



Survey of COVID-19 Impacts on Fundraising Operations

September 6, 2020

**Data collected between August 24 to September 6
with comparisons to data collected beginning 3/16**

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.

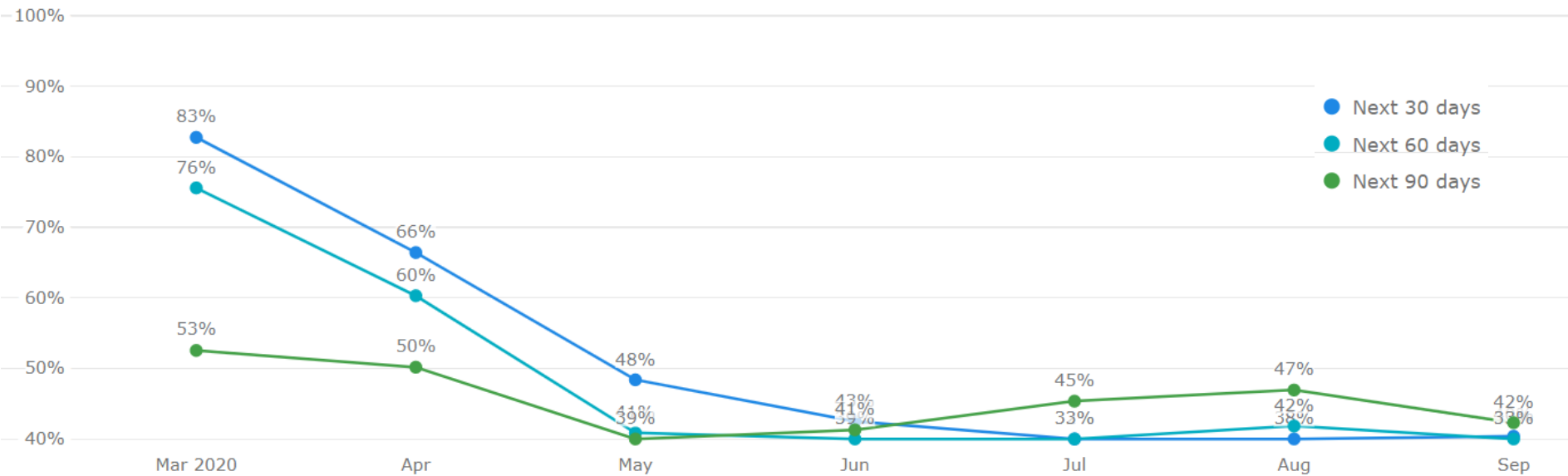
- This report contains data collected through an online survey conducted August 24 to September 6. These data are compared to data collected over the previous weeks, beginning March 16 and ending September 6. There have been 1,822 participants to the survey.
- If you would like to participate in the 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.



COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16

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

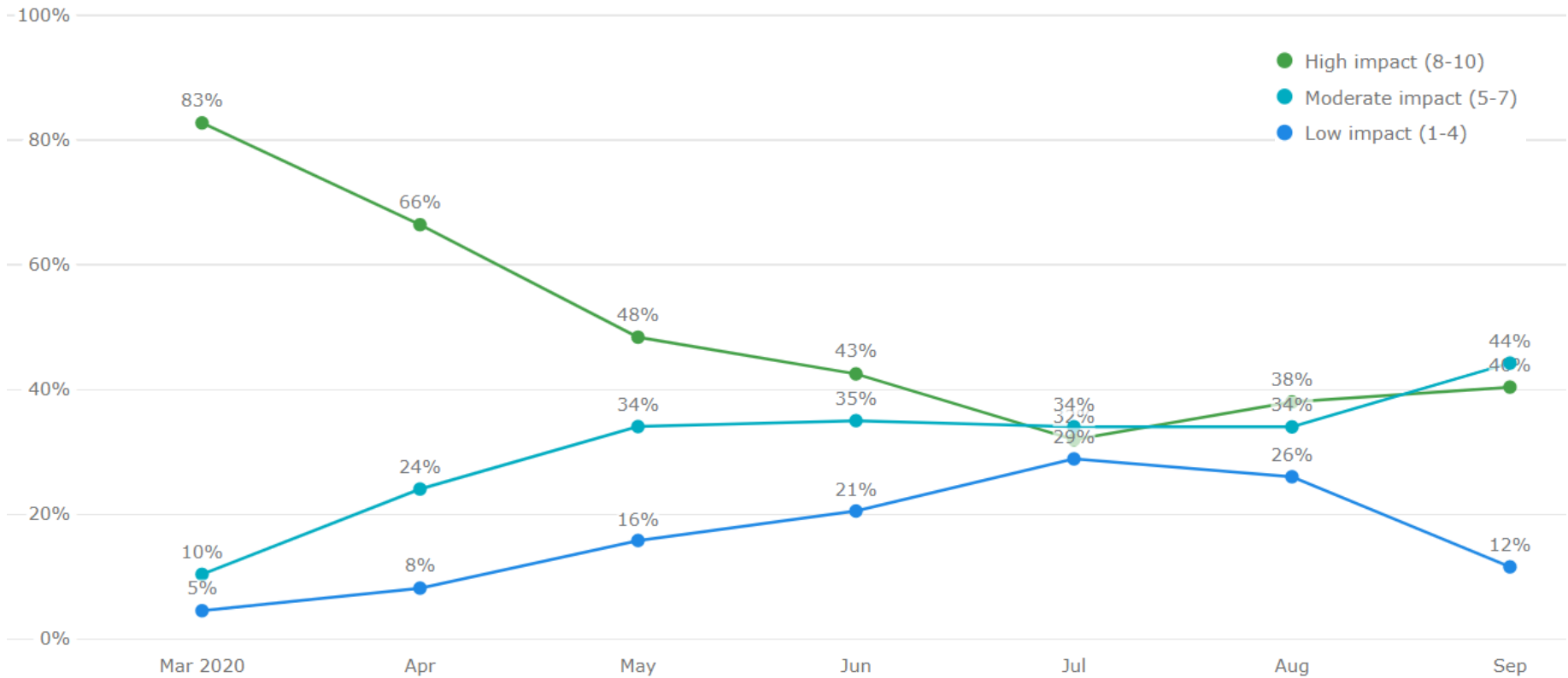




COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16

Weekly: 30-day negative impact on fundraising

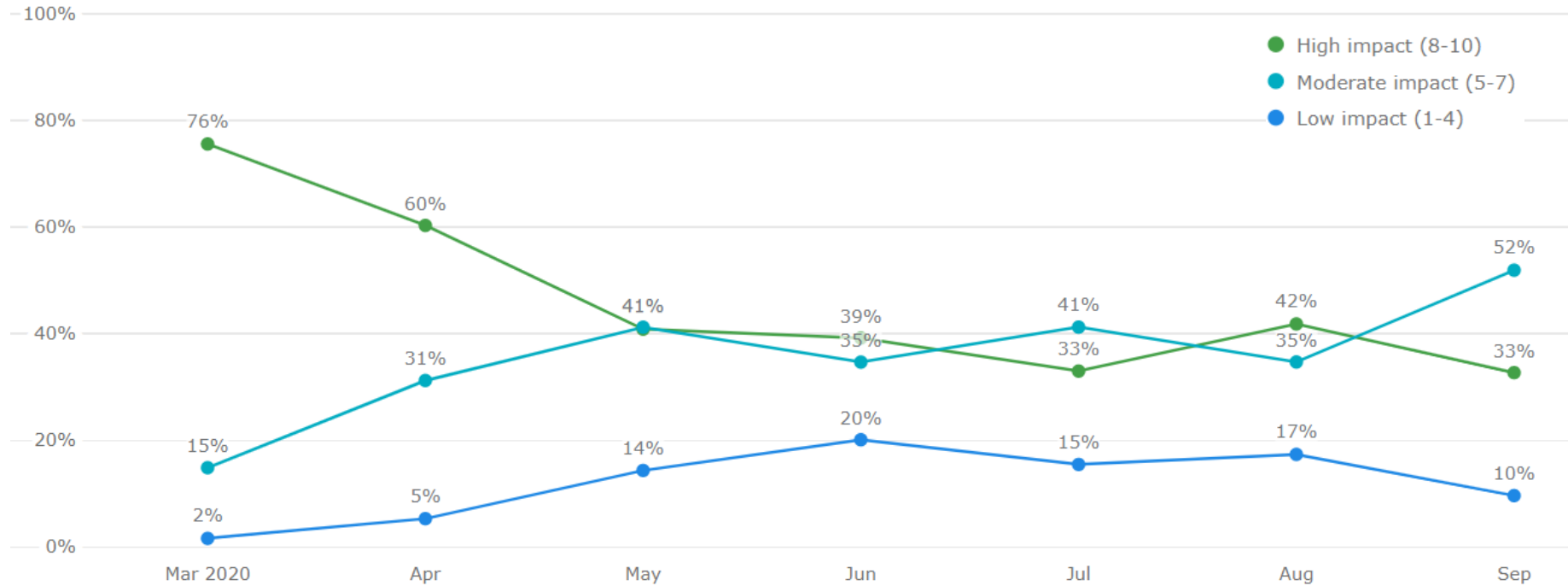




COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16

Weekly: 60-day negative impact on fundraising

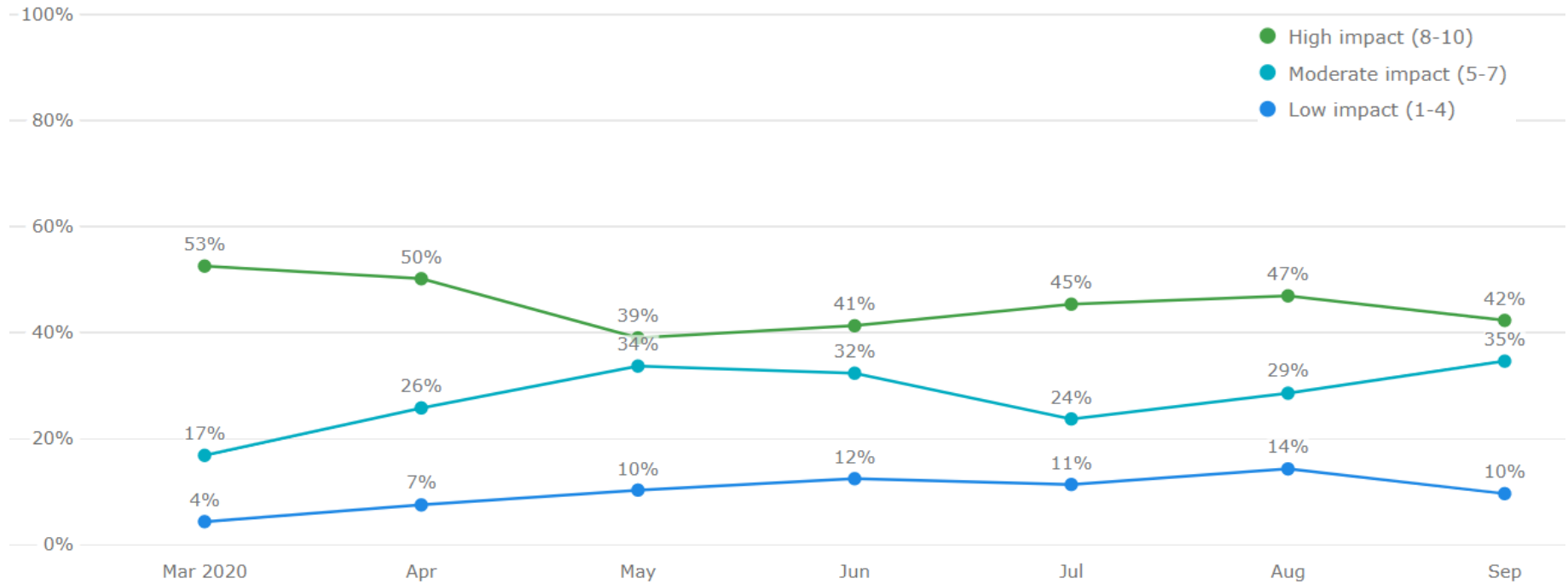


COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16



Weekly: 90-day negative impact on fundraising

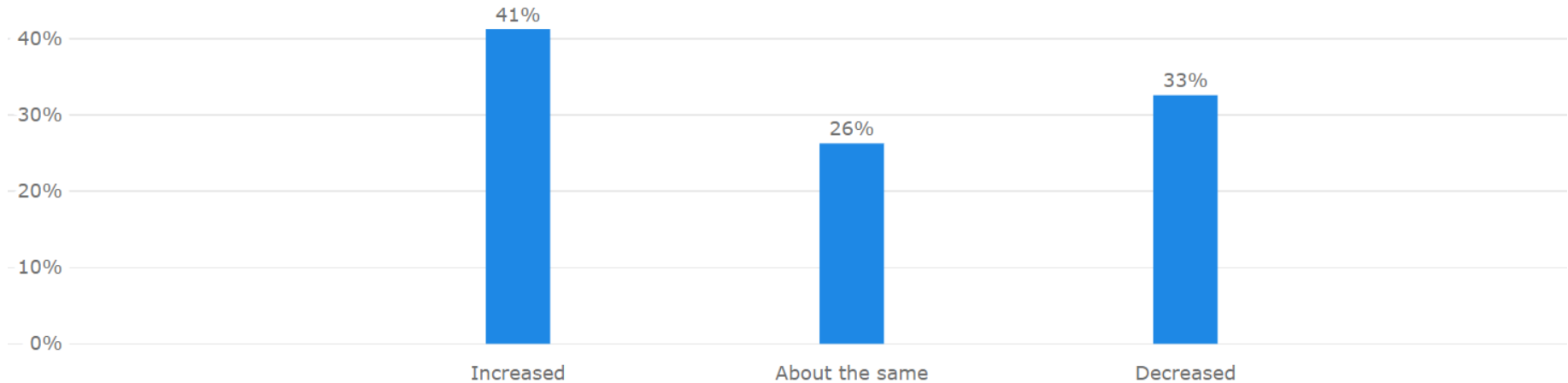


COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16



If your organization finished their fiscal year in June, which of the following apply to your end-of-year numbers compared to the previous year? - Total private support

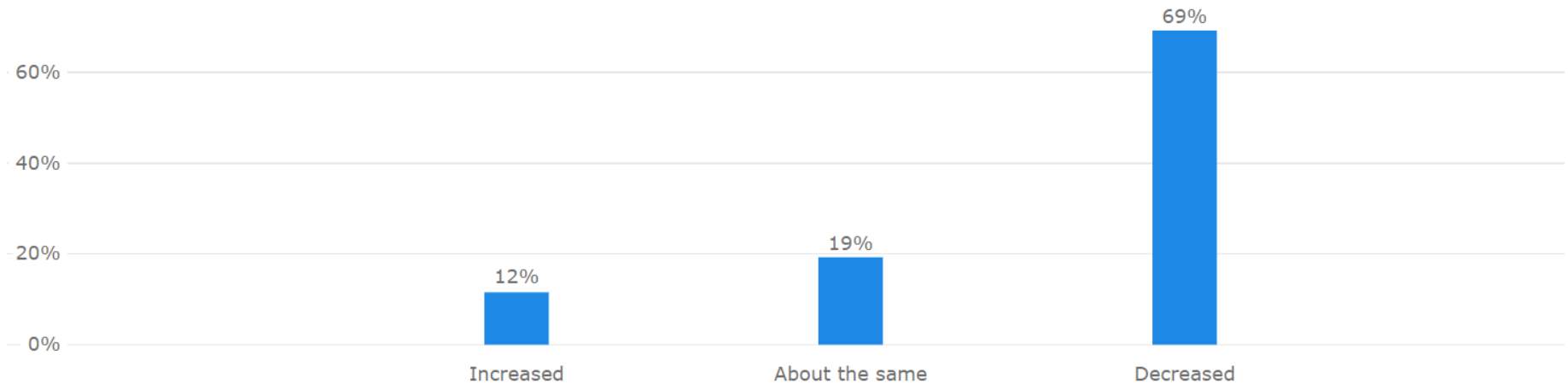


COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16



If your organization finished their fiscal year in June, which of the following apply to your end-of-year numbers compared to the previous year? - Participation rate

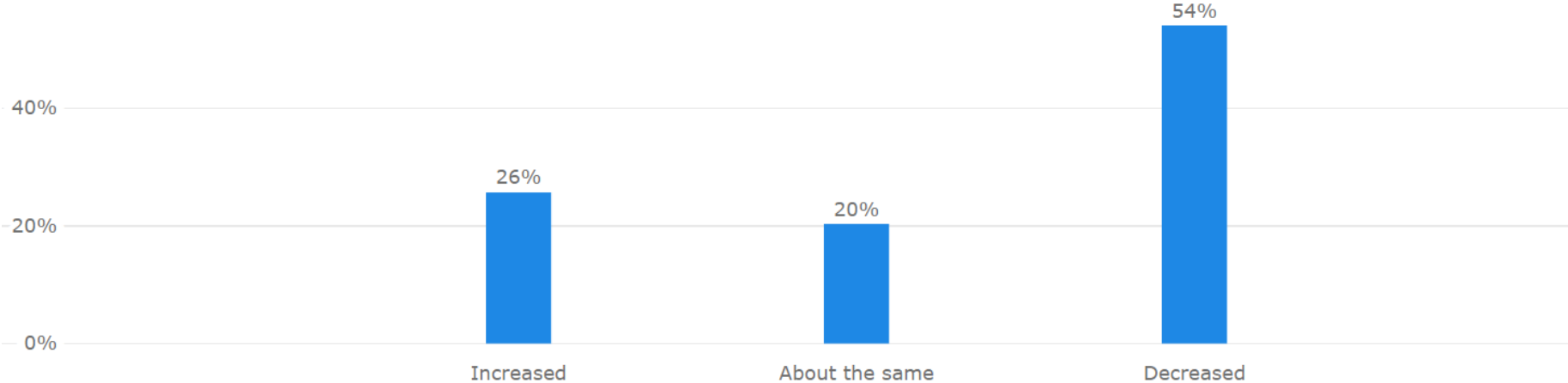




COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16

If your organization finished their fiscal year in June, which of the following apply to your end-of-year numbers compared to the previous year? - Number of new donors

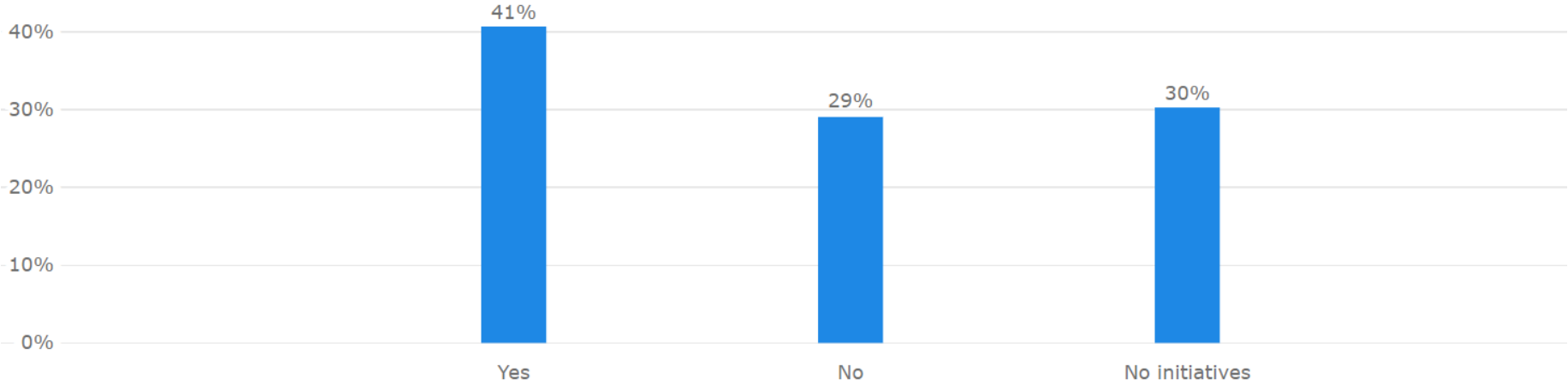




COVID-19 Impact on Fundraising Offices – September

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In your organization's pandemic-specific fundraising initiatives (student emergency support, gifts of protective equipment, etc.), have you seen an increase in the number of first-time donors?



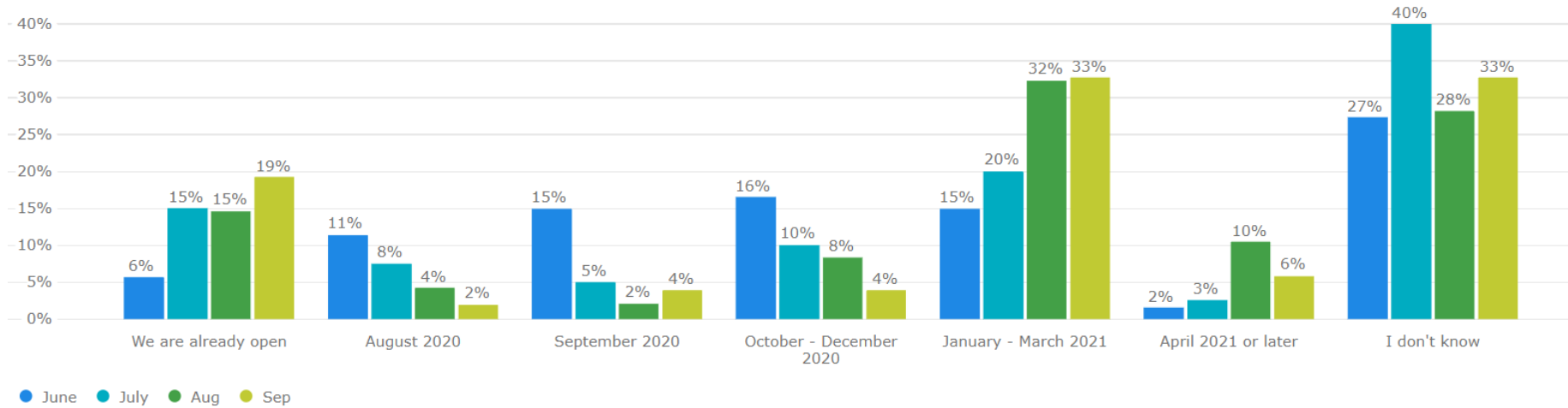


COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16

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

▼ 1 ↓

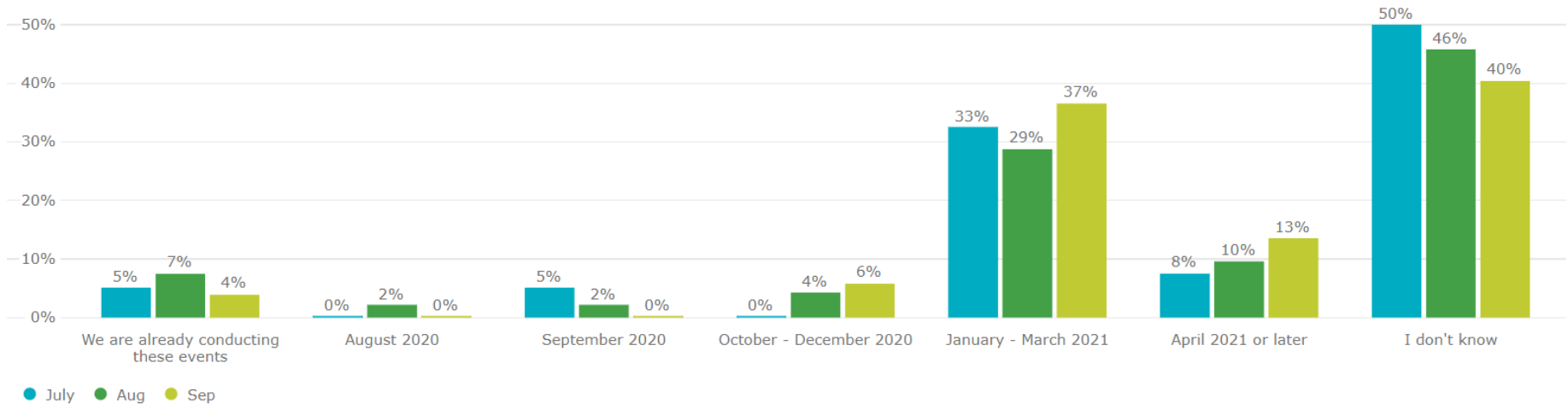
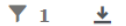




COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16

When does your advancement office plan to conduct in-person events limited to 10 people?



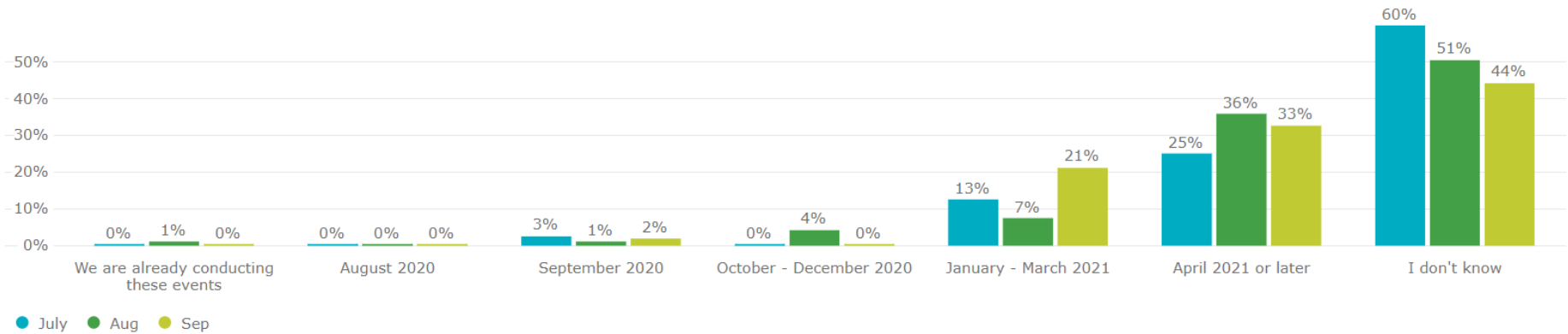


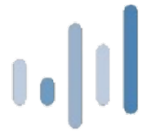
COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16

When does your advancement office plan to conduct in-person events of 10 people or more?

▼ 1 ↓



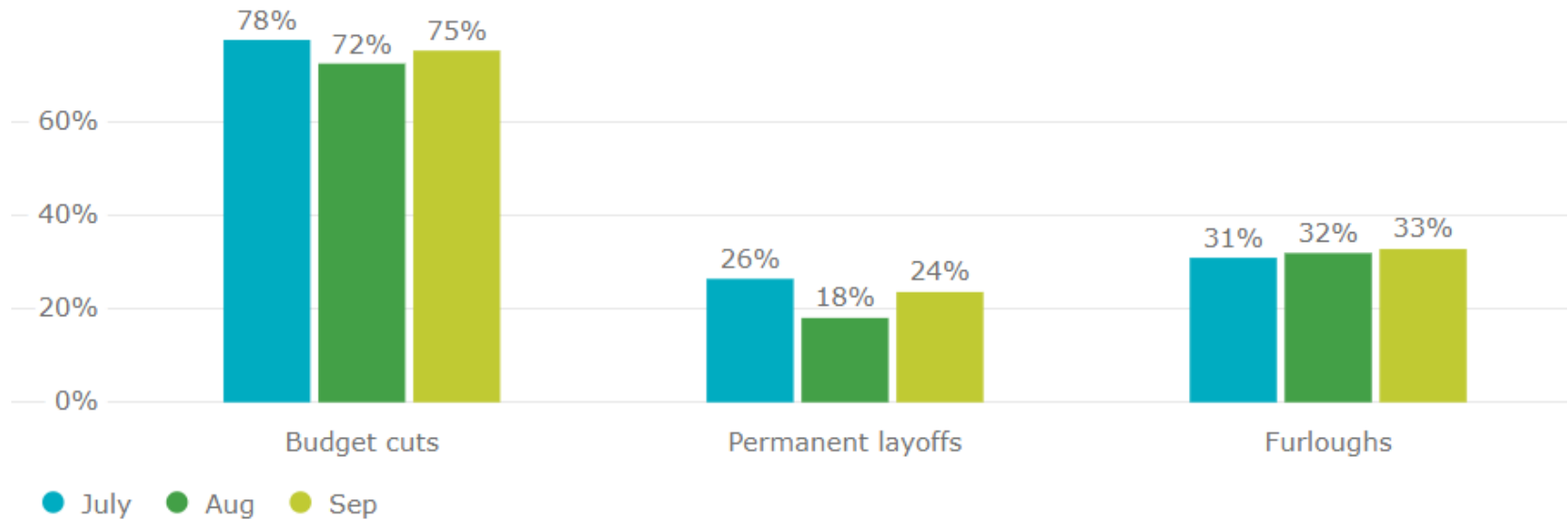


COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16

Has your organization or department experienced any of the following in response to the pandemic?

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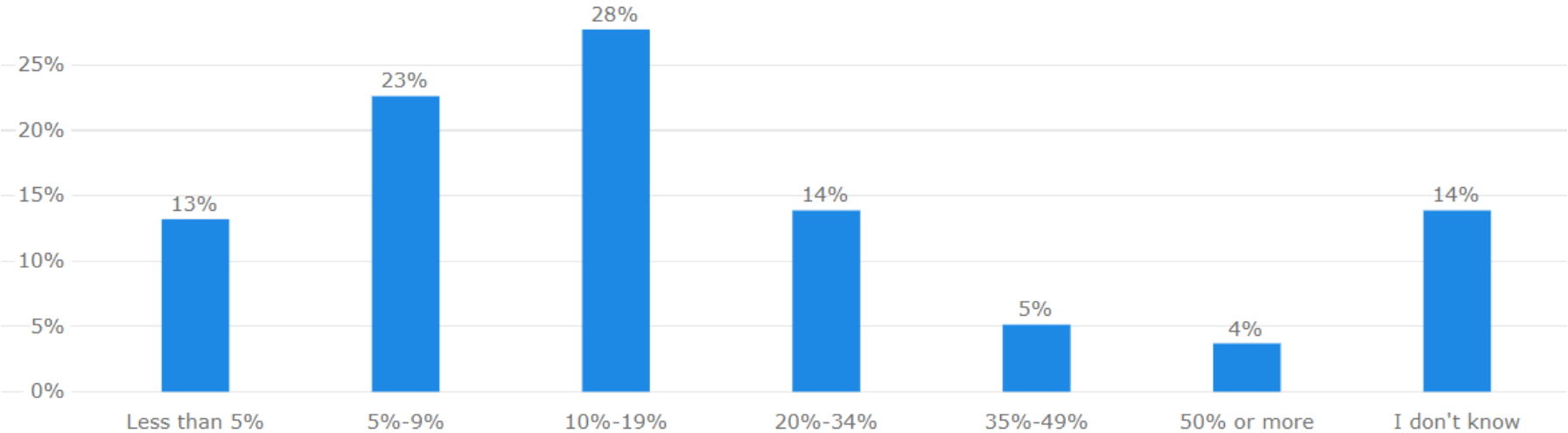




COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16

If you experienced budget cuts, describe the extent of the budget cuts in your organization or department.

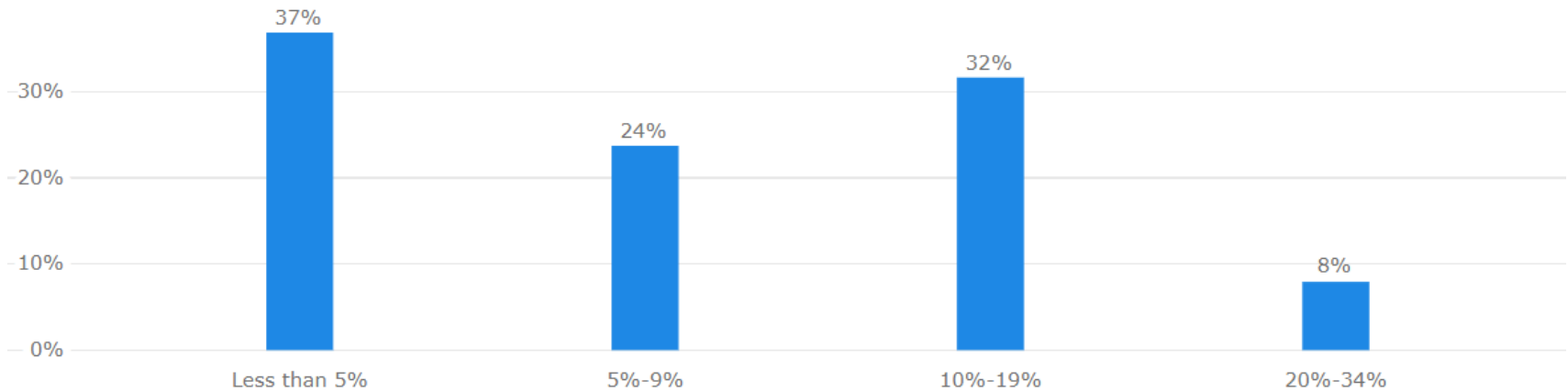




COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16

If you experienced permanent layoffs, describe the extent of the permanent layoffs in your organization or department.

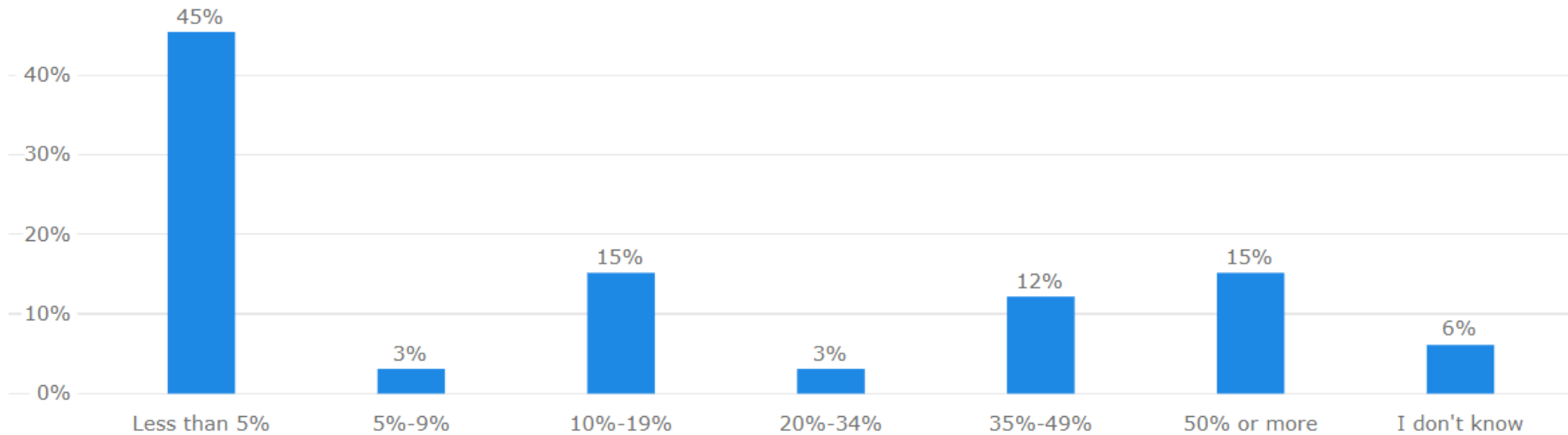


COVID-19 Impact on Fundraising Offices – September

Data collected 8/24-9/6 with comparison data beginning 3/16



If you experienced furloughs, please describe the extent of the furloughs in your organization or department.





For More Information

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Appendix

Comparisons by Organization Type
Free Text Comments

Q46 - As you continue to manage the impact of the pandemic and plan for your organizations' future, what are your top challenge areas?

As you continue to manage the impact of the pandemic and plan for your orga...

Maintaining health and safety for students, faculty and staff Effectively raising money

Engaging new prospects and being innovative/creative in the virtual environment with existing donors.

Re-establishing all donors' giving

Communicating effectively when we can't do the one-on-one visits.

Ability to continue to grow our program Ability to get gift officers to pivot from traditional engagement methods

Making up revenue for events with individual donations, keeping our membership program growing in an uncertain environment (or possible re-closure), growing our philanthropy program

Donor engagement via virtual channels

major gifts and the annual fund

Sustaining and building major gift pipeline Advancing significant qualification workload in virtual environ Retaining staff when uncertainty about their roles remains given financial challenges the institution faces

Pipeline development -- our existing pipeline is performing quite well, but we're not growing the new pipeline right now. That will eventually catch up to us!

We are working to continue offering programs to the public while our venues are closed, but it is very difficult to monetize virtual programs since so much content is being offered for free, this places additional stress on the budget, but this is work that must be done to continue pursuing our mission. At the same time, while our budget is strained, we are committed to offering free virtual, and eventually in-person, family programs to serve those in our community who lack the resources/access to other programs.

Maintaining strong Admissions numbers.

Hiring freezes; operational budget cuts; compliance

-Lack of clarity on future plans for the school. Are the campaign priorities still relevant? -Lack of time of School leadership to focus and be involved in fundraising, even just planning for priority projects. -Foundation staff are working remotely. Relationship building will be a challenge. Risk of disconnection with life of the School

Campaign planning

As you continue to manage the impact of the pandemic and plan for your orga...

1) Competing with other organizations whose needs are seen as higher priority in the COVID environment 2) Asking parents to participate in annual fundraising at a time when we are highly likely to have to close the campus again at some point

building the pipeline. Engaging donors in meaningful ways when they prefer in person contact.

Campaign fundraising during quarantine and virtual-only contact.

Expressing a current need that is not COVID related, but our cause is still relevant. Hosting fundraising events with virus fears.

* change in the delivery of service (education) impacting value proposition * demands for racial and LGBTQ+ justice requiring clarity on institutional plans to be well-communicated

Frontline fundraisers are becoming demotivated without travel and the ability to meet with new donors.

Communicating authentically as an environmental nonprofit amidst more urgent global safety and health crises

Ensuring that major and principal gift donors continue to be engaged and moved to solicitation stage; keeping staff motivated, focused and productive.

since we cannot travel, our pipeline is thin. if staff leave, we have a very long process to replace, if at all, leading to less donor interaction long-term budget impact - even more so for 2021-2022

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...

no

We are focusing on being flexible and innovative to continue to sustain our mission with significantly reduced resources and hope to be able to resume a more normal level of programming towards the end of the current fiscal year (July 2020-June 2021), but the outlook for this is unclear. Thankfully many of our most committed individual, corporate, and foundation supporters have sustained or increased their giving at a time when we have little to no earned revenue, and when the lack of in-person programs is decreasing membership and individual giving revenue streams.

Survey Metadata - Recorded Date: Mar 16, 2020 to Today

Weekly: 30-day negative 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)	59%	46%	47%	64%	62%	45%	44%
Moderate impact (5-7)	32%	44%	29%	23%	26%	23%	33%
Low impact (1-4)	7%	8%	22%	11%	10%	33%	22%

Weekly: 60-day negative 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)	60%	52%	47%	57%	51%	43%	44%
Moderate impact (5-7)	33%	42%	32%	29%	33%	35%	39%
Low impact (1-4)	1%	6%	17%	9%	8%	18%	17%

Weekly: 90-day negative 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)	59%	60%	51%	46%	40%	45%	44%
Moderate impact (5-7)	19%	31%	24%	27%	29%	28%	33%
Low impact (1-4)	5%	2%	12%	9%	6%	10%	11%

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

1

	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
We are already open	11%	19%	13%	7%	19%	20%	25%
August 2020	8%	13%	0%	9%	10%	0%	25%
September 2020	0%	6%	9%	8%	21%	10%	0%
October - December 2020	19%	13%	13%	12%	10%	0%	0%
January - March 2021	22%	6%	27%	28%	6%	0%	0%
April 2021 or later	0%	31%	4%	4%	2%	0%	0%
I don't know	25%	6%	29%	32%	29%	40%	25%

When does your advancement office plan to conduct in-person events limited to 10 people?

▼ 1

	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
We are already conducting these events	6%	0%	9%	7%	0%	0%	0%
August 2020	0%	0%	0%	1%	4%	0%	0%
September 2020	0%	29%	5%	0%	4%	0%	0%
October - December 2020	12%	14%	0%	2%	4%	25%	0%
January - March 2021	71%	0%	18%	36%	15%	0%	0%
April 2021 or later	6%	29%	9%	10%	11%	0%	0%
I don't know	6%	29%	59%	44%	63%	75%	100%

When does your advancement office plan to conduct in-person events of 10 people or more?

▼ 1

	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
We are already conducting these events	0%	0%	0%	1%	0%	0%	0%
August 2020	0%	0%	0%	0%	0%	0%	0%
September 2020	0%	0%	9%	0%	0%	25%	0%
October - December 2020	12%	0%	0%	1%	4%	0%	0%
January - March 2021	12%	0%	0%	17%	7%	25%	0%
April 2021 or later	59%	25%	27%	36%	15%	0%	0%
I don't know	18%	75%	64%	45%	74%	50%	100%

Has your organization or department experienced any of the following in response to the pandemic?

	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
Budget cuts	71%	38%	81%	85%	41%	75%	0%
Permanent layoffs	53%	0%	14%	24%	8%	0%	0%
Furloughs	44%	0%	36%	40%	7%	0%	0%

If you experienced budget cuts, describe the extent of the budget cuts in your organization or department.

Q52 Budget cut	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)
10%-19%	25%	0%	24%	26%	36%	100%
20%-34%	50%	33%	6%	10%	18%	0%
35%-49%	8%	67%	0%	4%	0%	0%
5%-9%	8%	0%	47%	23%	9%	0%
50% or more	0%	0%	0%	5%	0%	0%
I don't know	8%	0%	18%	15%	9%	0%
Less than 5%	0%	0%	6%	15%	27%	0%

If you experienced permanent layoffs, describe the extent of the permanent layoffs in your organization or department.

Q53 Permanent layoffs	Arts and Culture	Healthcare	Higher Education	K-12 Education
10%-19%	33%	0%	38%	0%
20%-34%	11%	0%	0%	100%
5%-9%	33%	0%	25%	0%
Less than 5%	22%	100%	38%	0%

If you experienced furloughs, please describe the extent of the furloughs in your organization or department.

Q54 Furloughs	Arts and Culture	Healthcare	Higher Education
10%-19%	13%	33%	14%
20%-34%	0%	0%	5%
35%-49%	13%	0%	14%
5%-9%	13%	0%	0%
50% or more	25%	0%	14%
I don't know	0%	33%	5%
Less than 5%	38%	33%	50%

If your organization finished their fiscal year in June, which of the following apply to your end-of-year numbers compared to the previous year? - Total private support

Q59 End of year numbers - TPS	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education
Increased	0%	100%	43%	43%	44%
About the same	50%	0%	14%	24%	31%
Decreased	50%	0%	43%	33%	25%

If your organization finished their fiscal year in June, which of the following apply to your end-of-year numbers compared to the previous year? - Participation rate

Q59 End of year numbers - Participation rate	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)
Increased	0%	0%	17%	17%	0%	0%
About the same	33%	0%	33%	17%	20%	0%
Decreased	67%	100%	50%	67%	80%	100%

If your organization finished their fiscal year in June, which of the following apply to your end-of-year numbers compared to the previous year? - Number of new donors

Q59 End of year numbers - New donors	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education
Increased	0%	0%	80%	30%	7%
About the same	50%	0%	0%	20%	20%
Decreased	50%	100%	20%	50%	73%

In your organization's pandemic-specific fundraising initiatives (student emergency support, gifts of protective equipment, etc.), have you seen an increase in the number of first-time donors?

Q60 Pandemic first time donors	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)
Yes	0%	0%	83%	53%	6%	0%
No	25%	100%	17%	29%	29%	50%
No initiatives	75%	0%	0%	18%	65%	50%