



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

**October 4, 2020**

**Data collected between September 21 to October 4  
with comparisons to data collected beginning 3/16**

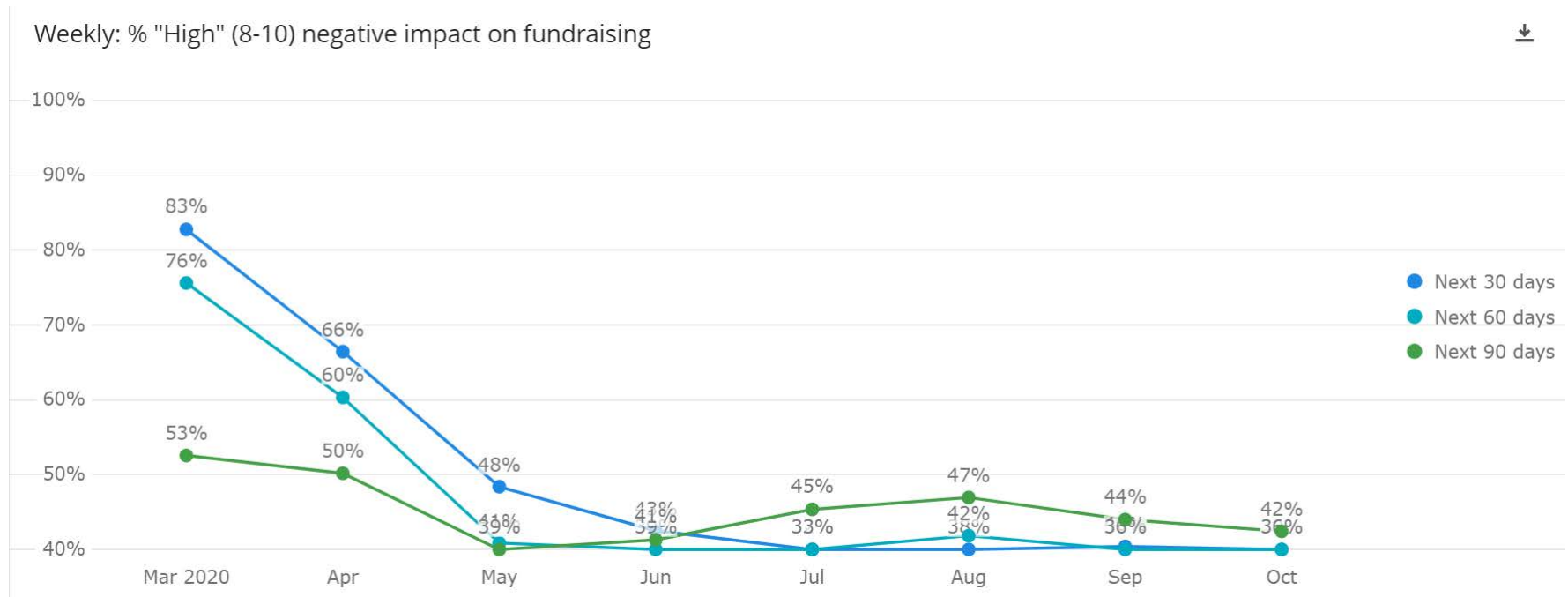
GG+A SurveyLab is conducting a weekly tracking survey of fundraising offices to provide data for the industry to understand trends and conditions during the COVID-19 pandemic.

- This report contains data collected through an online survey conducted September 21 to October 4. These data are compared to data collected over the previous weeks, beginning March 16 and ending October 4. There have been 1,903 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.



# COVID-19 Impact on Fundraising Offices – September

Data collected 9/21-10/4 with comparison data beginning 3/16

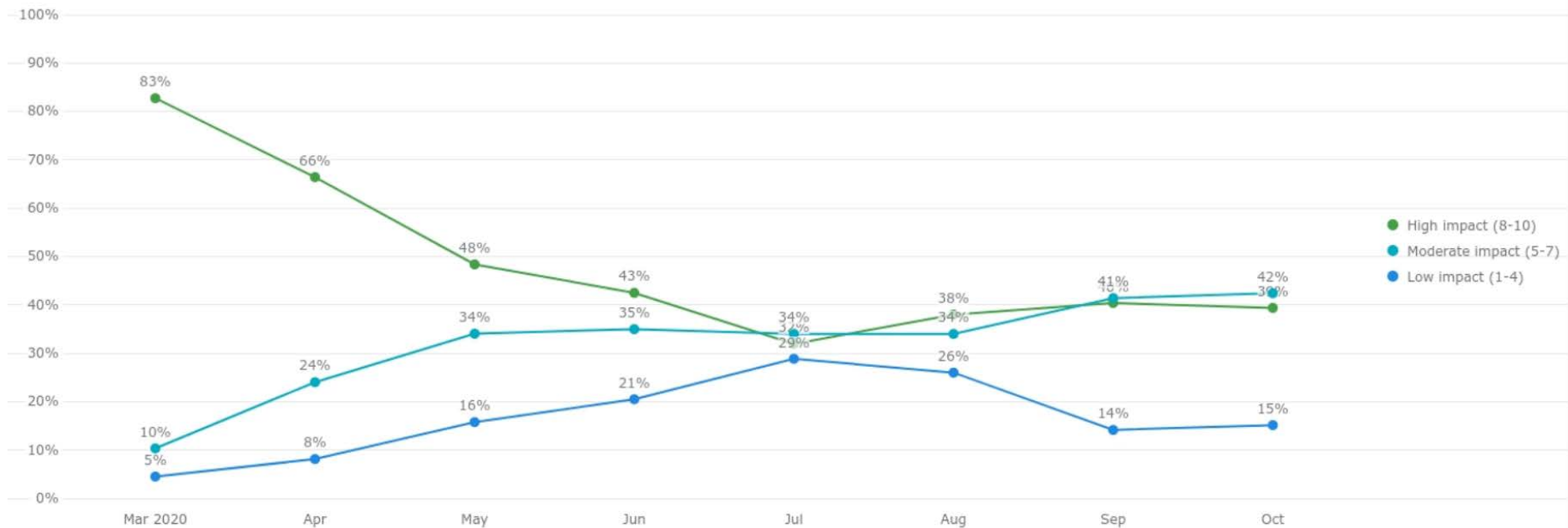




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/21-10/4 with comparison data beginning 3/16

Weekly: 30-day negative impact on fundraising

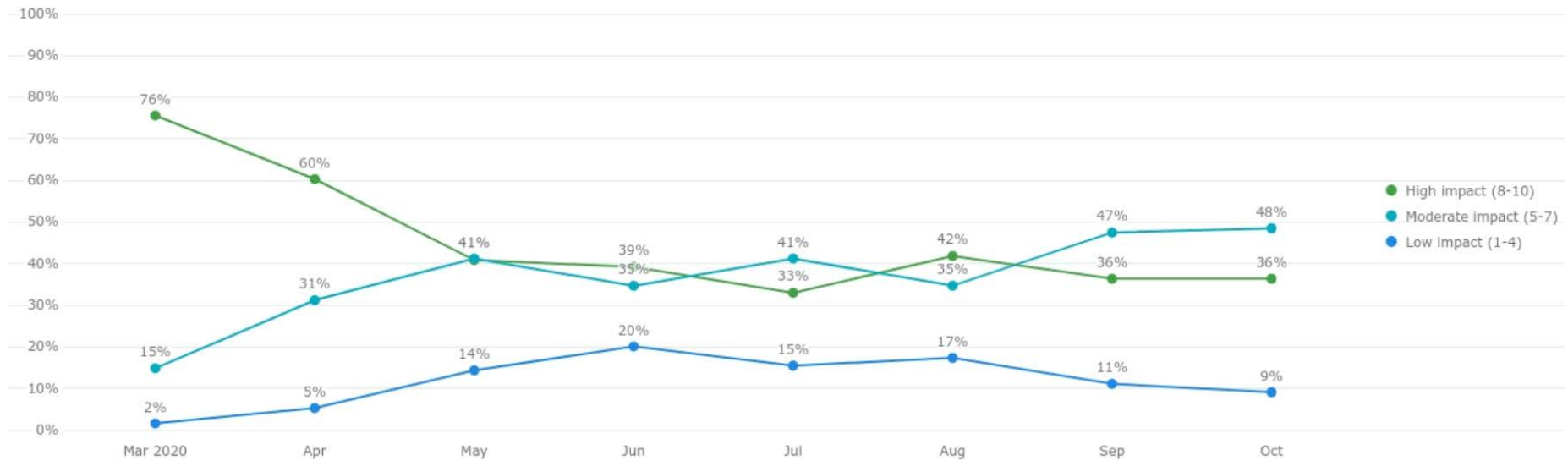




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/21-10/4 with comparison data beginning 3/16

Weekly: 60-day negative impact on fundraising

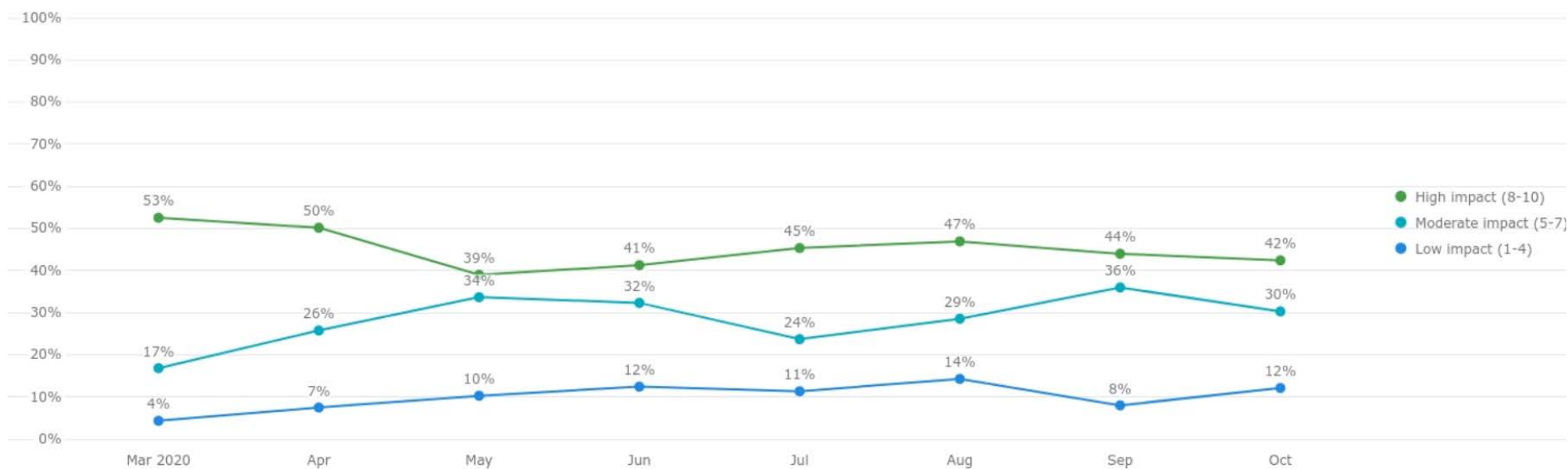




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/21-10/4 with comparison data beginning 3/16

Weekly: 90-day negative impact on fundraising

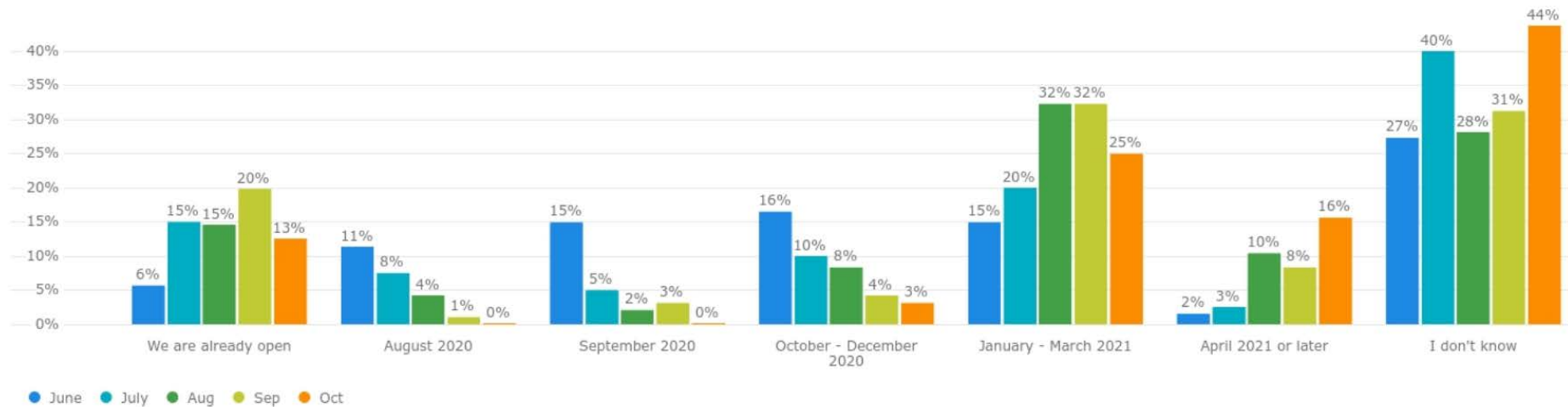




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/21-10/4 with comparison data beginning 3/16

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



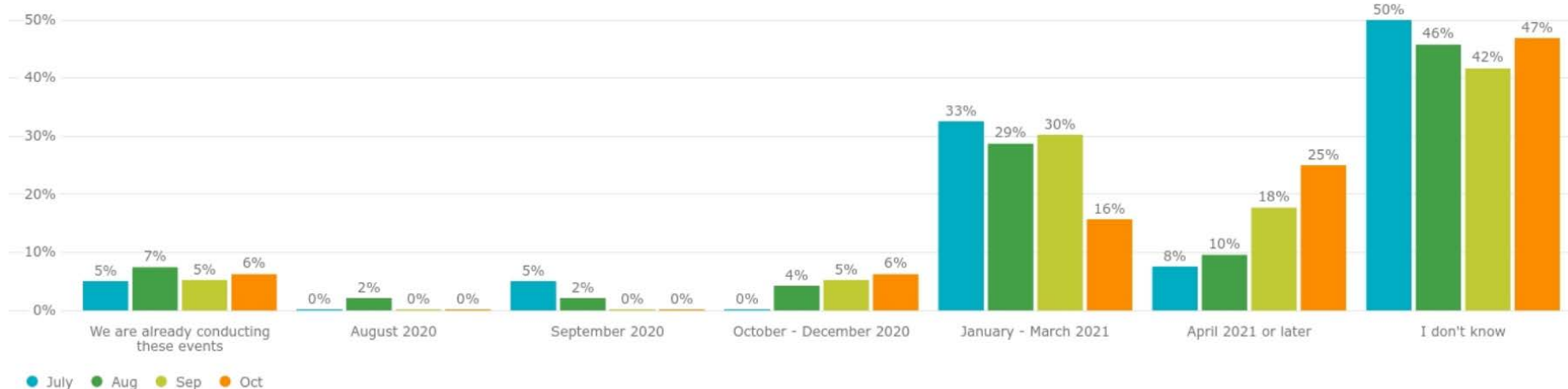


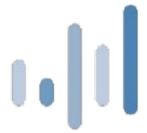
# COVID-19 Impact on Fundraising Offices – September

Data collected 9/21-10/4 with comparison data beginning 3/16

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

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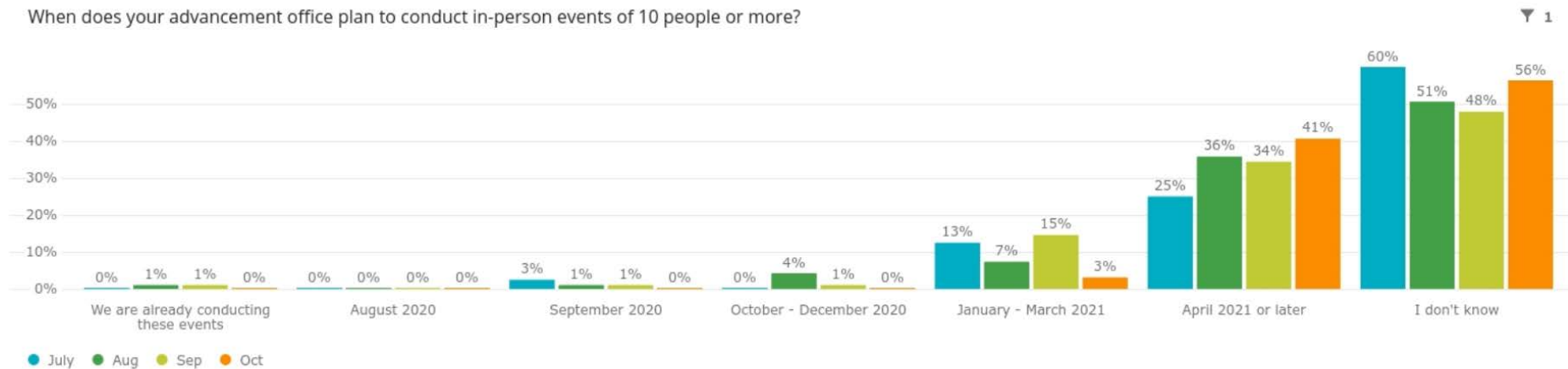




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/21-10/4 with comparison data beginning 3/16

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

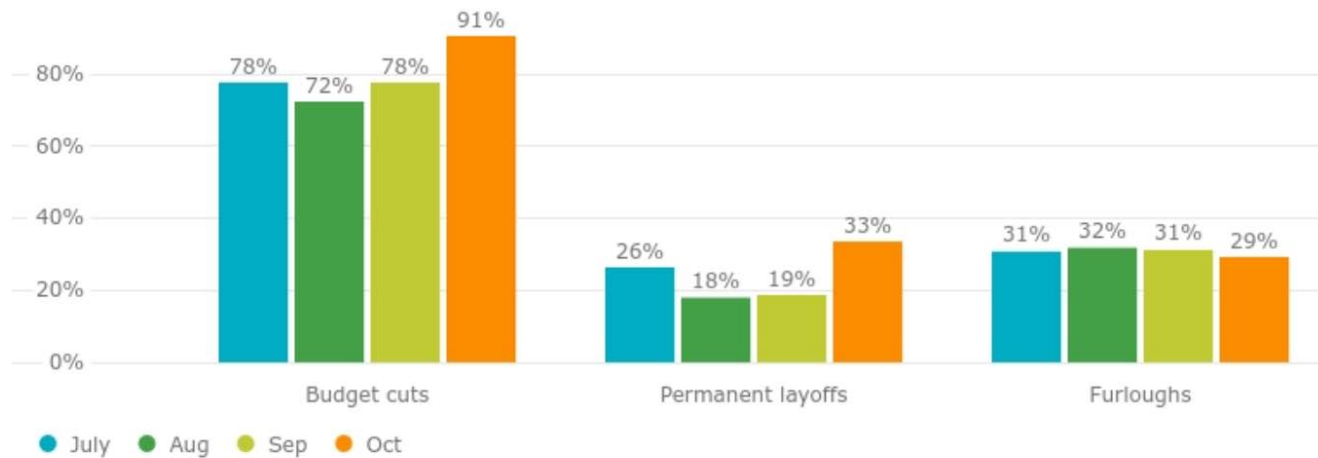




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/21-10/4 with comparison data beginning 3/16

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

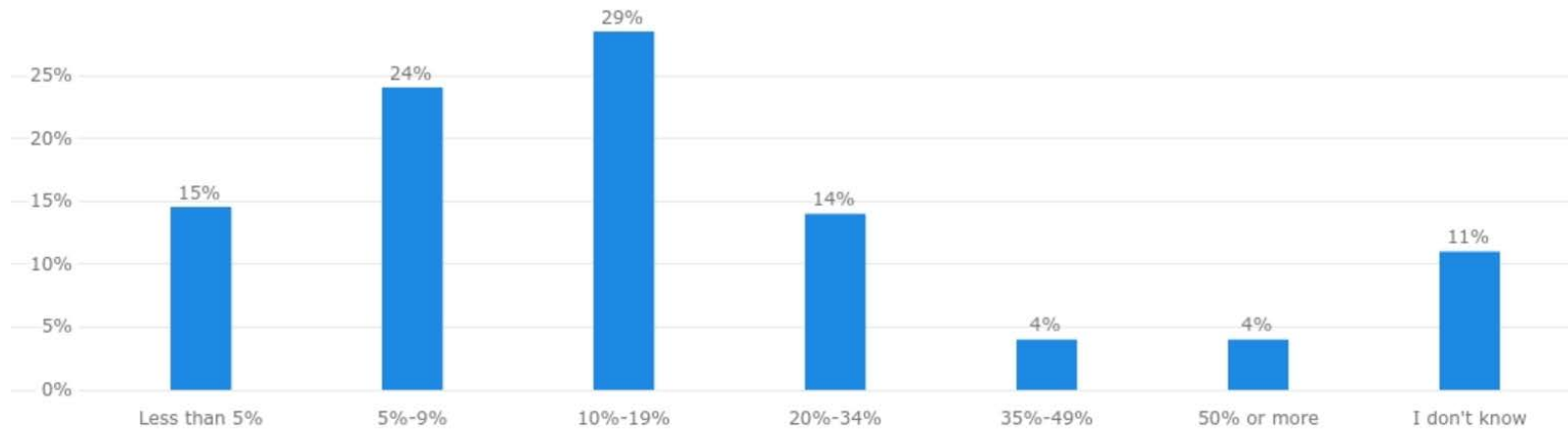




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/21-10/4 with comparison data beginning 3/16

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

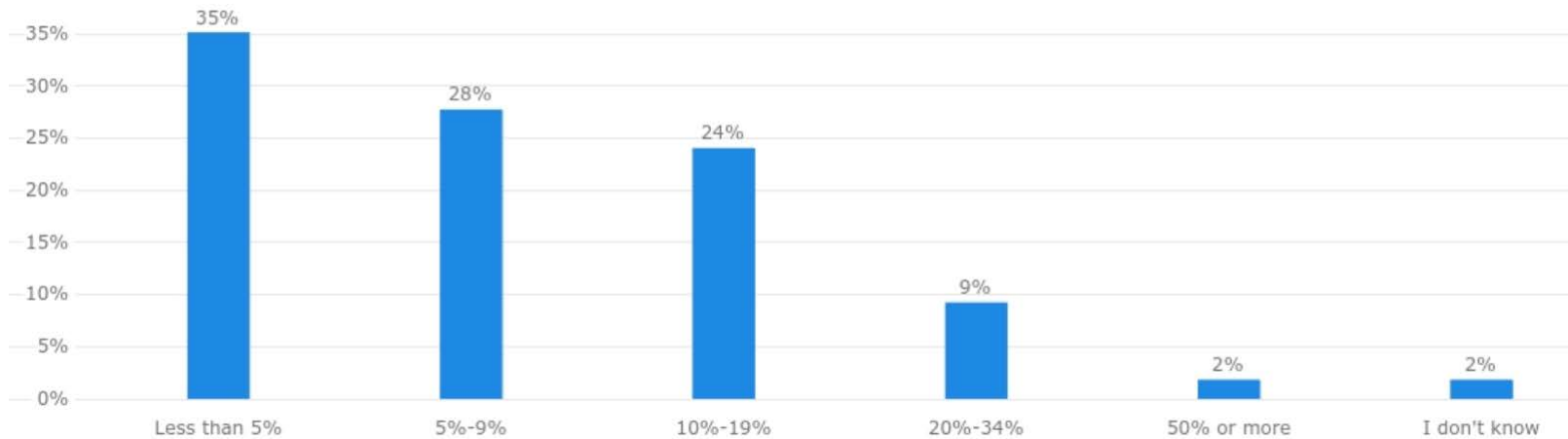




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/21-10/4 with comparison data beginning 3/16

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

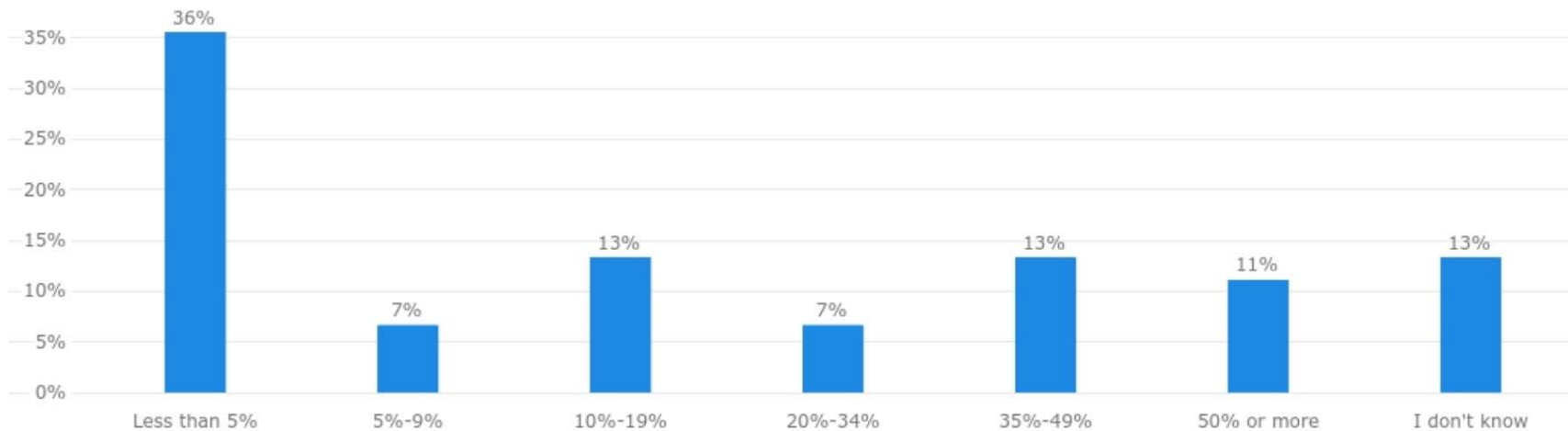




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/21-10/4 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

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%	44%	46%	62%	62%	45%	44%
Moderate impact (5-7)	32%	46%	30%	24%	26%	23%	33%
Low impact (1-4)	7%	7%	22%	12%	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%	50%	46%	56%	51%	43%	44%
Moderate impact (5-7)	34%	44%	33%	29%	33%	35%	39%
Low impact (1-4)	1%	6%	17%	9%	7%	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)	60%	60%	51%	45%	41%	45%	44%
Moderate impact (5-7)	19%	32%	25%	27%	29%	28%	33%
Low impact (1-4)	5%	2%	12%	10%	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%	17%	11%	8%	25%	20%	25%
August 2020	7%	11%	0%	7%	8%	0%	25%
September 2020	0%	6%	8%	7%	17%	10%	0%
October - December 2020	16%	11%	13%	10%	9%	0%	0%
January - March 2021	27%	6%	27%	29%	5%	0%	0%
April 2021 or later	0%	33%	6%	6%	3%	0%	0%
I don't know	27%	11%	29%	33%	30%	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	8%	0%	7%	8%	0%	0%	0%
August 2020	0%	0%	0%	1%	3%	0%	0%
September 2020	0%	22%	3%	0%	3%	0%	0%
October - December 2020	12%	11%	0%	2%	8%	25%	0%
January - March 2021	64%	0%	17%	32%	10%	0%	0%
April 2021 or later	12%	33%	17%	13%	15%	0%	0%
I don't know	4%	33%	55%	45%	62%	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	4%	0%	0%	1%	0%	0%	0%
August 2020	0%	0%	0%	0%	0%	0%	0%
September 2020	0%	0%	7%	0%	0%	25%	0%
October - December 2020	8%	0%	0%	1%	5%	0%	0%
January - March 2021	8%	0%	0%	14%	5%	25%	0%
April 2021 or later	60%	30%	31%	37%	15%	0%	0%
I don't know	20%	70%	62%	48%	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	75%	50%	82%	86%	50%	75%	0%
Permanent layoffs	54%	0%	17%	23%	8%	0%	0%
Furloughs	41%	0%	31%	39%	5%	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%	33%	0%	17%	28%	37%	100%
20%-34%	44%	60%	4%	9%	21%	0%
35%-49%	6%	40%	0%	4%	0%	0%
5%-9%	6%	0%	48%	25%	16%	0%
50% or more	6%	0%	0%	5%	0%	0%
I don't know	6%	0%	22%	11%	5%	0%
Less than 5%	0%	0%	9%	17%	21%	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%	23%	0%	30%	0%
20%-34%	8%	0%	6%	67%
5%-9%	46%	0%	24%	33%
50% or more	8%	0%	0%	0%
I don't know	0%	20%	0%	0%
Less than 5%	15%	80%	39%	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	K-12 Education
10%-19%	20%	25%	10%	0%
20%-34%	10%	0%	7%	0%
35%-49%	10%	0%	17%	0%
5%-9%	10%	0%	3%	100%
50% or more	20%	0%	10%	0%
I don't know	0%	50%	13%	0%
Less than 5%	30%	25%	40%	0%

## 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...

that we cannot travel and engage/cultivate donors in person, our football season presents no opportunities for in-person engagement of any kind, that some of our parents are increasingly frustrated with how the campus is managing COVID, and that we face unprecedented challenges in raising money for the campus

Financial uncertainty with donors as well as the recent reopening of the campus to about half of the student population.

Sustaining momentum as we pivot from a special emergency response fund to the annual fund

Pandemic+election=deep uncertainty and I see it freezing up gift conversations and cultivation right now.

Donors want to fund charities that make an immediate impact -- food security, shelter, family needs, basic necessities, health care etc

We will not make a profit until we can be open on a larger scale, 100 plus people as we are an arts venue. It is very unclear when this will be possible..

Economic and financial hardships and how they are impacting our constituents.

Keeping staff motivated, qualifications, pipeline major gift development, reunion class giving

The main challenge overall is the continued uncertainty related to the trajectory of the pandemic, availability of vaccines, budget impact, etc.

Engaging with new donors Keeping staff motivated and productive Sustaining funding for alumni affairs

The impact of the pandemic and the worsened economy is expected to have a negative impact for awhile.

Q19 - If there is anything else at all that you would like to add, please do so here.

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Higher education is not a priority

We are a nonprofit organization.