



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

**July 26, 2020**

**Data collected between July 20 to July 26**

**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.

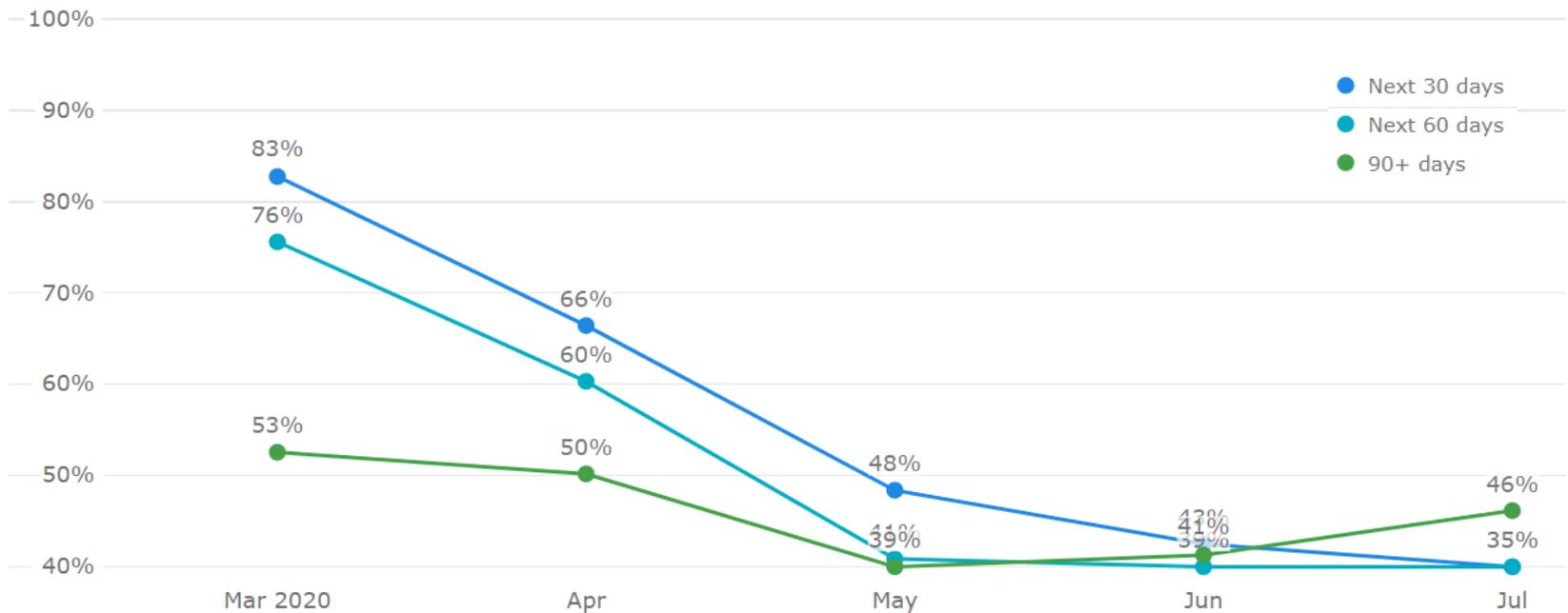
- This report contains data collected through an online survey conducted July 20 to July 26. These data are compared to data collected over the previous weeks, beginning March 16 and ending July 26. There have been 1,619 participants to the survey.
- If you would like to participate in the tracking survey 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 – July

Data collected 7/20-7/26 with weekly comparison data from 3/16-7/26

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

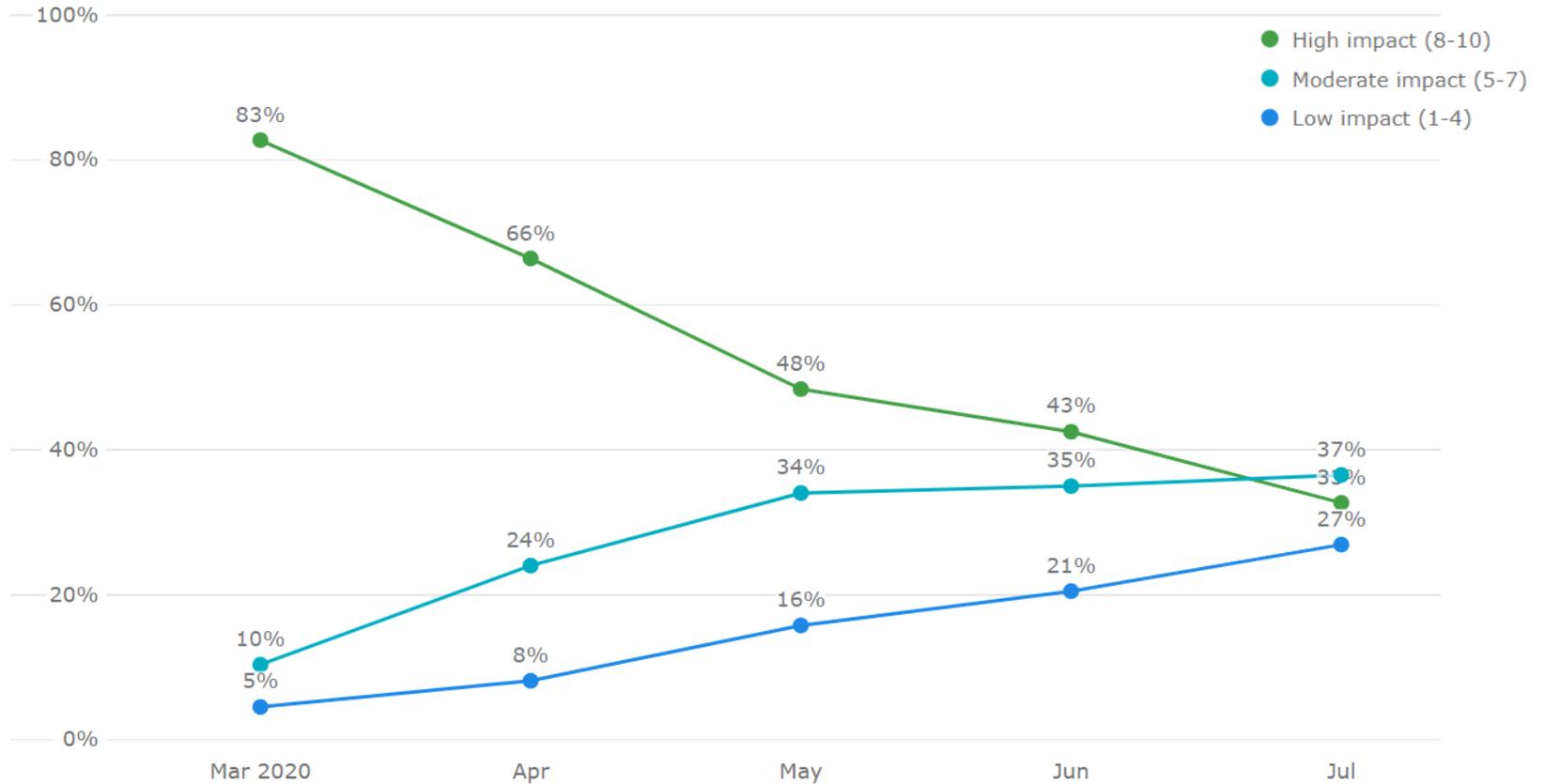




# COVID-19 Impact on Fundraising Offices – July

Data collected 7/20-7/26 with weekly comparison data from 3/16-7/26

Weekly: 30-day negative impact on fundraising

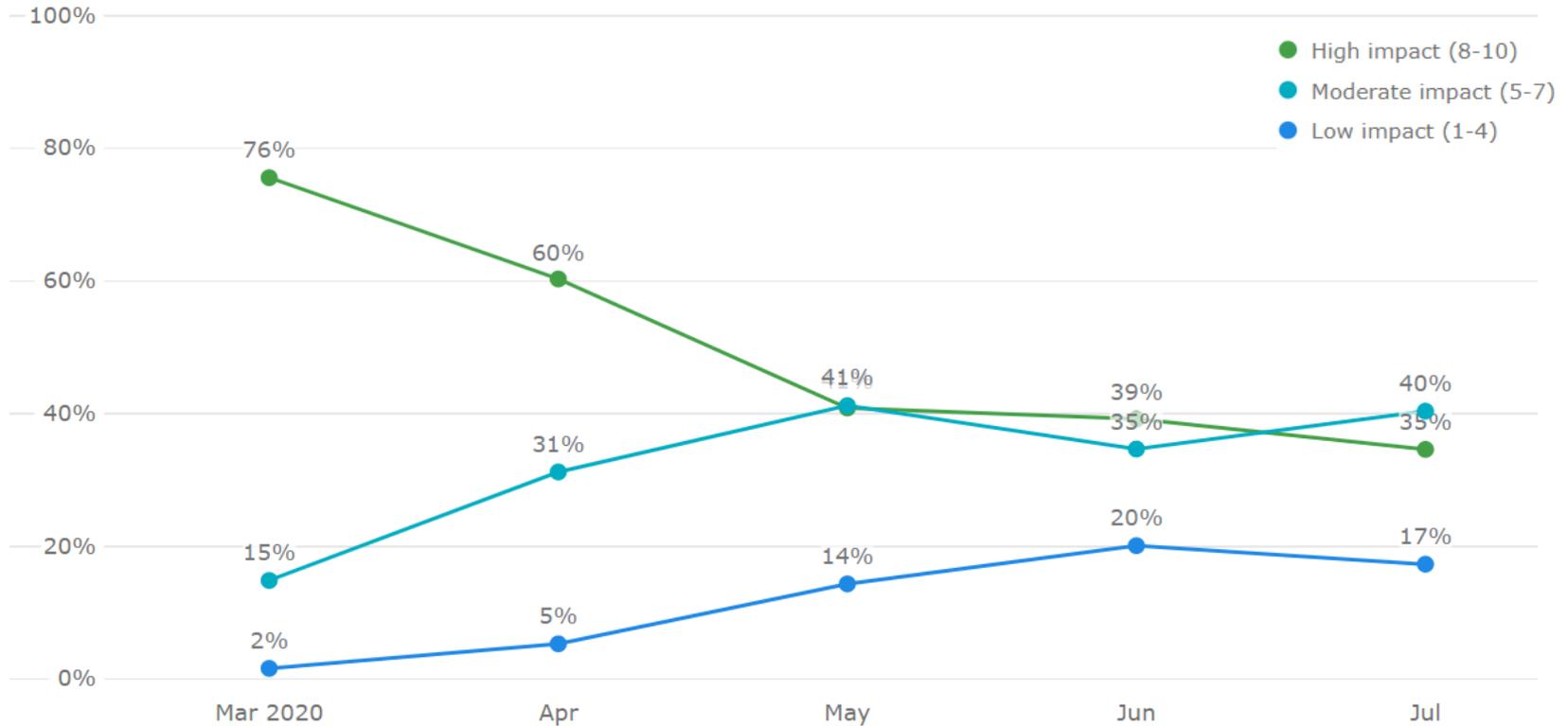




# COVID-19 Impact on Fundraising Offices – July

Data collected 7/20-7/26 with weekly comparison data from 3/16-7/26

Weekly: 60-day negative impact on fundraising

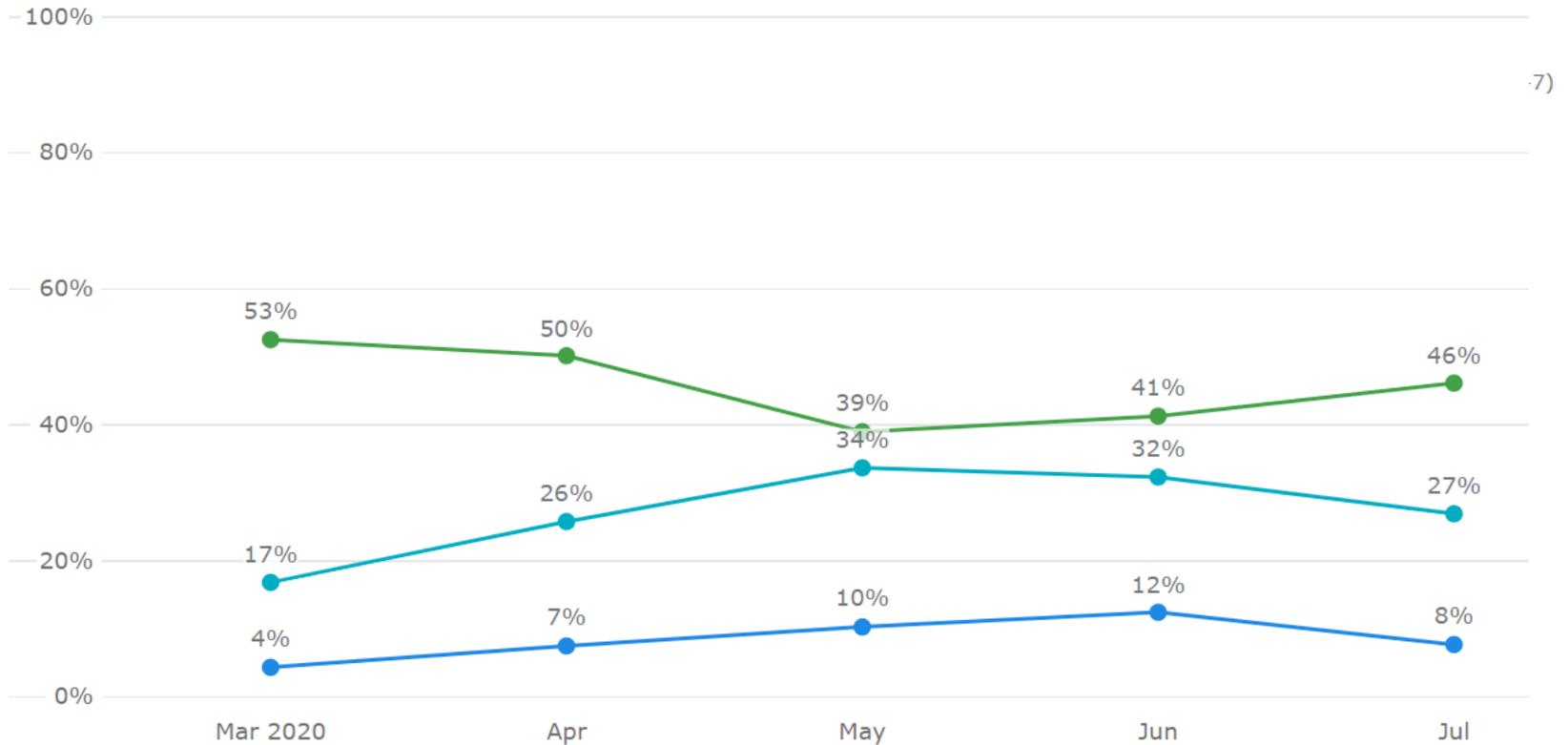




# COVID-19 Impact on Fundraising Offices – July

Data collected 7/20-7/26 with weekly comparison data from 3/16-7/26

Weekly: 90-day negative impact on fundraising





## For More Information

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## Appendix

Comparisons by Organization Type  
Free Text Comments



# COVID-19 Impact on Fundraising Offices – July

Data collected 7/20-7/26 with weekly comparison data from 3/16-7/26

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)	61%	47%	50%	68%	63%	47%	47%
Moderate impact (5-7)	31%	42%	28%	21%	26%	22%	29%
Low impact (1-4)	6%	9%	20%	9%	9%	31%	24%

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%	56%	50%	60%	51%	44%	47%
Moderate impact (5-7)	32%	37%	31%	27%	34%	31%	35%
Low impact (1-4)	1%	7%	16%	8%	8%	19%	18%

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)	58%	63%	51%	46%	41%	42%	47%
Moderate impact (5-7)	19%	26%	26%	26%	29%	28%	29%
Low impact (1-4)	4%	2%	11%	8%	6%	11%	12%

## COVID-19 Non-profit Response Survey

### 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...

How to shift our fundraising culture to have stronger focus on raising current use cash How to deliver against ambitious fundraising targets with furloughed staff and inability to travel How to plan for reunion events (we have 5-6 reunion weekends/year) with the uncertainty of virus progression

pipeline development and engaging with new prospects

Financial uncertainty among donors coupled with the unknowns of re-opening the campus to students.

1) Pivoting programs and operations to meet the "post-COVID world." 2) Fundraising to meet budget deficits due to COVID.

Budget cuts, the economy, donors' philanthropic priorities changing; Our team has found it challenging to establish new relationships, conduct discovery, and reimagine alumni and parent relations programming in our extended telework phase. We've continued to cultivate and solicit "warm" prospects and our communications and operations units have been resilient.

Fundraising goal projections that are realistic.

finding new donors, as we can't travel or meet people in person most of the time. It is difficult to qualify new donors in this environment. Easier to connect with existing donors.

metrics for gift officers

Fundraising to meet needs, retaining staff and operations through highly likely budget cuts.

How to successfully run both a live and online fundraiser

Prospect and donor engagement in a virtual atmosphere; securing unrestricted annual support; preparing for public campaign launch in the uncertain environment

Most events and donor travel have been postponed or switched to remote/virtual experiences -- the ongoing lack of personal engagement is beginning to wear on our donors and staff alike. We also don't anticipate being fully back into our offices until late this fall or even early 2021, which is having a bit of a demoralizing impact on the team.

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

Timing of annual fund outreach and duration of specific efforts. Keeping focus on non-annual giving and setting the pipeline for the next few years  
Enhanced stewardship with decreased staff.

Lack of bandwidth for administration, board, and campaign volunteers for anything more than the reopening plan and equity/justice issues.

Discovery and lower end donor renewal and acquisition.

Our number one challenge will be the implications the pandemic has had for our budget, particularly for our auxiliary units like athletics.

The uncertainty and looming uncertainty. But the likely, continued damper on campaign revenue is likely to last for 1-5 years in our health sector and this is an existential challenge.

Engaging alumni and donors virtually in meaningful ways

Uncertainty

1. Overall uncertainties related to economic and financial outlook and what this means for our constituents 2. reductions 3. Elimination of positions

Cancellation to live performances, creating meaningful connections with patrons in absence of in person live concerts.

employee return to work employee morale in remote environment dev officer prospecting work in remote environment managing budget challenges depending on fall enrollments

cancellation of athletics season and uncertainty of fall academic schedule, and the cancellation of in-person fundraising and stewardship events, as well as uncertainty regarding the fall phonathon program if classes become remote. Also qualifying new donors remotely to build the pipeline, and when to launch the public phase of our comp campaign.

Raising general operating dollars when there is so much uncertainty about the economy

Uncertainty about our ability to execute the full fall semester in the hybrid model of instruction leads to conservative decisions on resources and budget - so we will need to have our working model and goals adjust reflect the realities of what is actually available.

Economy, economy, economy

Motivating high activity for MG fundraisers

Continuing productive stewardship leading to the post-pandemic time

Raising funds for core needs. Rebuilding endowment. Get trustees and alumni to take more responsibility for fundraising.

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

Having leadership spend time to help define a vision for future philanthropy. Many are stuck in the urgent of the current pandemic.

Absent the ability to meet with prospective and current donors in person and have them visit campus to meet with students and faculty - how do we best continue to engage them in the life of our institution in ways that help bring them closer? How do we best use virtual technologies for qualification activity and then to also move from qualification into active cultivation? How do we continue to grow and reward staff in an environment of significant budget reductions?

Budget cuts Hiring freeze Possible layoffs Inability to travel and engage prospects in a traditional way Economy

Safety/health of donors and staff Staff motivation and optimization per work from home locations Ensuring organization is racially equitable

Developing effective Cultivation and qualification strategies in a remote environment.

Fundraising without having live performances and asking subscribers to donate their tickets rather than asking for refunds for cancelled performances.

Budget Cut of 20% and getting people back in the office.

Donor interest alignment with university needs

Campaign goes live in September 2020. Lead ask is in the works and pandemic may change donor's philanthropic focus or gift amount. Getting potential donors to visit "command center" where they can see plans for new hospital campus and participate in a virtual experience.

Funders that have diverted their giving budgets to COVID-19 causes and smaller nonprofits Hiring freezes and layoffs in our organization

Making the case that tuition is "worth it" if we go back to full distance learning. Where is the value without an in person community? How do we raise \$\$ for a building that we might not even be in consistently in the future?

The return to campus issue and the model for higher education residential communities.

no in person events donors not wanting to meet in person or by zoom shifting fundraising priorities that may decrease giving to our organization