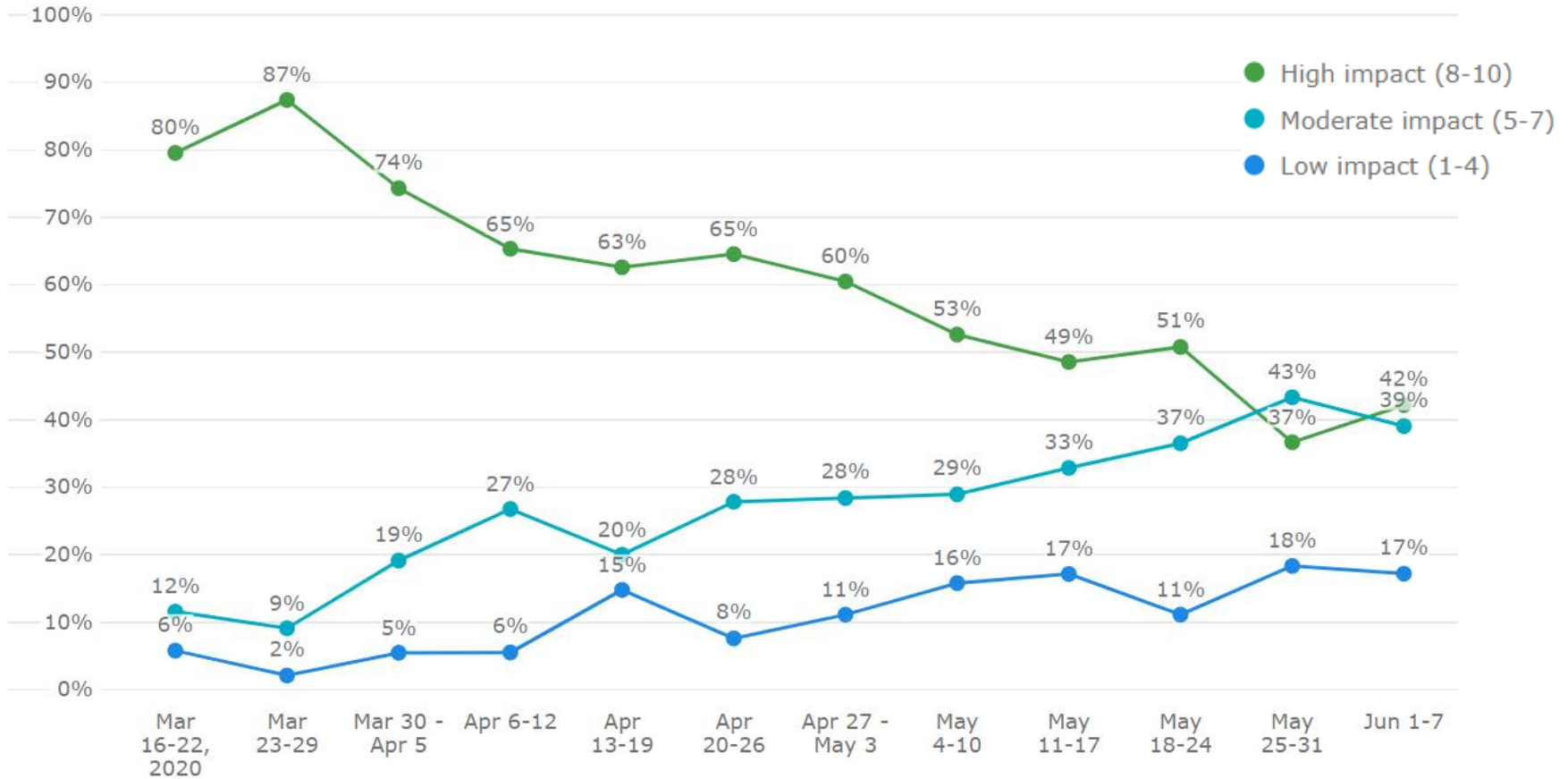




COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

Weekly: 30-day negative impact on fundraising

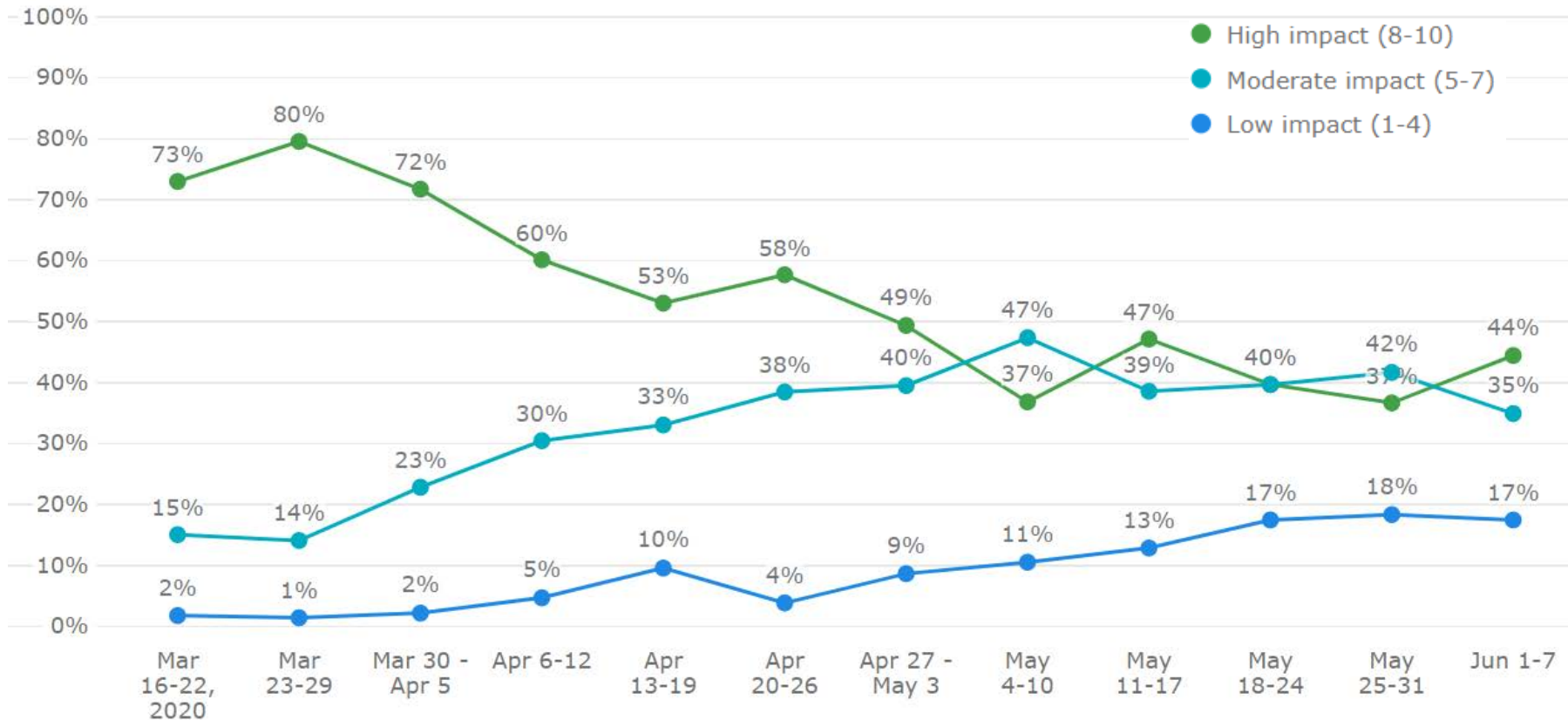




COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

Weekly: 60-day negative impact on fundraising

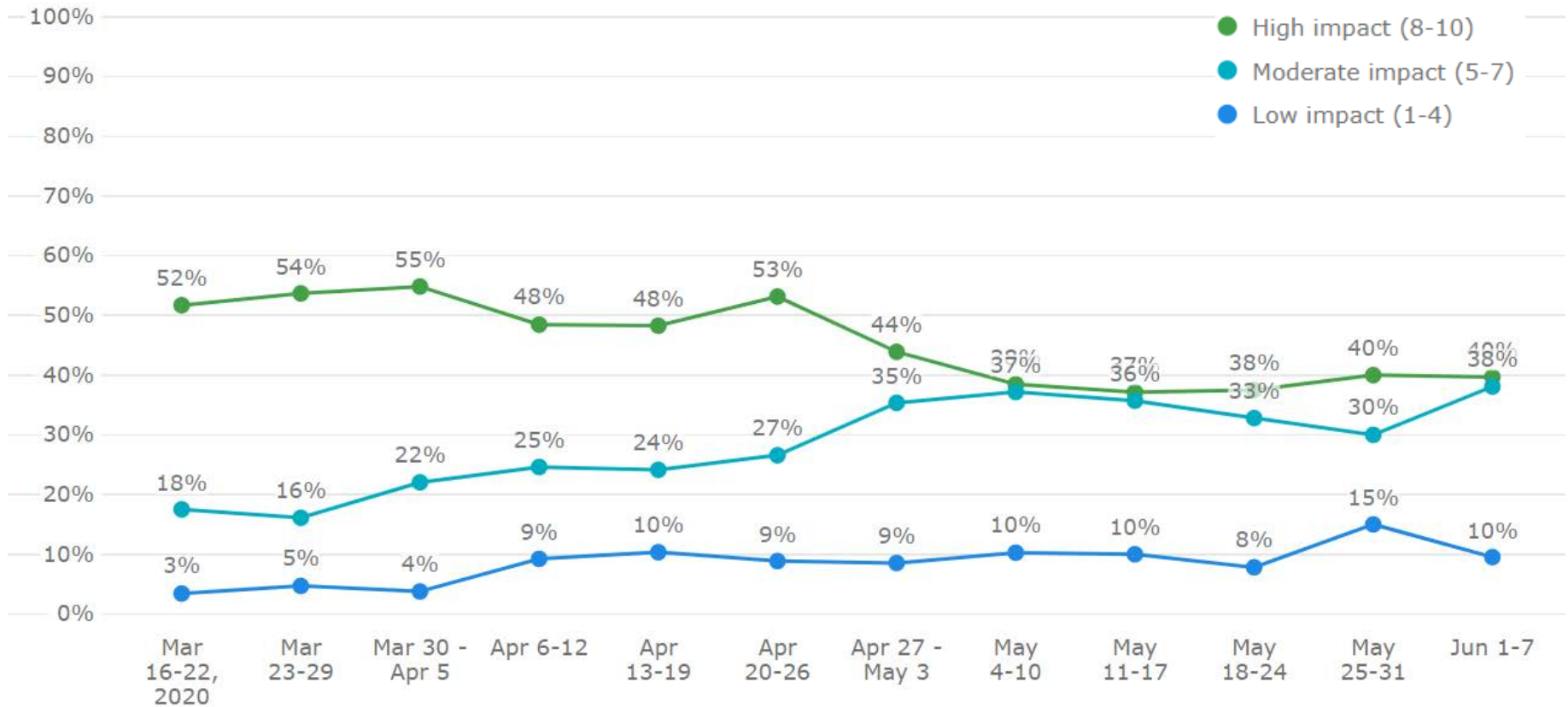




COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

Weekly: 90-day negative impact on fundraising

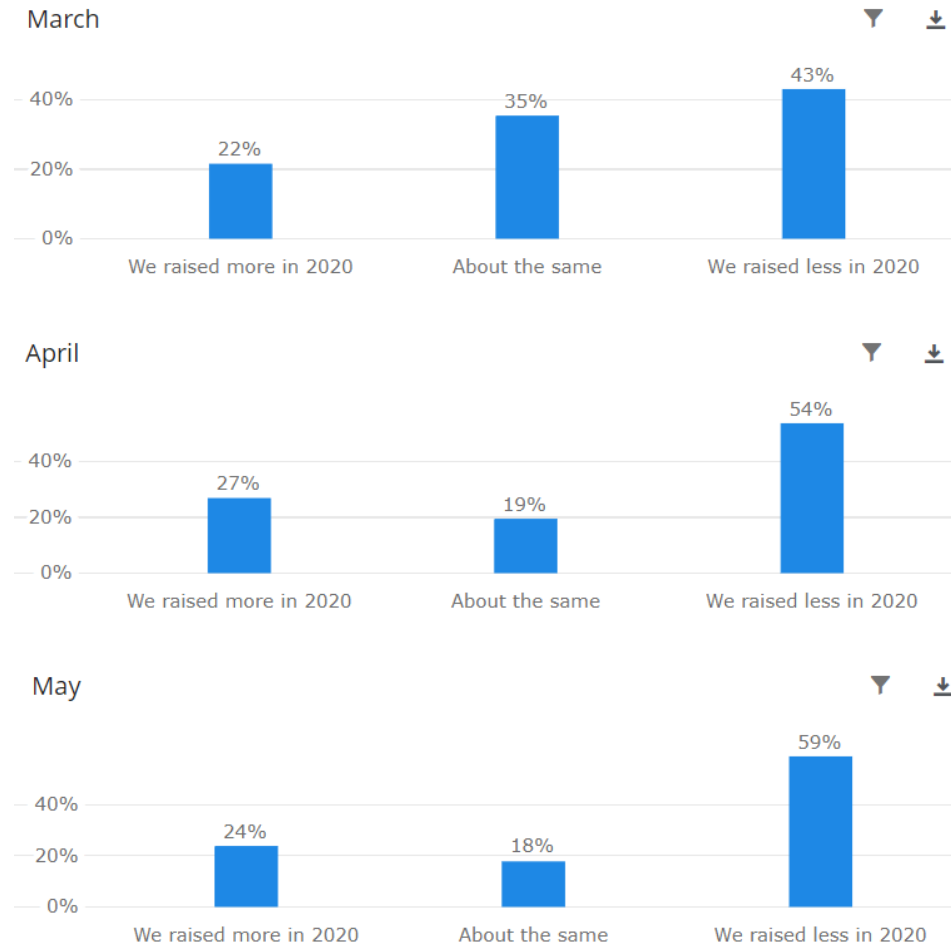




COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

Compared to 2019, has your office raised more or less in total private support?

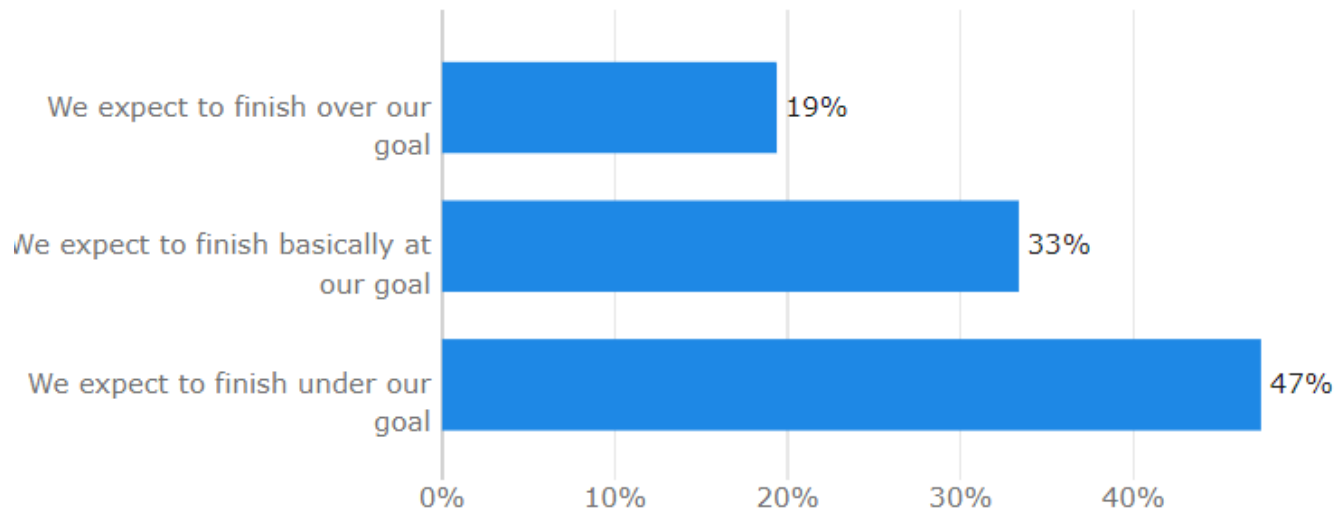




COVID-19 Impact on Fundraising Offices – Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

Which of the following apply to your organization's current fiscal year goal? ▼ ↓

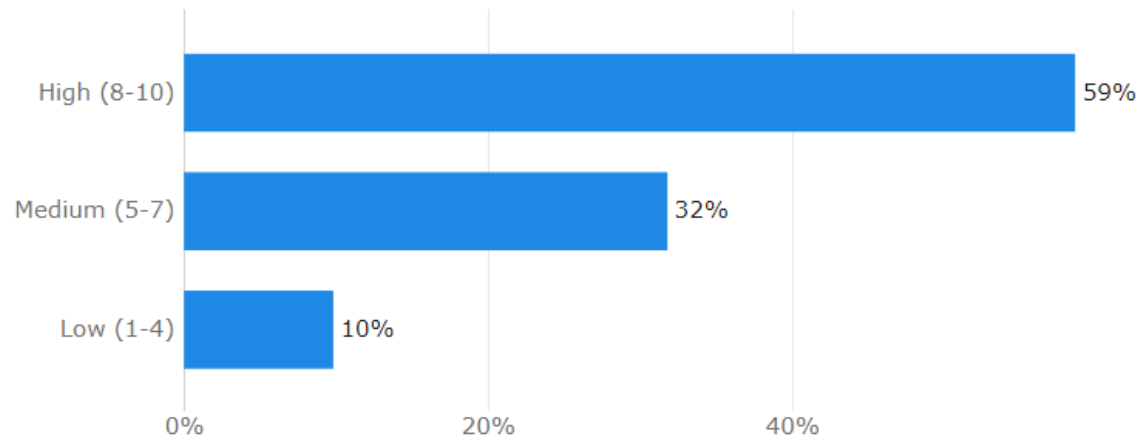
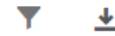


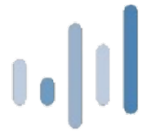


COVID-19 Impact on Fundraising Offices – Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

If you raised less, or expect to come in under goal, do you attribute this difference in fundraising in part to COVID-19?

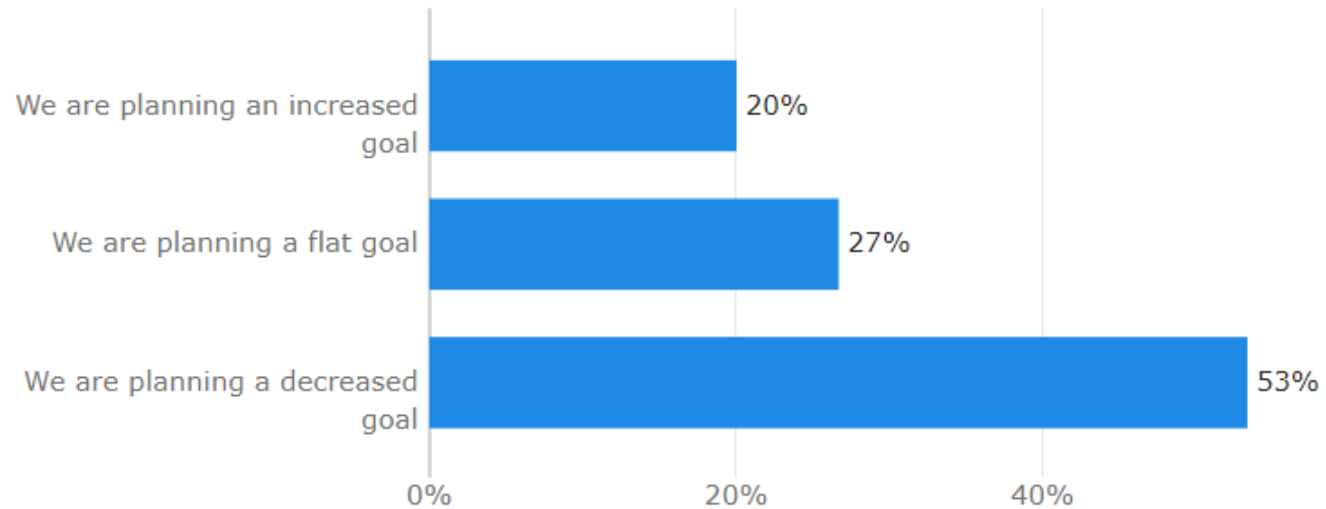




COVID-19 Impact on Fundraising Offices – Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

For the next fiscal year, which of the following apply to your organization's goal?

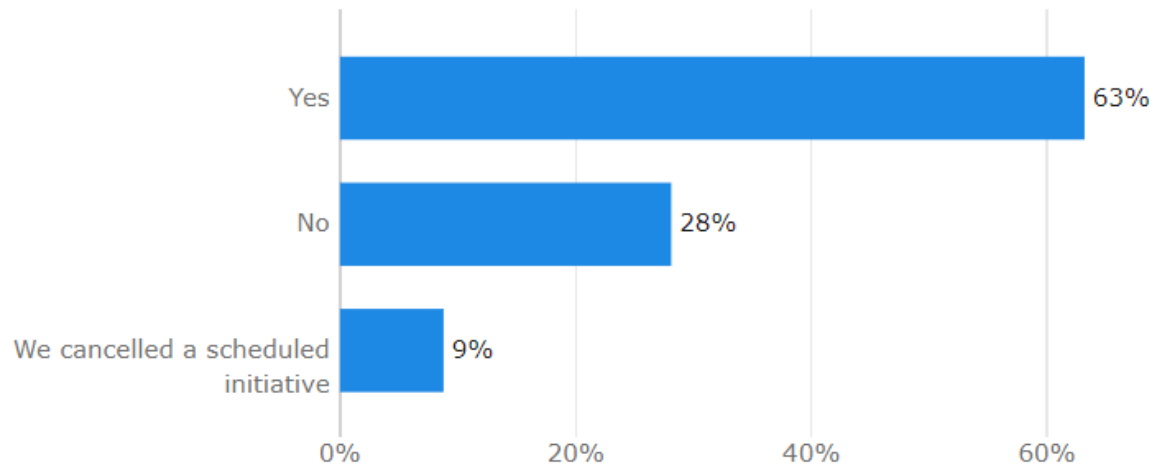




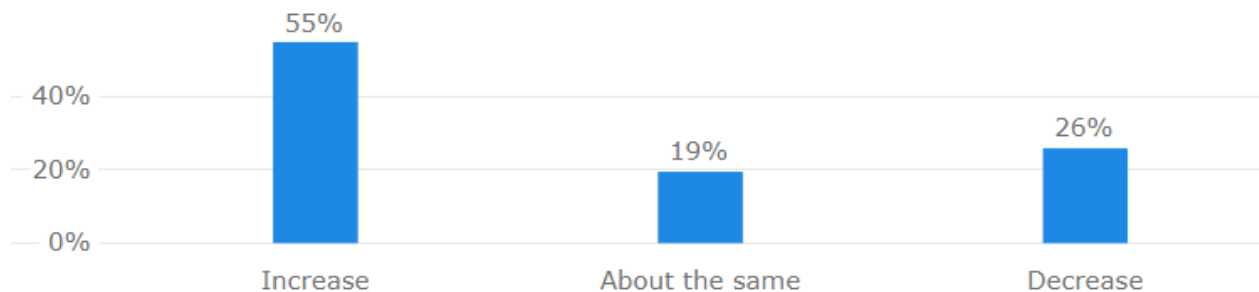
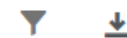
COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

Has your office conducted crowdsourcing or giving days since March 2020 (in the midst of the pandemic)?



Crowdsourcing or giving days - Total dollars raised

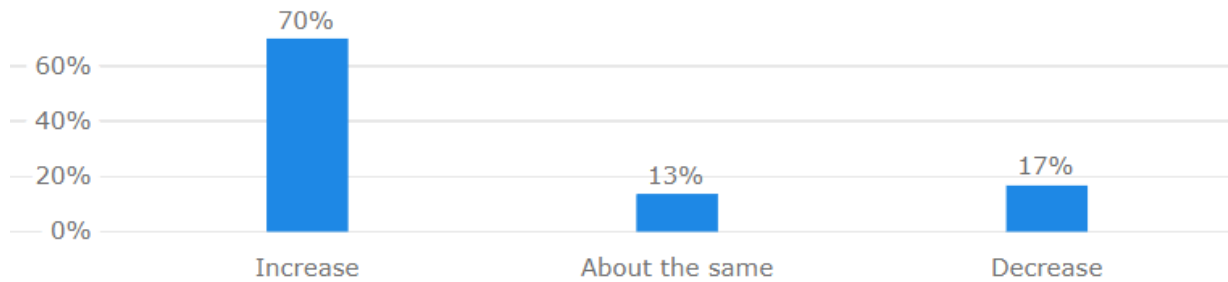




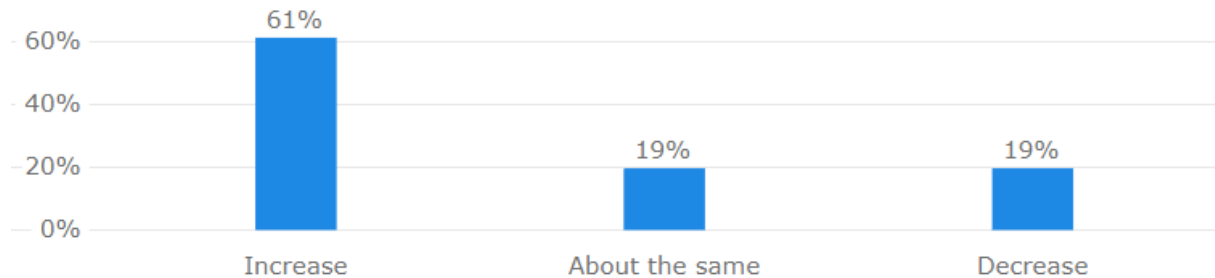
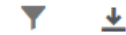
COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

Crowdsourcing or giving days - Participation rate



Crowdsourcing or giving days - Number of new donors

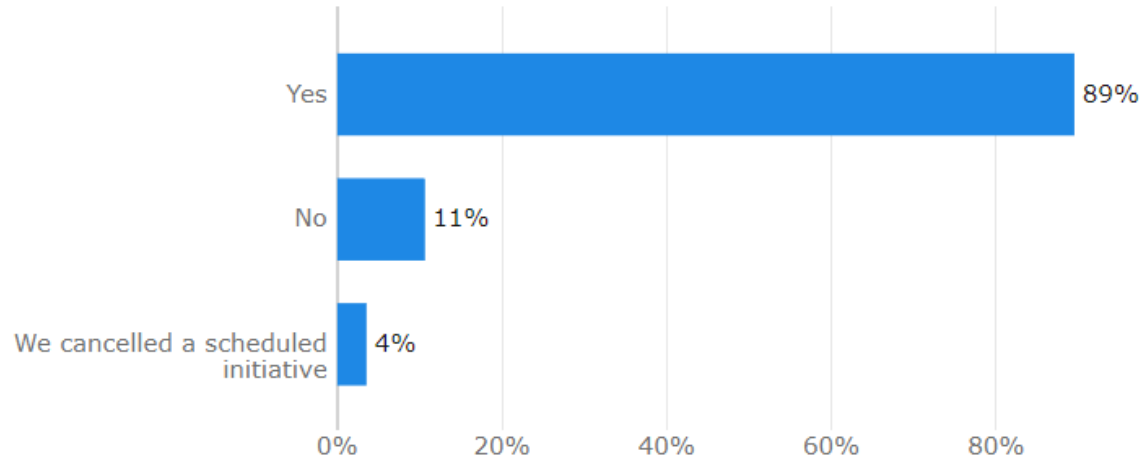
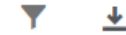




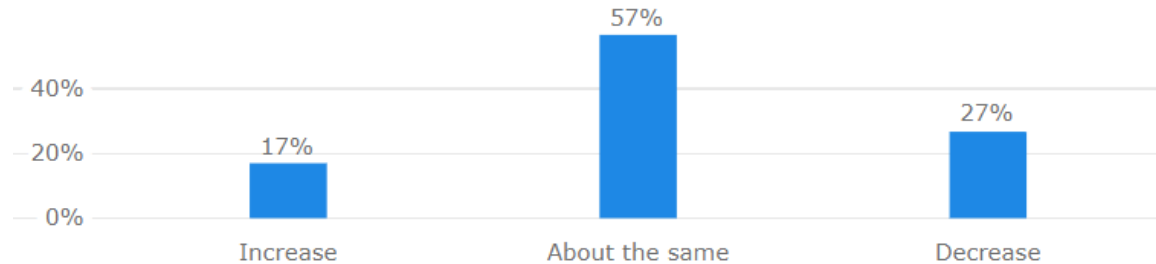
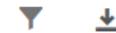
COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

Has your office conducted virtual events or webinars since March 2020 (in the midst of the pandemic)?



Virtual events or webinars - Total dollars raised

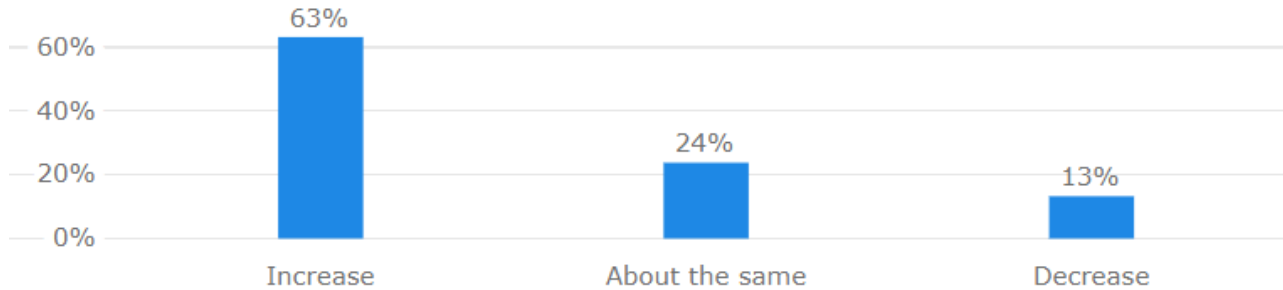




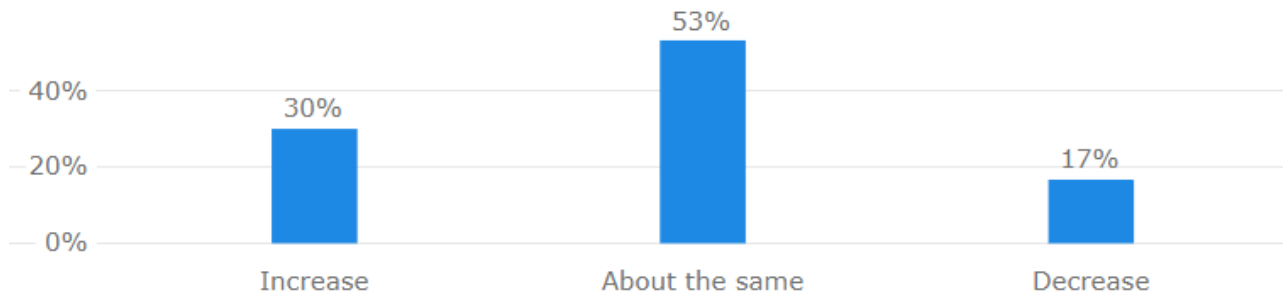
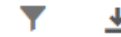
COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

Virtual events or webinars - Participation rate



Virtual events or webinars - Number of new donors

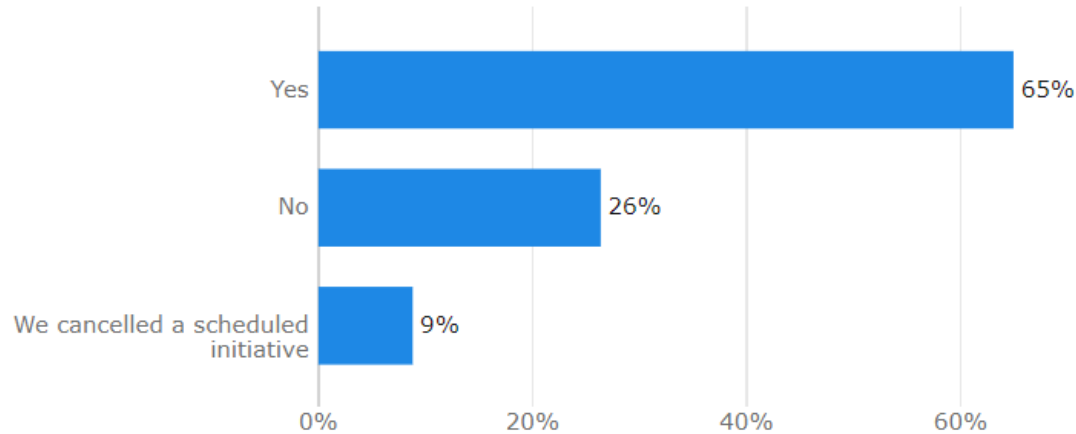
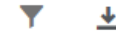




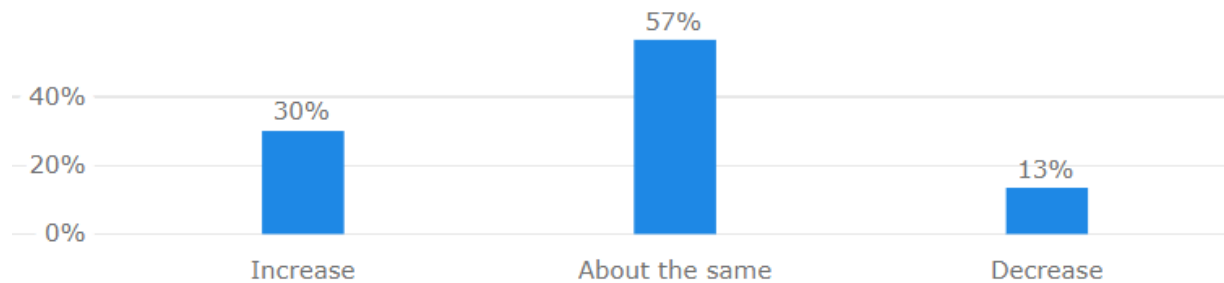
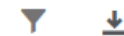
COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

Has your office conducted phone solicitations since March 2020 (in the midst of the pandemic)



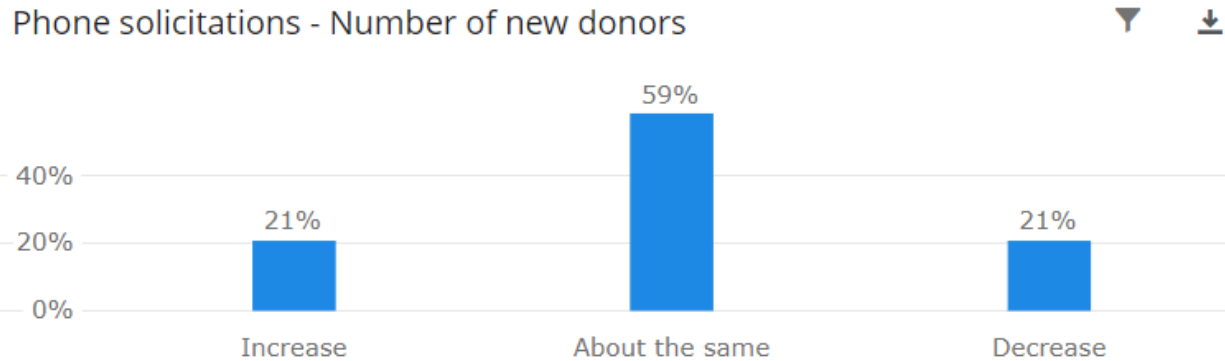
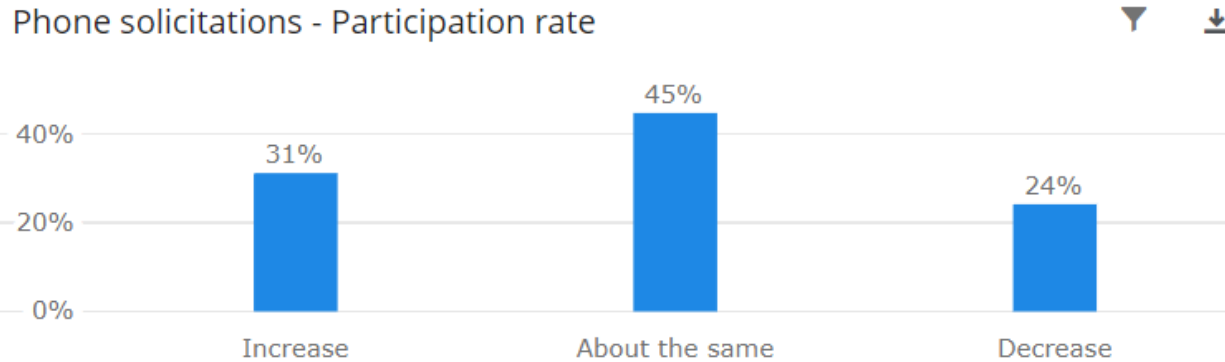
Phone solicitations - Total dollars raised





COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31



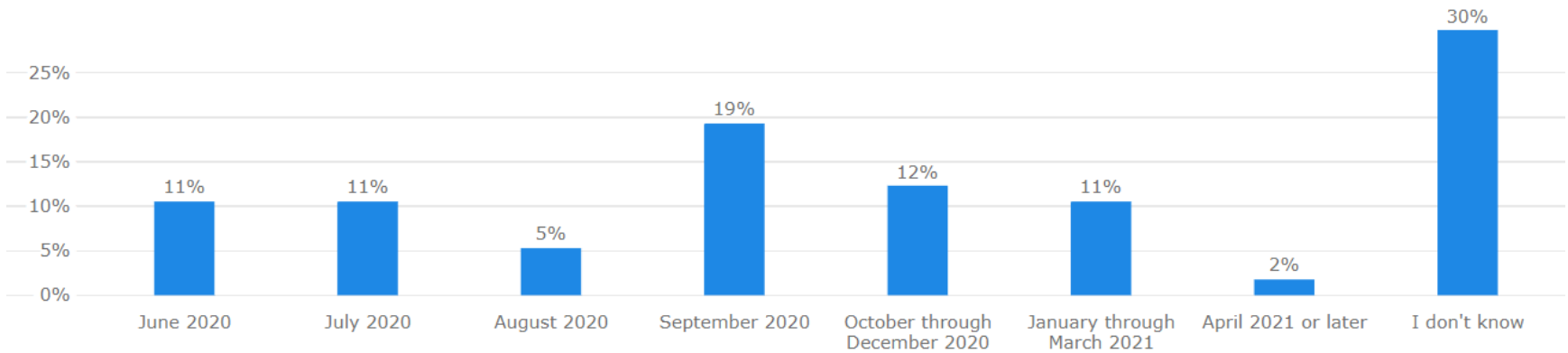


COVID-19 Impact on Fundraising Offices - Week 12

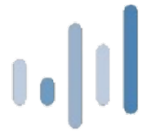
Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

When does your advancement office plan to reopen for more standard in-person office work?

▼ 1 ↓



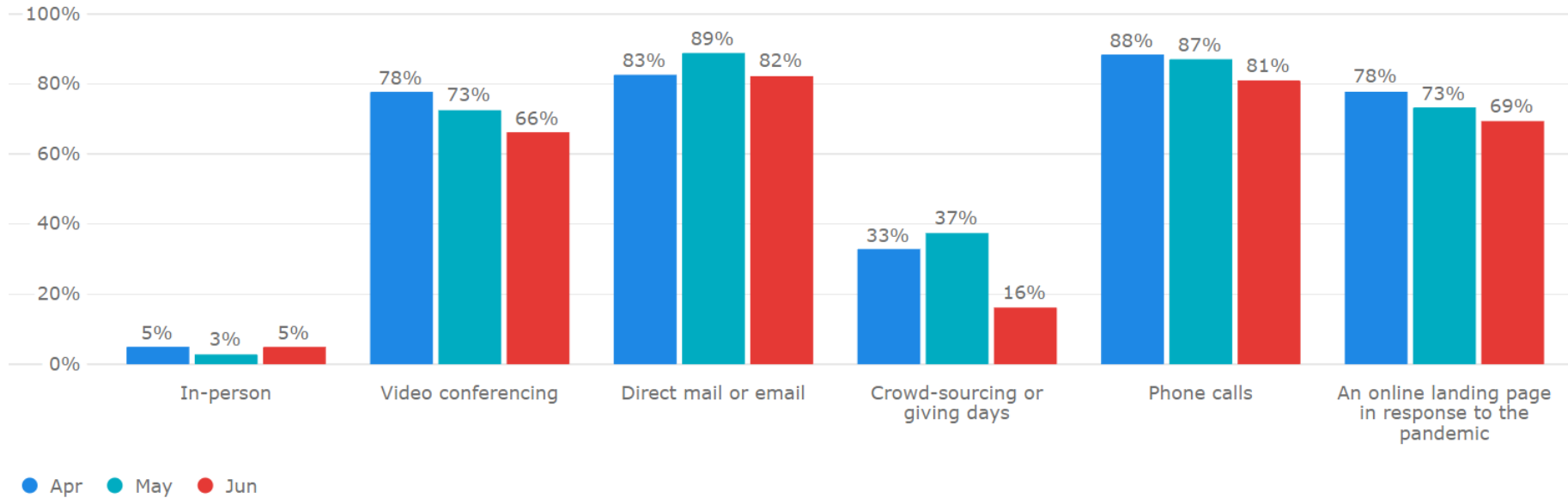
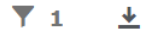
● Jun 1-7, 2020



COVID-19 Impact on Fundraising Offices – Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

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



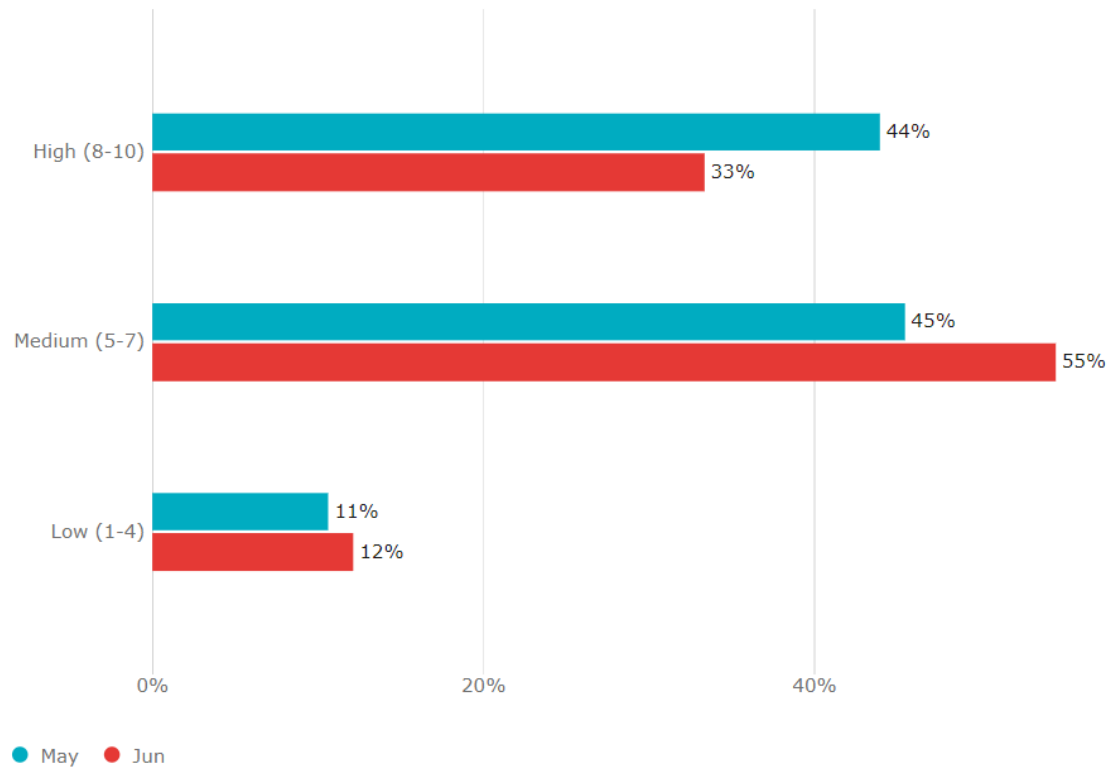


COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

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

▼ 1 ↓

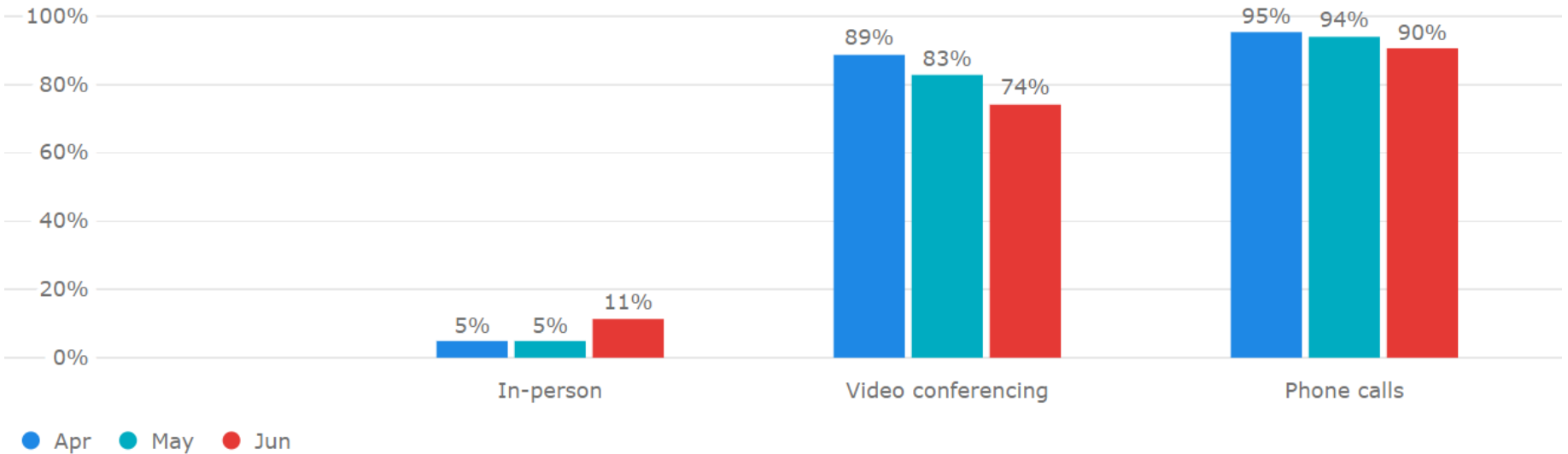




COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

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

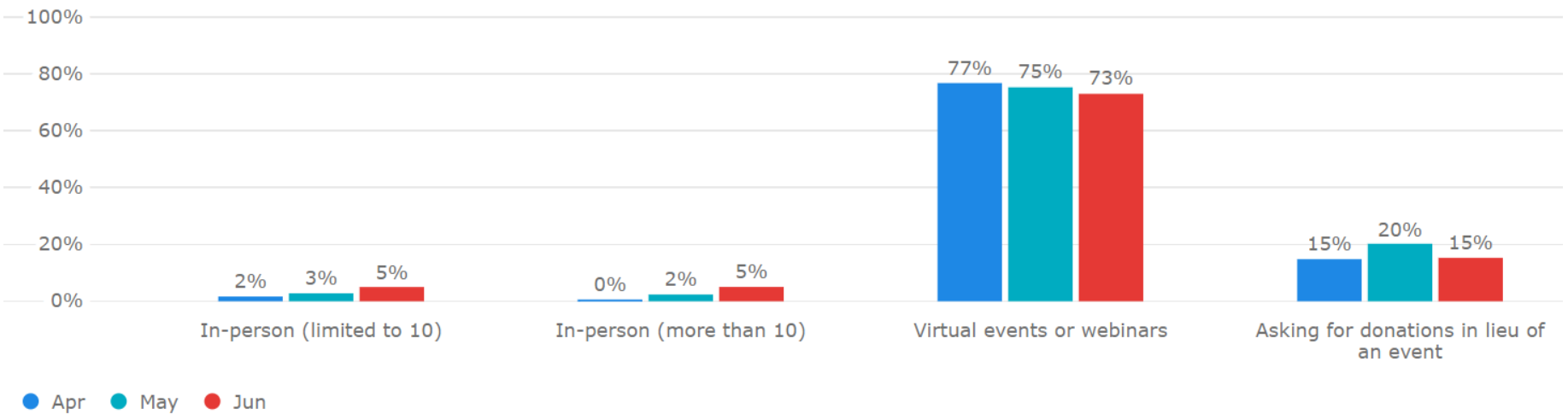




COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 with weekly comparison data from 3/16-5/31

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



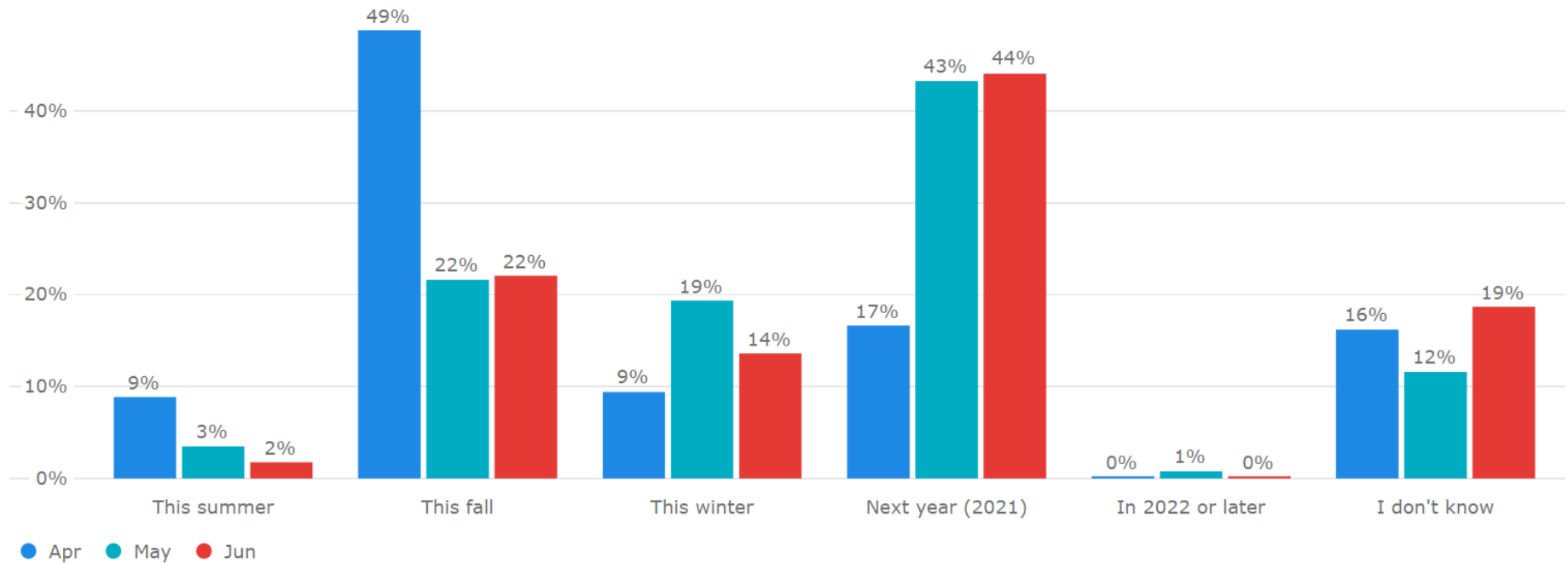


COVID-19 Impact on Fundraising Offices - Week 12

Data collected 6/1-6/7 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

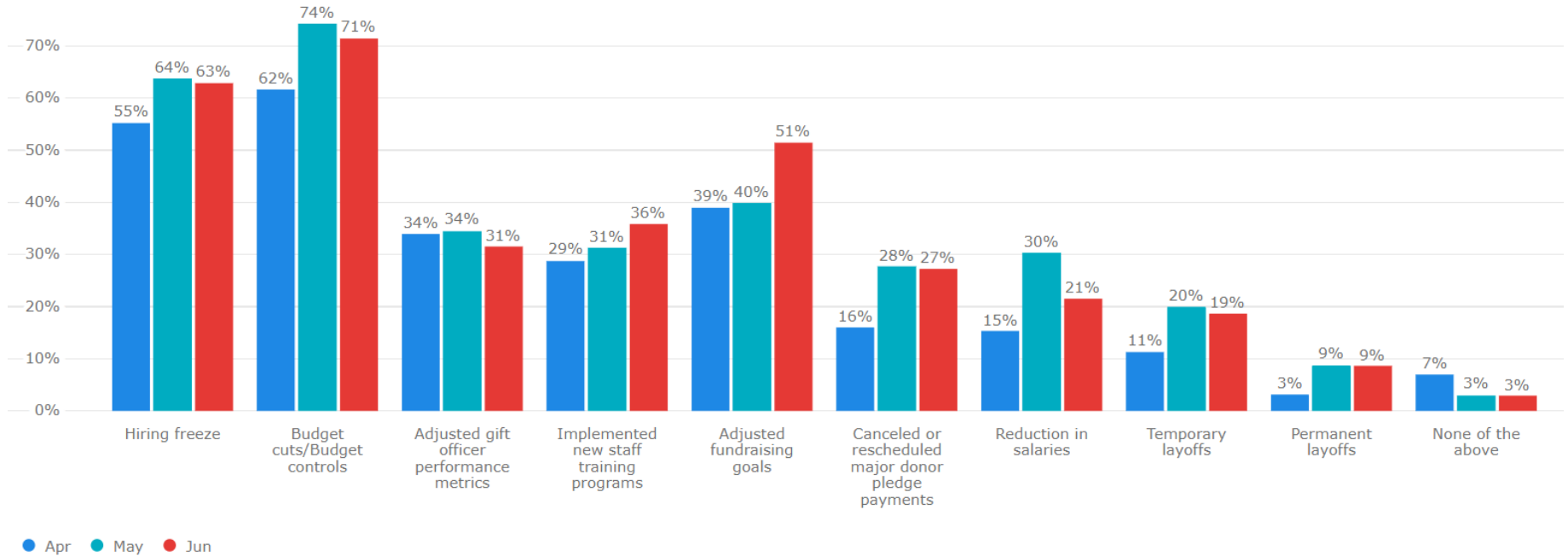
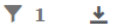




COVID-19 Impact on Fundraising Offices – Week 12

Data collected 6/1-6/7 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.) 885 Responses

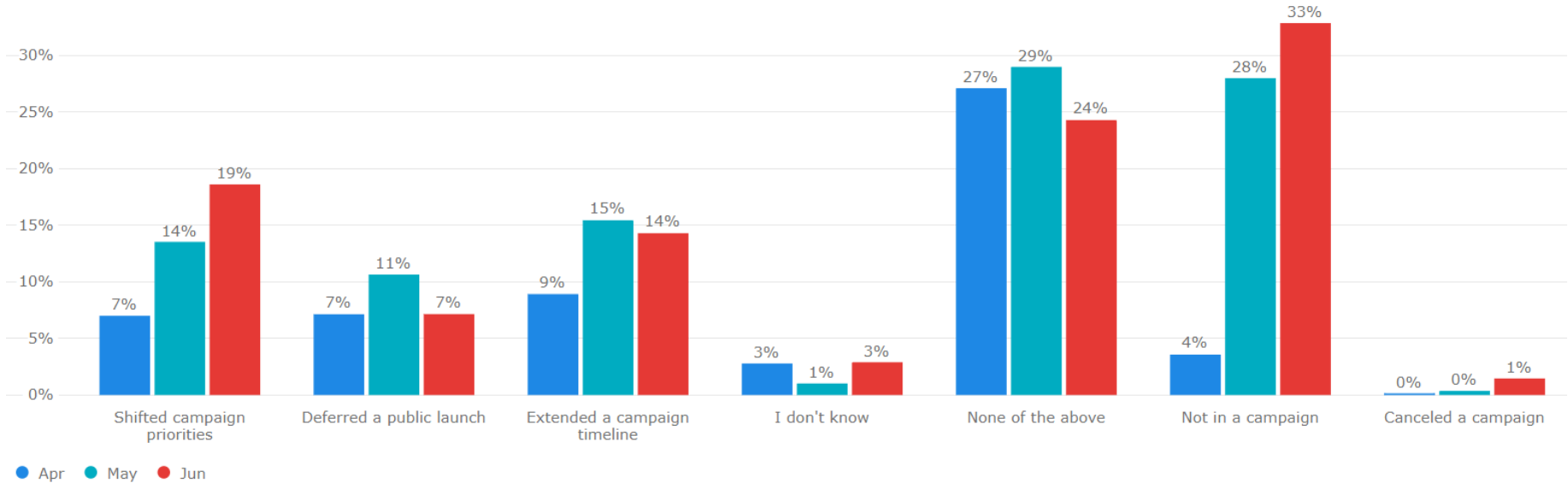




COVID-19 Impact on Fundraising Offices – Week 12

Data collected 6/1-6/7 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.) 641 Responses





For More Information

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Appendix

Additional charts
Comparisons by Organization Type
Free Text Comments