



Survey of COVID-19 Impacts on Fundraising Operations

March 23, 2020

Data collected between March 18 and March 22

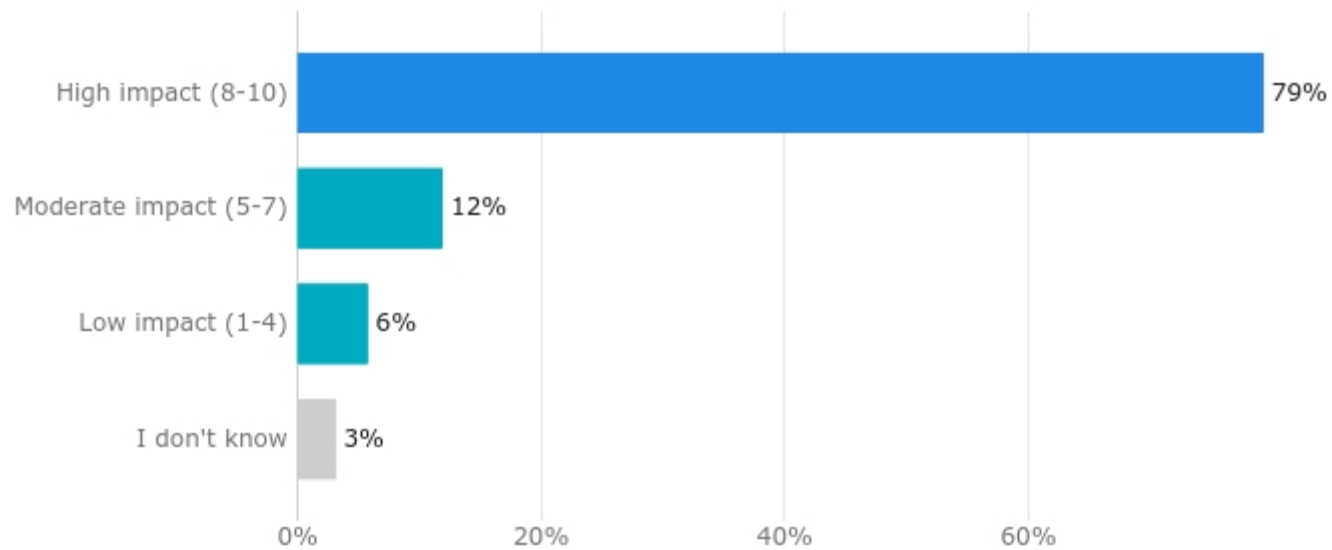
GG+A SurveyLab conducted a survey of fundraising offices between Wednesday, March 18 and Sunday, March 22 to understand the impact of the COVID-19 pandemic on fundraising operations.

- The survey includes responses from 264 organizations across a range of not-for-profit sectors.
- GG+A SurveyLab plans to launch the survey each Thursday in order to track changes over time for at least the next 4 weeks.

COVID-19 Impact on Fundraising Offices - March 18-22



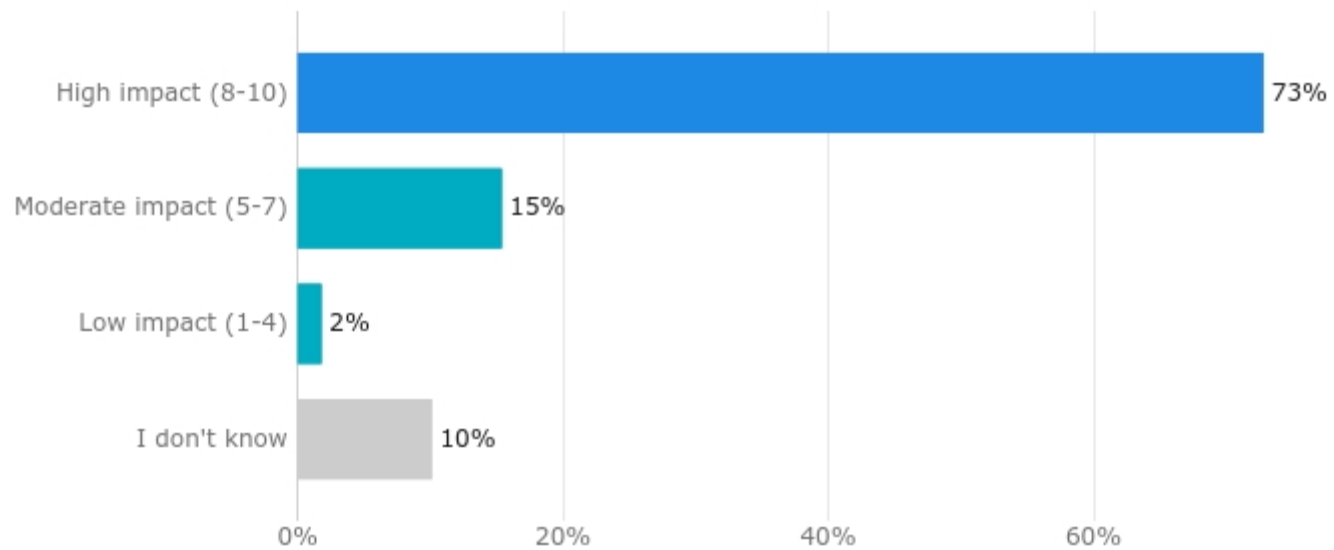
30-day impact on fundraising 227 Responses



COVID-19 Impact on Fundraising Offices - March 18-22



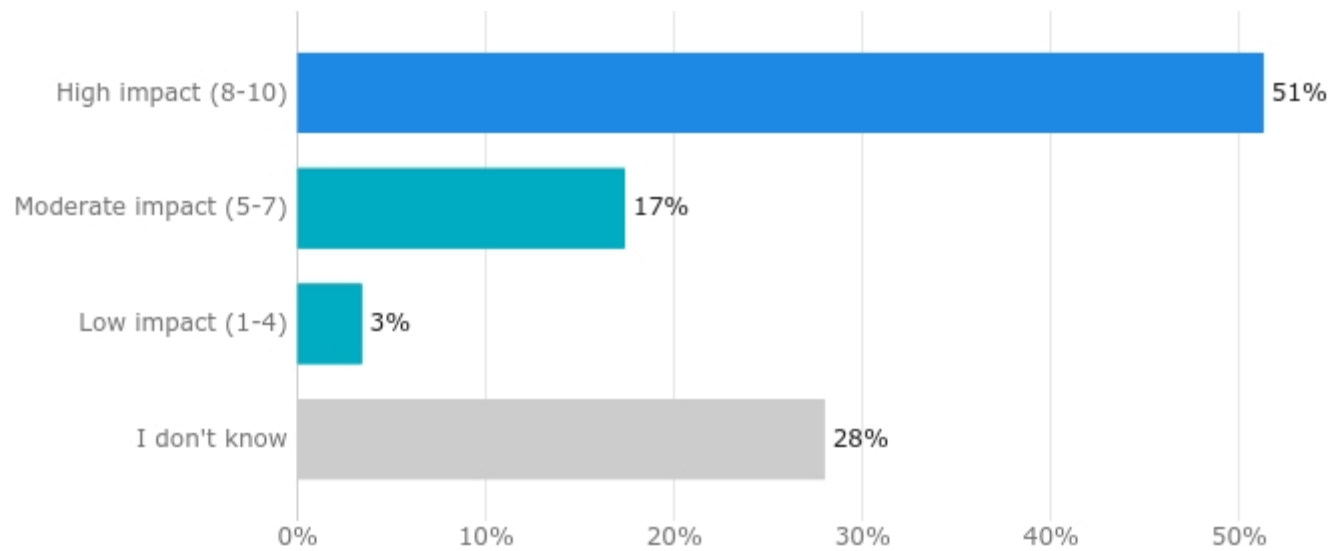
60-day impact on fundraising 228 Responses



COVID-19 Impact on Fundraising Offices - March 18-22



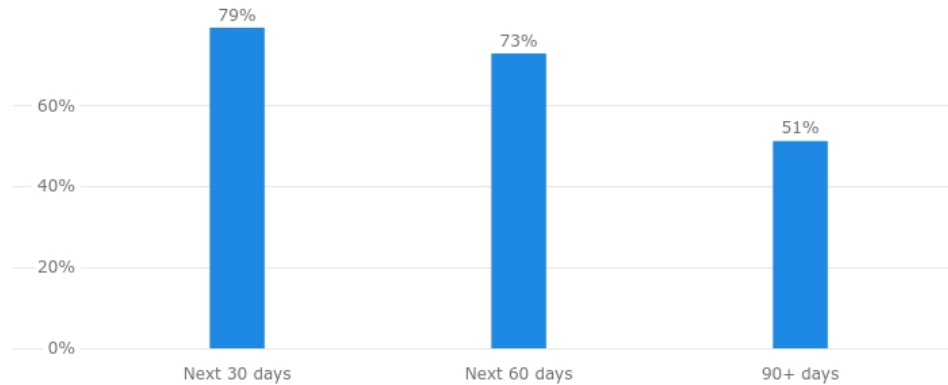
90-day impact on fundraising 236 Responses



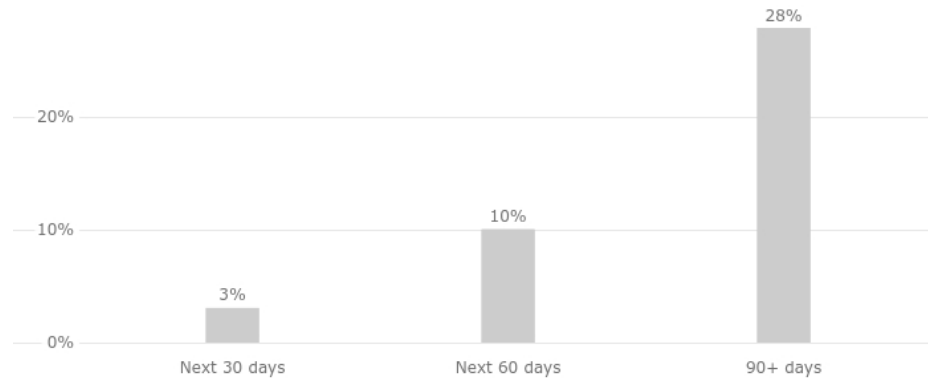
COVID-19 Impact on Fundraising Offices - March 18-22



% "High" (8-10) impact on fundraising 238 Responses



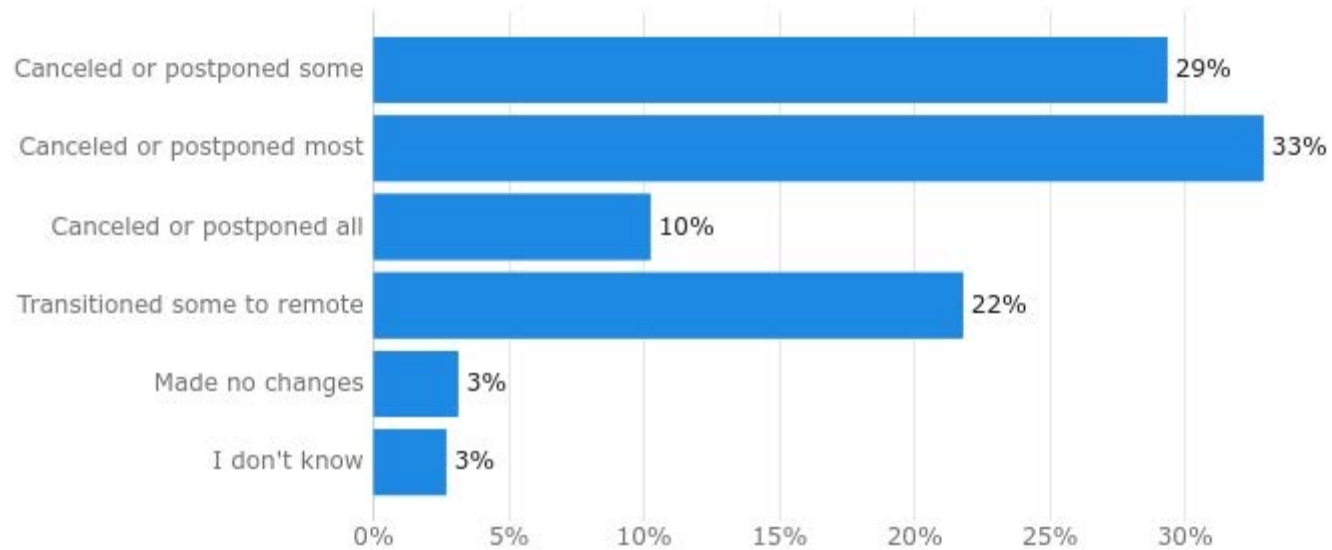
% "I don't know" impact on fundraising 238 Responses



COVID-19 Impact on Fundraising Offices - March 18-22



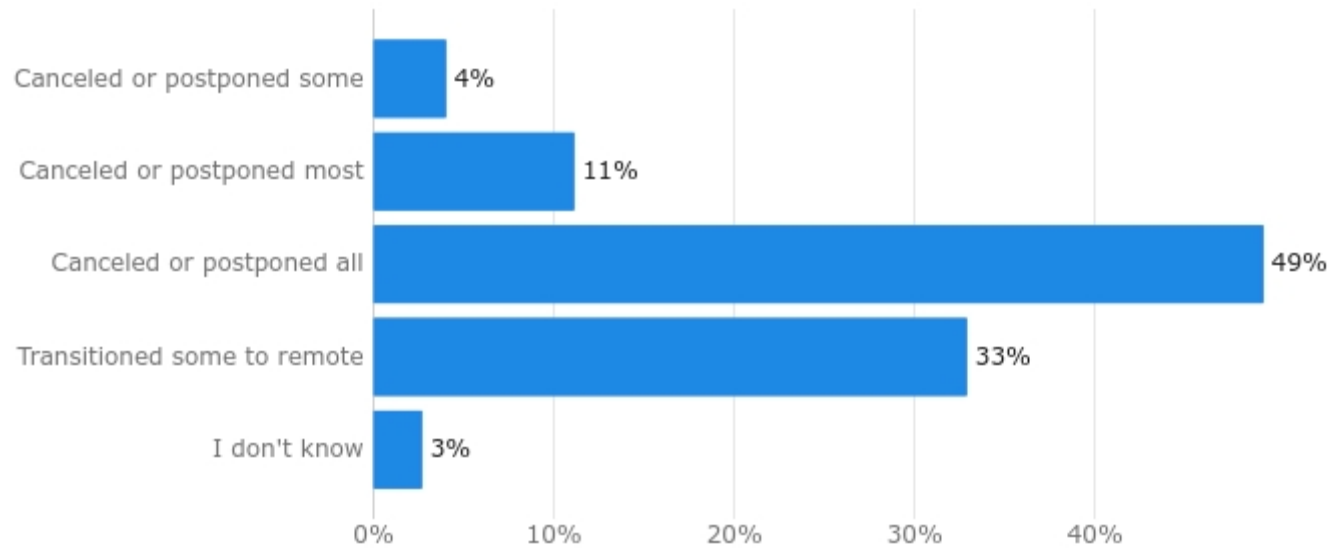
Solicitations 225 Responses



COVID-19 Impact on Fundraising Offices - March 18-22



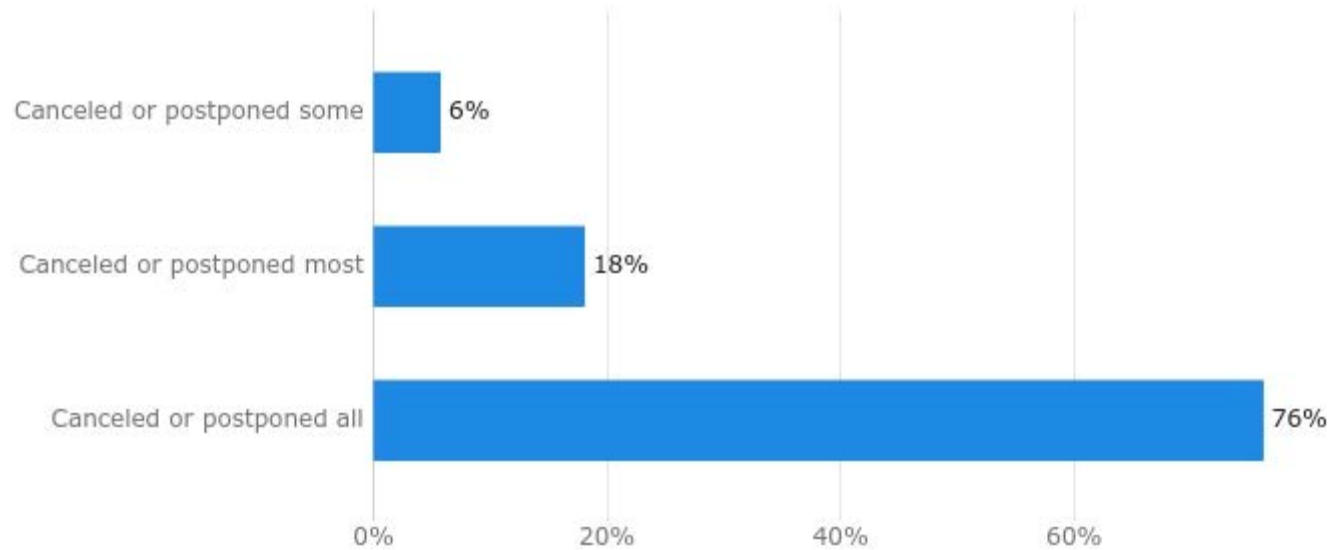
Donor visits and interviews 225 Responses



COVID-19 Impact on Fundraising Offices - March 18-22



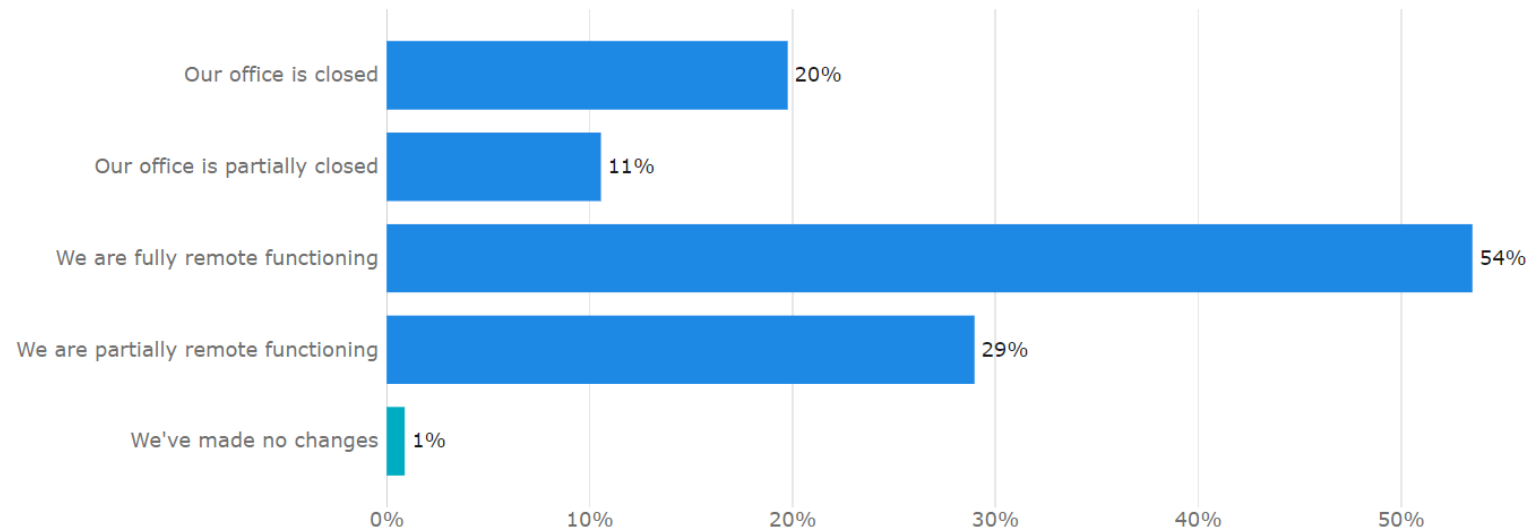
Events **227** Responses



COVID-19 Impact on Fundraising Offices - March 18-22



Current state of physical office (multi-select) 228 Responses

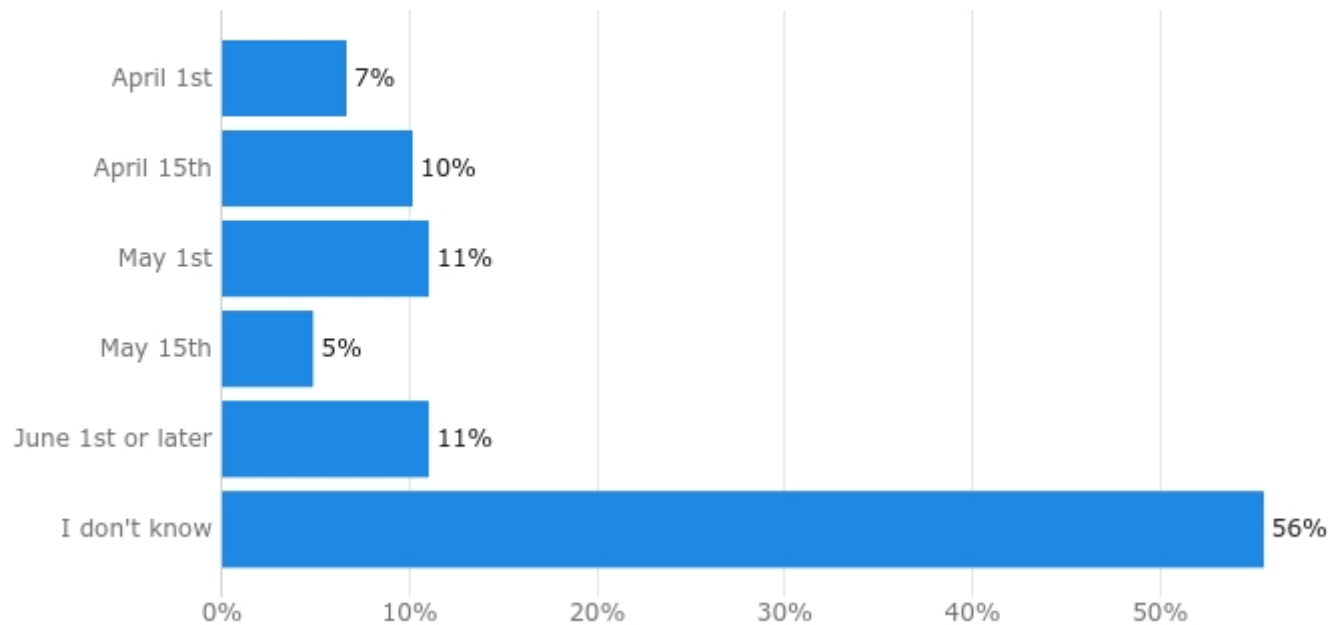


COVID-19 Impact on Fundraising Offices - March 18-22



How soon does your office foresee being able to resume normal functioning? 227

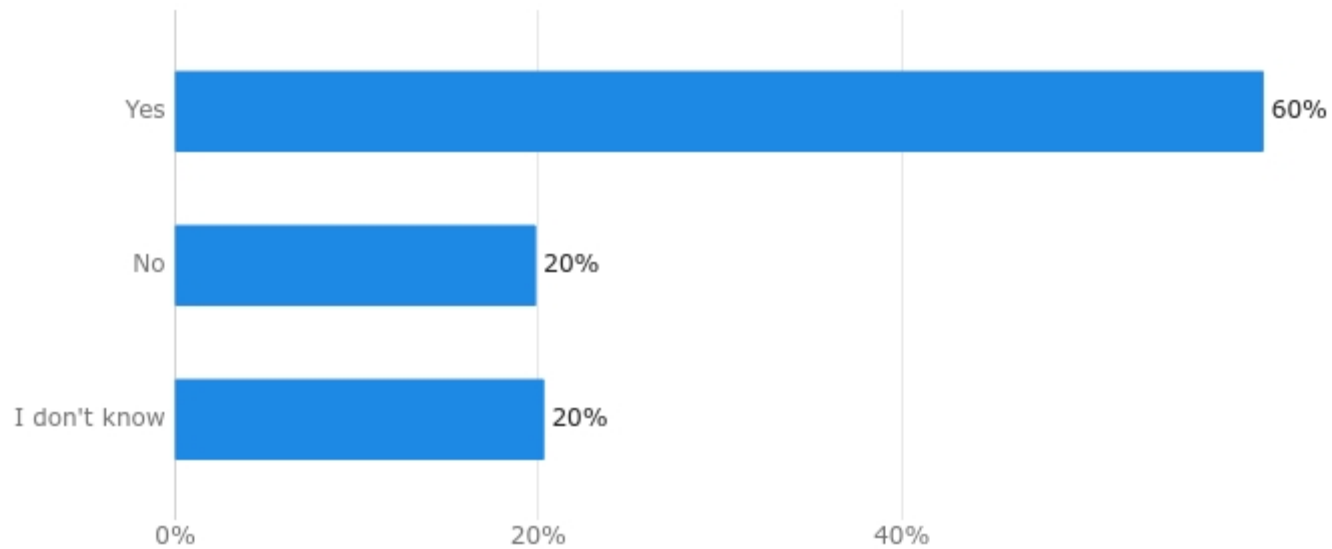
Responses



COVID-19 Impact on Fundraising Offices - March 18-22



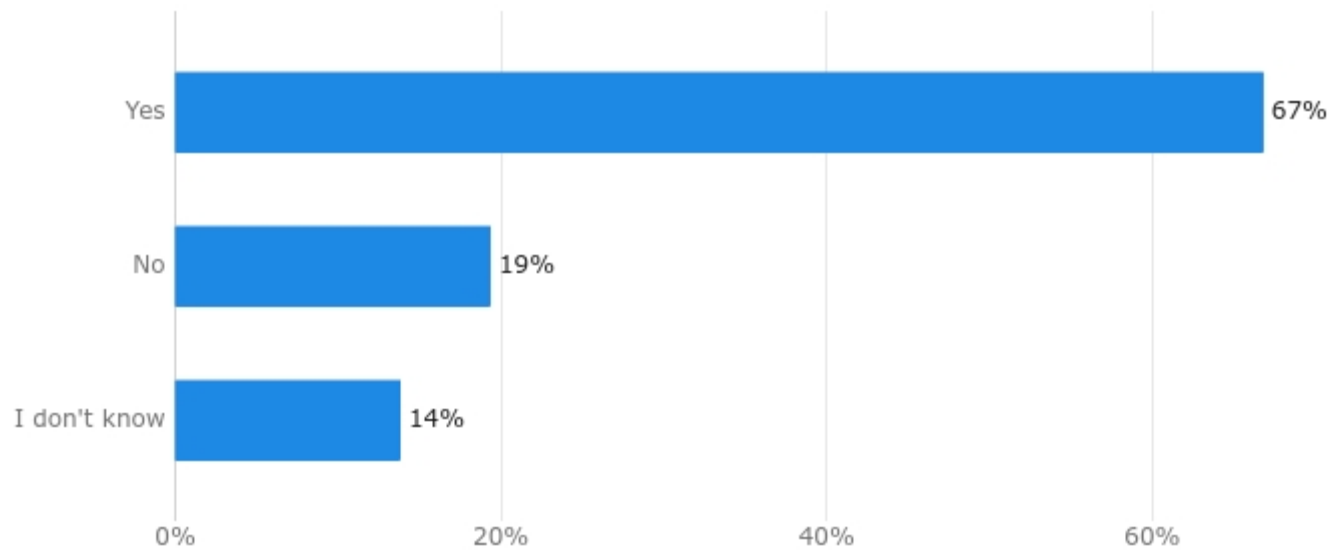
Changes to year-end annual giving appeals 217 Responses



COVID-19 Impact on Fundraising Offices - March 18-22



Changes to annual fund timing **217** Responses

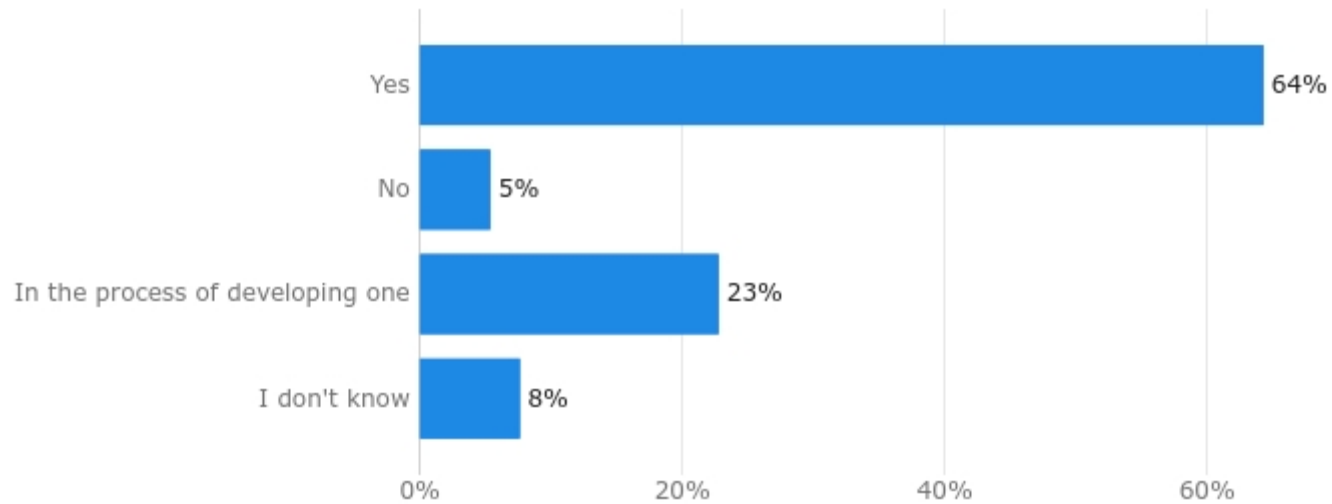


COVID-19 Impact on Fundraising Offices - March 18-22



Has your office activated a crisis communications strategy as a result of the pandemic?

224 Responses





For More Information

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Appendix

Comparisons by Organization Type
Free Text Comments

COVID-19 Impact on Fundraising Offices - March 18-22



30-day impact on fundraising 227 Responses

	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
High impact (8-10)	85%	33%	82%	84%	71%	57%	33%
Moderate impact (5-7)	8%	67%	18%	7%	16%	29%	33%
Low impact (1-4)	0%	0%	0%	5%	10%	14%	33%
I don't know	8%	0%	0%	3%	3%	0%	0%

60-day impact on fundraising 228 Responses

	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
High impact (8-10)	69%	50%	89%	74%	68%	57%	67%
Moderate impact (5-7)	8%	50%	11%	15%	19%	14%	0%
Low impact (1-4)	0%	0%	0%	1%	0%	14%	33%
I don't know	23%	0%	0%	10%	13%	14%	0%

90-day impact on fundraising 236 Responses

	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
High impact (8-10)	15%	43%	53%	52%	58%	57%	67%
Moderate impact (5-7)	15%	29%	18%	18%	14%	14%	33%
Low impact (1-4)	0%	0%	0%	3%	6%	14%	0%
I don't know	69%	29%	29%	27%	22%	14%	0%

COVID-19 Impact on Fundraising Offices - March 18-22



Solicitations 225 Responses

Q4 - Regarding solicitations, has your office:	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
Canceled or postponed some	38%	29%	50%	24%	32%	29%	67%
Canceled or postponed most	15%	14%	39%	34%	35%	29%	33%
Canceled or postponed all	15%	0%	11%	9%	15%	14%	0%
Transitioned some to remote	15%	57%	0%	27%	12%	14%	0%
Made no changes	15%	0%	0%	3%	3%	0%	0%
I don't know	0%	0%	0%	3%	3%	14%	0%

Donor visits and interviews 225 Responses

Q5 - Regarding donor visits and interviews, has your office:	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
Canceled or postponed some	0%	0%	11%	1%	11%	14%	0%
Canceled or postponed most	23%	0%	6%	8%	17%	29%	33%
Canceled or postponed all	62%	50%	44%	48%	54%	43%	33%
Transitioned some to remote	15%	50%	39%	38%	17%	14%	33%
I don't know	0%	0%	0%	4%	0%	0%	0%

COVID-19 Impact on Fundraising Offices - March 18-22



Events 227 Responses

Q6 - Regarding events, has your office:	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
Canceled or postponed some	0%	0%	22%	2%	11%	0%	67%
Canceled or postponed most	15%	0%	22%	13%	44%	0%	33%
Canceled or postponed all	85%	100%	56%	85%	44%	100%	0%

How soon does your office foresee being able to resume normal functioning? 225 Responses

Q8 - How soon does your office foresee being able to resume normal functioning?	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
April 1st	8%	14%	0%	8%	0%	0%	33%
April 15th	31%	0%	11%	10%	9%	0%	0%
May 1st	0%	14%	39%	10%	6%	14%	0%
May 15th	8%	0%	0%	5%	9%	0%	0%
June 1st or later	0%	14%	6%	15%	6%	0%	0%
I don't know	54%	57%	44%	52%	71%	86%	67%

COVID-19 Impact on Fundraising Offices - March 18-22



Changes to year-end annual giving appeals 217 Responses

Q9 - Has your office made any changes to your year-end annual giving appeals as...	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
Yes	69%	43%	39%	64%	68%	0%	33%
No	8%	43%	39%	13%	21%	83%	67%
I don't know	23%	14%	22%	23%	12%	17%	0%

Changes to annual fund timing 217 Responses

Q10 - Has your office made any changes to your annual fund timing as a result of...	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
Yes	50%	43%	50%	76%	63%	17%	33%
No	42%	43%	28%	10%	29%	50%	67%
I don't know	8%	14%	22%	14%	9%	33%	0%

Has your office activated a crisis communications strategy as a result of the pandemic? 224 Responses

Q11 - Has your office activated a crisis communications strategy as a result of t...	Arts and Culture	Foundation	Healthcare	Higher Education	K-12 Education	Other (please specify)	Social Services/Cause and Cure
Yes	62%	71%	61%	66%	60%	57%	67%
No	8%	0%	6%	6%	3%	14%	0%
In the process of developing one	31%	14%	28%	18%	34%	29%	33%
I don't know	0%	14%	6%	10%	3%	0%	0%

COVID-19 Non-profit Response Survey

March 23, 2020

Q12 - Have you heard any feedback from your donors regarding the impact of the pandemic on their giving? If so, please share here.

Arts and Culture

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

Messages from foundation donors pledging flexibility.

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.

No feedback yet.

Supportive. Some of donating back ticket refunds.

We had received some gifts with lovely messages of donors showing their support. Nothing negative yet.

Higher Education

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

They admire how we are dealing with it

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.

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.

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.

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

Some donors say they are unsure of their ability to give, others are using the opportunity of being at home to finalize gifts

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.

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.

Too stressed about own business to consider gift agreements

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

Donors are monitoring their expendable income more closely now. Some have stepped up with a desire to help students.

Concerns over their portfolios

Some major donors have begun to signal that they will delay decisions on new commitments.

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.

Our donors have not shared any feedback yet.

our donors want to know how they can help our students.

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.

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.

Some are offering new gifts to support students, some are delaying signing new gifts, most are looking at the stock market.

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.

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

Not really. A few alums have asked how they can help. We are directing them to our greatest needs account.

Limited to date

Not yet but comments on the market tanking

N/A

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

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. Postponing gifts but committing to fulfil their pledges in due course.

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

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.

A few donors have reached out and largely want to know we are okay and that our students are okay.

Some donors are telling us that they are not in the mood to discuss philanthropy

Questions on pledge payment timeline extensions due to market volatility

Gratitude that our major gift officers are in touch.

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

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.

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.

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.

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

K-12 Education

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

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.

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.

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.

Not yet

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.

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.

Not yet

Not yet

Some have commented that decline in the stock market will impact giving.

Nothing as of yet.

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

One donor has cancelled their recurring gift as a result of virus/financial concerns.

No feedback YET.

Stock market concerns; concerns for those who will be economically impacted by Covid-19 in our community and in NYC.

too early, not yet

Healthcare

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

Choosing to wait on new commitments due to the market volatility

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.

I think they have appreciated being in communication and sharing their thoughts on the impact on them in Milan for example and in Switzerland.

We have sent out message to our entire database and we received a small amount of "thank you for your update" replies.

Foundation

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

The few, strong, loyal donors contacted have told us it is no time to discuss this - and they are correct.

Yes our donors want to know if they can wait to pay some upcoming pledges. Secondly other donors want to know how to help.

Nothing yet as it is too soon.

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.

Social Services/Cause and Cure

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

No, we have not.

Almost all corporate partners have been impacted, with little ability to meet with us or make giving decisions, at this time.

Other (please specify)

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

A lot of uncertainty, taking a wait a see approach

Not yet

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

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.

The plunging stock market has donors asking to delay pledge payments; foundation funders indicating that they are unsure about giving levels.

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.

Q13 - What specific topics would you be interested in hearing about from other institutions in dealing with the pandemic?

Arts and Culture

What specific topics would you be interested in hearing about from other in...

Stock market and pandemic are interrelated but perhaps not to all donors. There is difference between the moods and limitations for both and I think we might need to understand them differently to understand all donors.

What information are institutions sharing about the impact of the financial and operational aspects of the pandemic to their organization? Are gift officers having any success reaching out and engaging donors and/or prospects during this period? How are organizations estimating financial impact to their annual fundraising campaigns?

How they are communicating with donors and handling acquisition of new donors (or not) from a patron base at this time?

Next fiscal year budgeting - how do we even begin to forecast what the impacts might be on giving?

Higher Education

What specific topics would you be interested in hearing about from other in...

Ideas for annual giving

How are people positioning any asks in the short to medium term? What are people doing about hiring when we don't know future financial situations?

Communicating with donors exclusively as a touchpoint without reference to a current gift discussion/closing.

Decisions on commencement. Impact on admissions.

communications during crisis, ways to resume business as usual, impact of the economy on giving

Would like to see examples of authentic, relational communication to best position for when the market returns.

How do you adjust your long-term plans, how do you communicate with donors

Engaging donors and alumni by "non-traditional" means

Creative cultivation and stewardship practices. How, when and if we should deploy mass appeals

creating of emergency appeals related to COVID

best ways to leverage digital platforms to engage alumni; principal gift fundraising in a time of economic uncertainty.

Resources we can offer our alumni who might be impacted by this crisis

How do communications with donors fit into an overall crisis communications plan for the whole institution? (Our institution tends to minimize the need to be in touch with donors, believing its not as important and/or its "unseemly.")

What specific topics would you be interested in hearing about from other in...

How are people shifting a message for annual support in this time?

Proven strategies for fundraising remotely after the pandemic

Remote Philanthropy best practices and effectiveness

Major gift fundraising approaches without face-to-face meetings with prospective donors

All. Is hiring on hold elsewhere as well?

How has their strategies changed

Messaging to prospects, to donors, and to alumni, all of whom are different audiences

What are the ramifications for not properly adjusting your fundraising and communications strategies? For example, there are talks for ramping up solicitations and increasing email blasts at this time. How will this impact our overall efforts if there is a backlash? Is a backlash unlikely?

Days of Giving Changes to annual appeal ask strategies Volunteer Engagement Remote Engagement Major Gift qualifying work Ideas on virtual visits Rescheduling reunions

How are institutions balancing the need to keep asking for support at the same time donors may see solicitations as being tone-deaf donors during this cascading crisis?

virtual events, esp. commencement, what donors want to hear, best activities to keep staff engaged and connected in this time, financial forecasting

How to adjust our annual giving calendar and appeals for the next 3 to 6 months. How to best maintain relationships with our donors on a mass and one-to-one basis.

crisis communications strategies for maintaining donor and alumni confidence in the institution

1st solicitation language in this new normal

keeping team momentum strong

Donor relations during the pandemic, shifting receipts/acknowledgments entirely to digital

Addressing parents and if schools begin to refund costs, is it in poor-taste to suggest that be returned as a gift?

Communications strategies, annual fund outreach, and telefund adjustments. We've pressed "pause" on our telefund for the next few weeks and our annual giving outreach is completely stewardship based through the end of March for sure. We'd love to hear what others are doing.

Commencement plans

How to successfully transition from face to face to remote solicitation. How to manage international fundraising during a prolonged period without on the ground visits.

Handling reunions

Approaches to solicitations. Fundraising for CV19 solutions. Virtual events. Forecasting financial impact of pandemic

What specific topics would you be interested in hearing about from other in...

I would be interested in hearing if other institutions are reaching out to donors and if so, how especially with keeping in line with values and not appearing tone deaf.

Communication/solicitation plans

Digital programming for engagement and fundraising during a pandemic

What to do with solicitations anticipated this FY. What to do with open proposals.

How are other institutions responding and/or altering strategy.

Commencement contingency plans

Our inaugural Giving Day is scheduled for April 1 and 2. We are trying to determine if we should proceed as planned, with the understanding that it won't be as successful as once thought.

What questions are they asking prospects in their call, emails, etc.

Taking content online, major gift fundraiser support

How to engage effectively using remote technology. How best to engage with Alumni. Ways to support staff and student welfare.

Best practices with engaging alumni at length.

% decline in annual fundraising compared to 2019

1:1 dealings with individual donors

We are scheduled to host a giving day in April and have not fully decided whether or not to cancel it - thus far we are proceeding and looking at changing the messaging;

Positive and negative impacts of moving donor visits to videoconferencing (e.g., Skype, Zoom, FaceTime), including unexpected takeaways. Alumni reunions - new approaches to planning and proceeding with participatory events during a global pandemic

impact on fundraising results

Innovative ways to reach out to alumni and donors

How they are dealing with FY20 projections and how their Trustees are handling this season, especially with respect to their personal giving.

It's not simply the pandemic... it's the market free fall. The uncertainty about money.

On line engagement opportunities with donors.

What are the best forms of remote engagement that are developing? How are institutions doing now with graduating students to retain a bond - think the "Katrina Class" that is now super special to Tulane. For those in early stages of campaigns where expectations are high and timelines accelerated - how to effectively hit the reset button and when

What specific topics would you be interested in hearing about from other in...

There are two issues here that, while closely related, might be usefully separated for analytical purposes. There's the pandemic, and how it's affecting events, visits, and other fundraising activity. Then there's the economy, and the looming likelihood of recession. The latter may have as much impact on fundraising as the former.

Engaging prospects and donors during this situation, fundraising for crisis aid.

Online donor and alumni engagement. Value offerings to them. Stewardship.

How to keep all types of advancement staff occupied remotely. Remote training would be great....

Effective on line out reach.

remote visits, virtual events, community-building

K-12 Education

What specific topics would you be interested in hearing about from other in...

How to communicate the importance of continuing to give to the unrestricted annual fund during a time when students are remote learning (while families are still paying tuition), portfolios and investments have declined significantly, and there are people who are more immediate social needs from wage loss, etc. How do we make the case for our organization without being perceived as callous, tone deaf, or greedy.

How organisations like ours are engaging with donors, what contingency plans are they setting up. Any best practices to share.

How do you transition from in person events/gatherings to remote. We can do alumni events differently and from a distance - what will resonate? We have many families who are struggling - businesses affected, financial implications. We want to show support yet we also need to focus on our mission. How to accomplish both.

Are they still actively soliciting or doing any major marketing?

We have a giving day scheduled for May and we don't really know how/if we can move forward with this, but we still have money to raise this year. Just trying to figure out how to meet those goals yet be sensitive to the current climate.

Crises communication plans

Striking the right tone with our communications and interactions with donors. Not assuming anything. We don't know what a particular family might be going through; hard to make sure an appeal doesn't come off as off-putting or tone-deaf.

Working with the budget office to share financial impact of crisis - how much detail do we need to give?

How to and when to message the need for annual fund dollars before FY ends on July 31. How to best estimate giving potential for top campaign prospects during this turbulent time.

How they are handling in-person and other solicitations.

Fundraising revenue projection

Annual giving still needs to be raised, possibly even more now than ever. How are schools striking the balance between the real fundraising needs of their schools vs donor perception that schools are out of touch with the current climate?

What specific topics would you be interested in hearing about from other in...

How to build a case for support outside of the most immediate short term needs of hospitals and research facilities, social services etc. How can we thoughtful and tactfully issue invitations to support our school and our community with the appropriate level of urgency.

Donor feedback from other institutions, and working strategies.

How to make financial projections with dramatic and uncertain economic downfall, messaging around giving in a time of financial crisis, functioning remotely

Timing - when to start asking again to end our fiscal year dollar goals

We have decided that we will set up an Emergency Fund to support families through this crisis. We are reviewing a list of donors, developing messaging and conducting a community wide survey to help us identify need. It would be helpful to share ideas with any organization that is doing the same.

What we should be doing in terms of raising money. ha.

Solicitation timing

Recommendations for annual Fund year end clean up.

Message tone. Major gift vs. annual fundraising. Difference for each constituency.

Tips on what fundraisers and alumni relations folks can do from home; the culture at my institution is highly resistant to and distrustful of the ability to work from home effectively. Advancement services staff are much more likely to embrace and see value at this time.

Income projections; changing timing of fall annual fund appeals

If COVID-19 will be used in messaging for year end appeals

Healthcare

What specific topics would you be interested in hearing about from other in...

Messaging regarding pandemic-centered fundraising that doesn't sound desperate, reactionary, or doom and gloom.

Donor communications and reporting during the crisis

Foundations stepping up with general operating grants to sustain organizations through the crisis.

How they are communicating their organisations response? Given the combination of pandemic and financial crisis for Principal Gifts it's best in touch but also respectful that now may not be the best time to ask for money especially if there business has been hit. Also, to say that we will find a vaccine and better days ahead, although my donors lament that the national governments are not coming together better to find solutions.

How our organization is handling the crisis.

Foundation

What specific topics would you be interested in hearing about from other in...

Methods of survival of the institutions.

What specific topics would you be interested in hearing about from other in...

What fundraising techniques others are deploying during our time of social distancing.

Positive news. Successes. Wins.

Social Services/Cause and Cure

What specific topics would you be interested in hearing about from other in...

How do we continue to communicate the need for philanthropic support as donors and prospects deal with the financial impact of this crisis.

Other (please specify)

What specific topics would you be interested in hearing about from other in...

What are some creative ways to keep major donors engaged with out the 1 on 1, campus visits, events.

how to forecast for fundraising? Check list for what to do: 1) NOW; 2) Next month; and, 3) Next 6 months? What are the types of vehicles for funding that MIGHT be strategic going forward (DAFs? IRA Charitable Distributions?) What are people doing to connect virtually/digitally with donors and board members?

effective strategies at keeping foundational fundraising work with partners moving forward

All outlined in the questions contained in this survey.

Strategies for remote donor meetings/one-on-one solicitations

Donor communications and cultivation in times like this. When/how to ask.

Crisis Communication Strategy, messaging to donors, ways to highlight needs without sounding tone deaf

Q14 - If you want to share any other steps you are taking during this time, please do so here.

Arts and Culture

If you want to share any other steps you are taking during this time, pleas...

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.

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.

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.

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).

Higher Education

If you want to share any other steps you are taking during this time, pleas...

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.

Our institution has adjusted policy for sick leave

Health takes priority

We are transitioning to a content plan, but also reviewing staffing requirements

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

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.

We are continuing conversations with donors that were already in train (if they are comfortable doing so) but not starting new ones.

Your questions about visits, etc. should have included an option, "Rescheduled all visits to phone or video conferences"

If you want to share any other steps you are taking during this time, pleas...

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 starting a crowdfunding effort to raise emergency support for students during this time of crisis.

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...

Staff morale and mental health during this challenging time.

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

Like everyone else, I'm looking at foundations.

Prioritizing donor outreach. Increased communication.

K-12 Education

If you want to share any other steps you are taking during this time, pleas...

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.

We are trying to engage with our donors and keep the conversations going.

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.

Cancelled in-person gala scheduled May 1, looking to transition to virtual, exploring what that could/should look like.

Need to ramp up stewardship and check in with top donors to see how they are doing.

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.)

If you want to share any other steps you are taking during this time, pleas...

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

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

feasibility study put on pause due to social distancing and stock market

Healthcare

If you want to share any other steps you are taking during this time, pleas...

See above

Foundation

If you want to share any other steps you are taking during this time, pleas...

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.

Social Services/Cause and Cure

If you want to share any other steps you are taking during this time, pleas...

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.

Other (please specify)

If you want to share any other steps you are taking during this time, pleas...

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.

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.

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.

Q15 - If there is anything else you would like to add please do so here.

Arts and Culture

If there is anything else you would like to add please do so here.

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.

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.

Higher Education

If there is anything else you would like to add please do so here.

We have cancelled all spring Homecoming and engagement events - how are people looking at virtual engagement opportunities to keep people connected?

Information for Alumni Engagement

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"

At this point, our contact to donors consists of 3 things: stewardship / you, updates / opportunities and our student assistance fund.

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.

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.

K-12 Education

If there is anything else you would like to add please do so here.

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?

Healthcare

If there is anything else you would like to add please do so here.

If there is anything else you would like to add please do so here.

I look forward to your webinar tomorrow but would appreciate the details on how to join.

Foundation

If there is anything else you would like to add please do so here.

Social Services/Cause and Cure

If there is anything else you would like to add please do so here.

Other (please specify)

If there is anything else you would like to add please do so here.

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"....

End of Report