



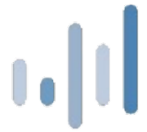
## **Survey of COVID-19 Impacts on Fundraising Operations**

**September 20, 2020**

**Data collected between September 7 to September 20  
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.

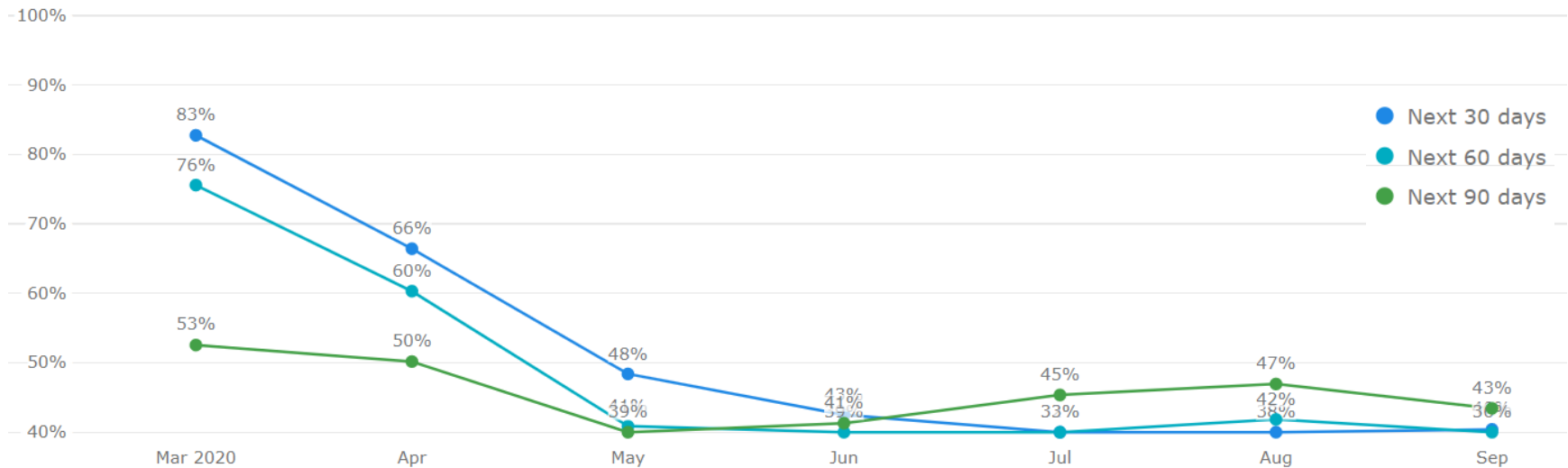
- This report contains data collected through an online survey conducted September 7 to September 20. These data are compared to data collected over the previous weeks, beginning March 16 and ending September 20. There have been 1,869 participants to the survey.
- If you would like to participate in 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 9/7-9/20 with comparison data beginning 3/16

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

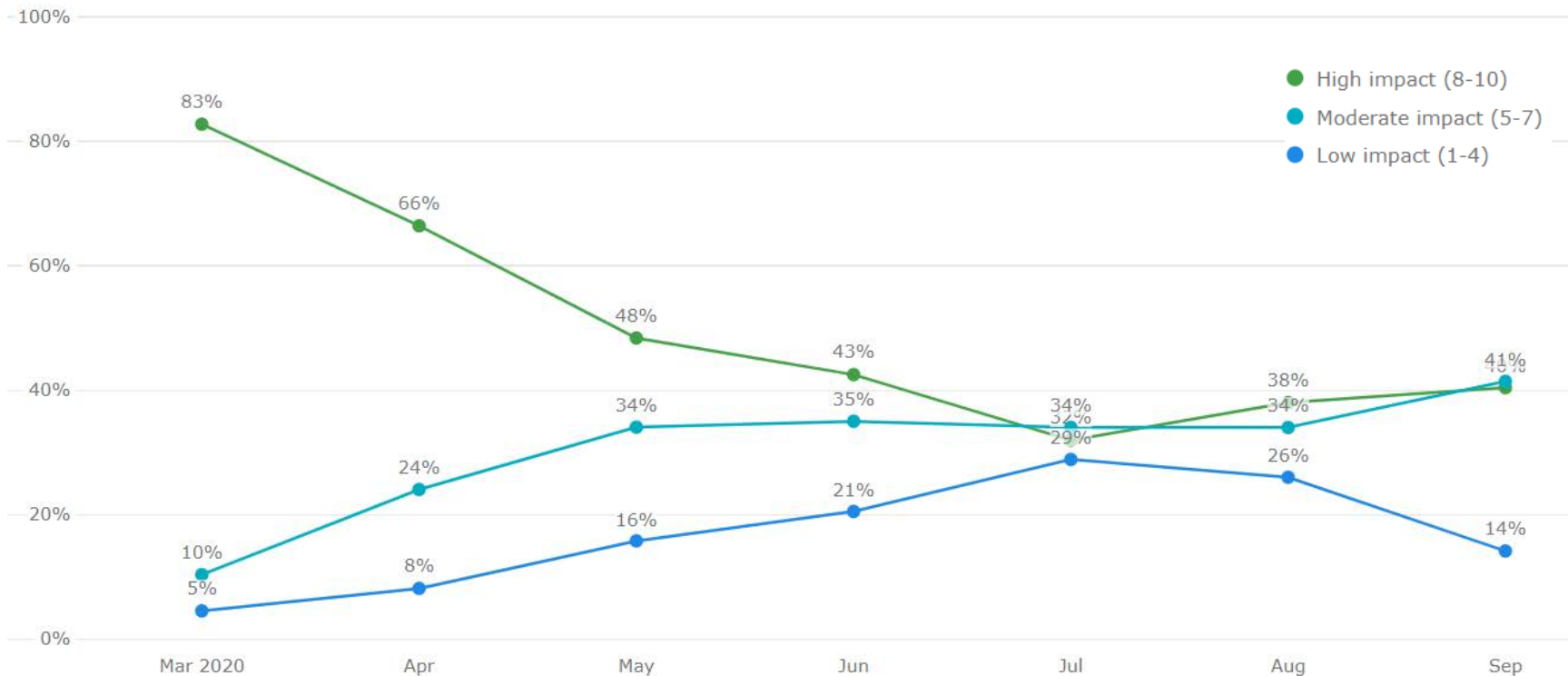


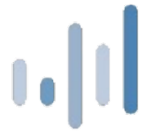


# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 with comparison data beginning 3/16

Weekly: 30-day negative impact on fundraising

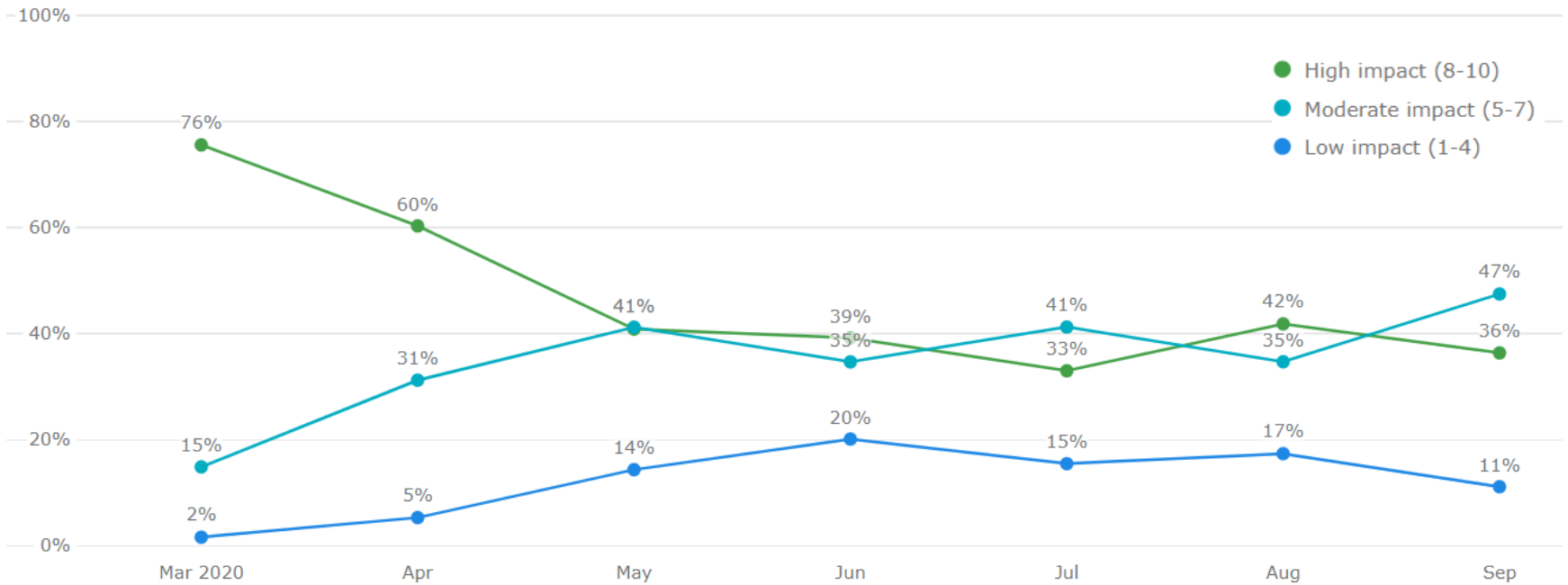




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 with comparison data beginning 3/16

Weekly: 60-day negative impact on fundraising

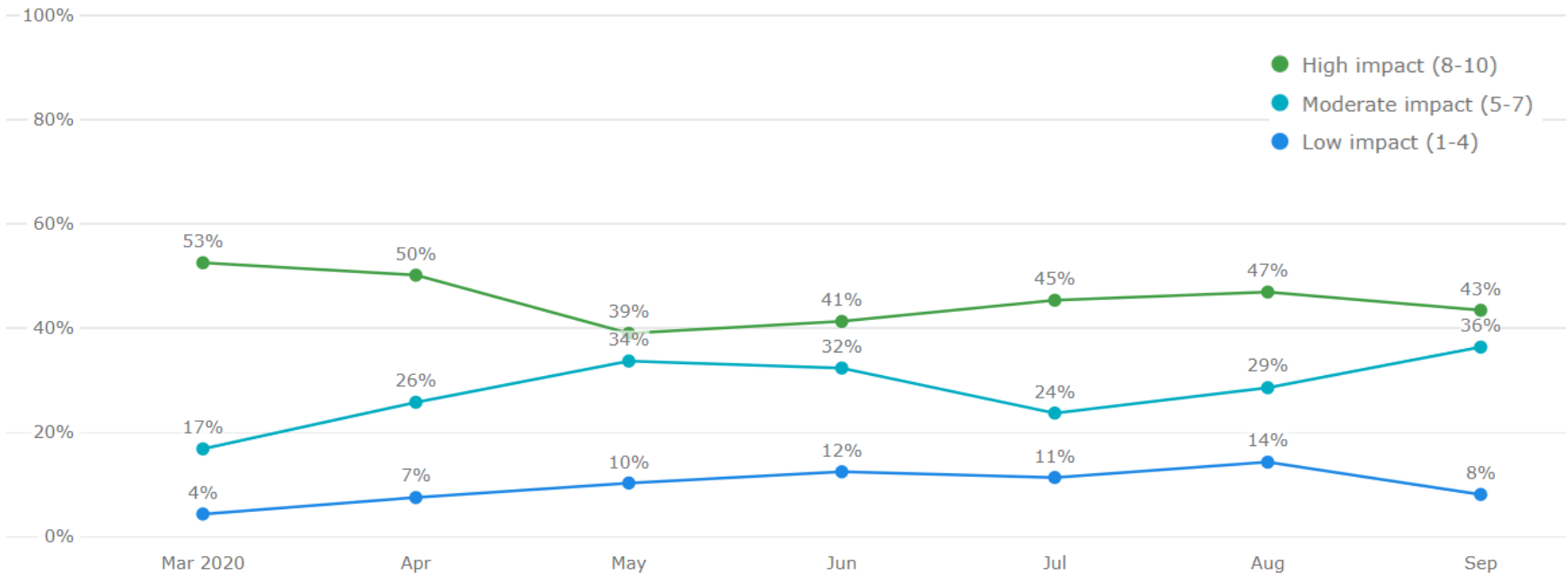




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 with comparison data beginning 3/16

Weekly: 90-day negative impact on fundraising

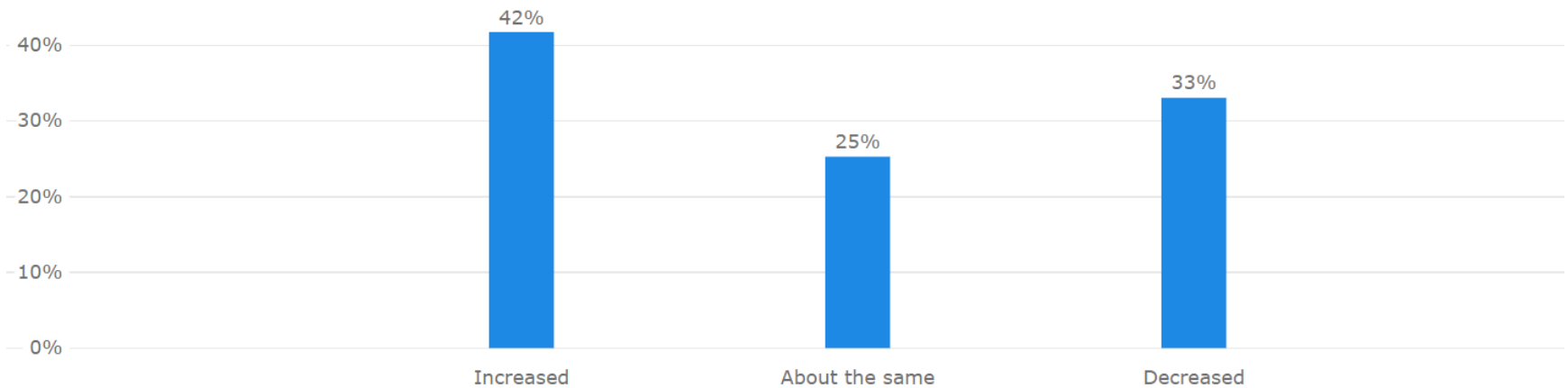


# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 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

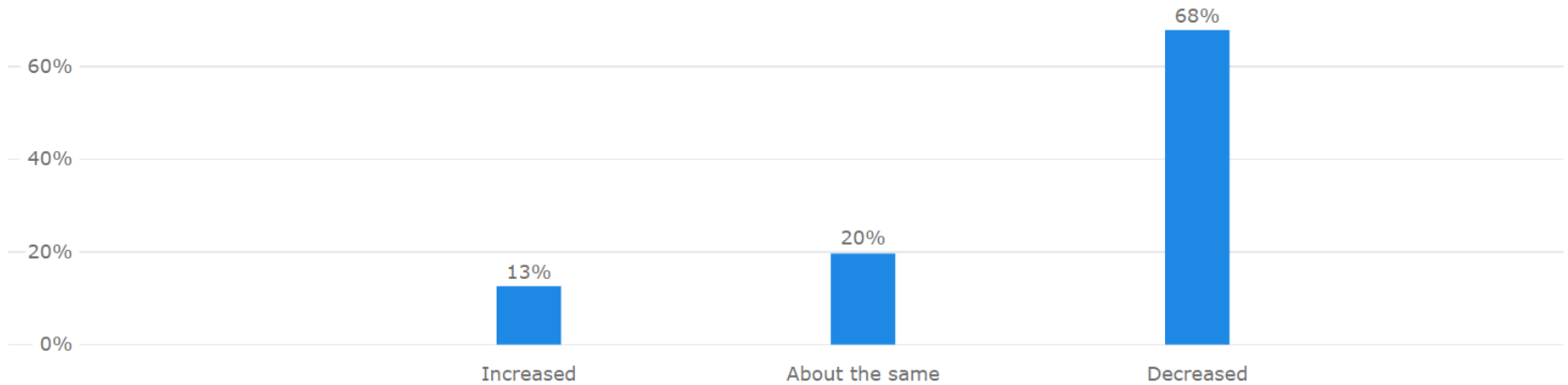


# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 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



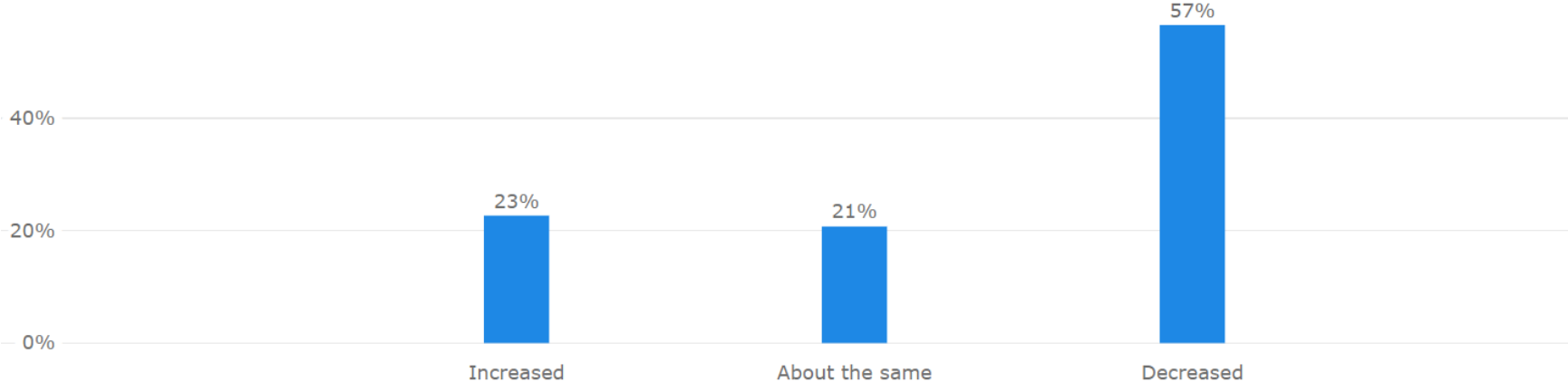




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 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

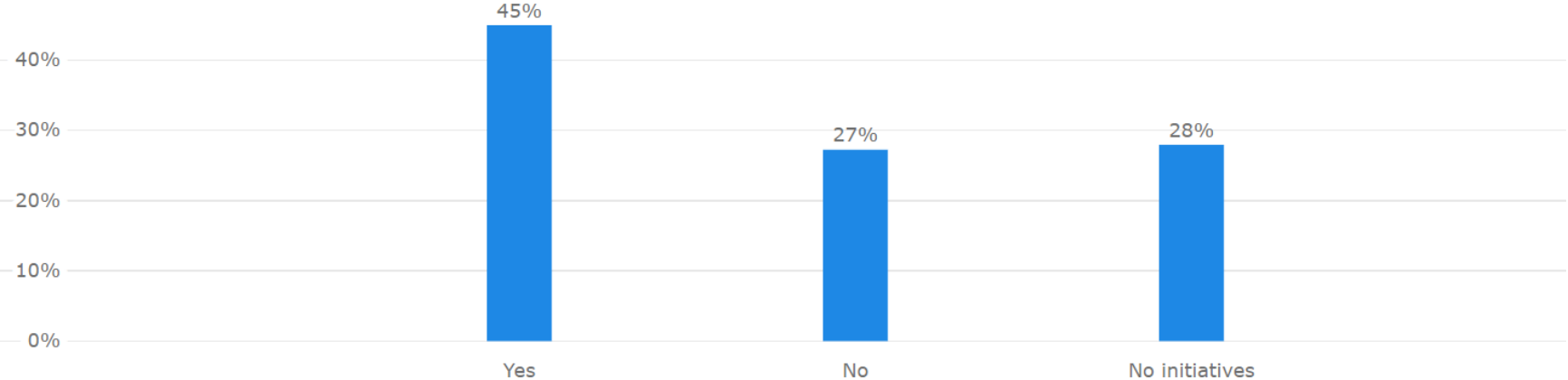


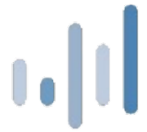


# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 with comparison data beginning 3/16

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?

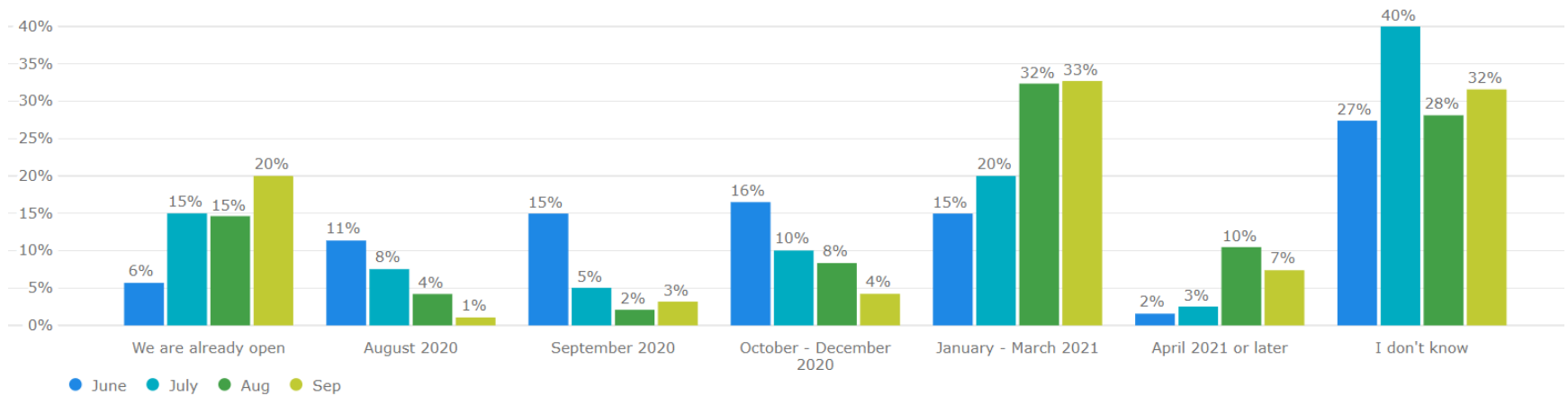
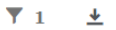




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 with comparison data beginning 3/16

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



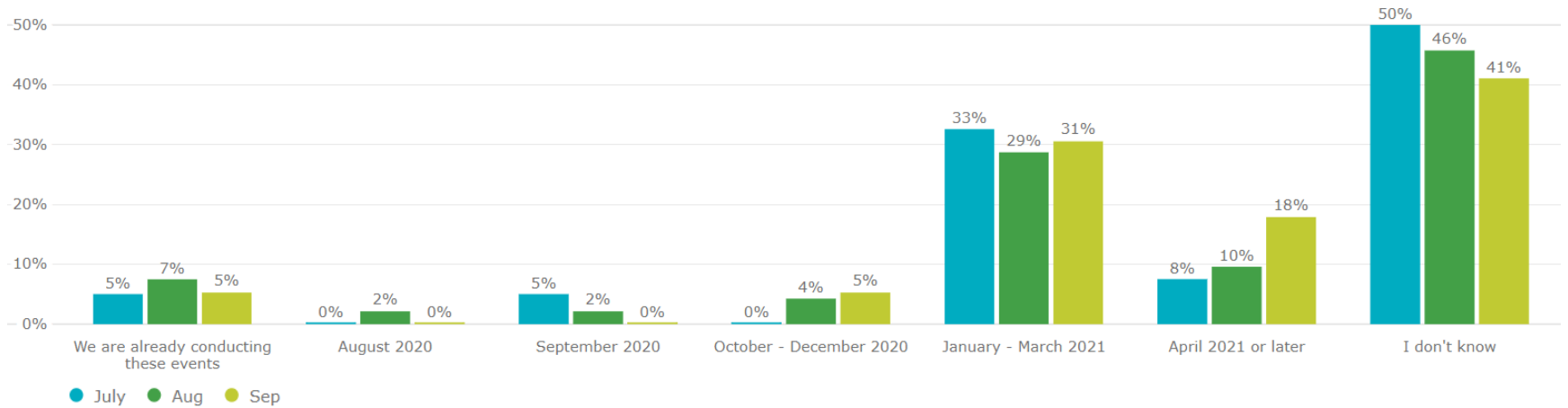


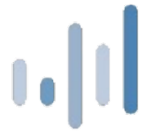
# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 with comparison data beginning 3/16

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

1

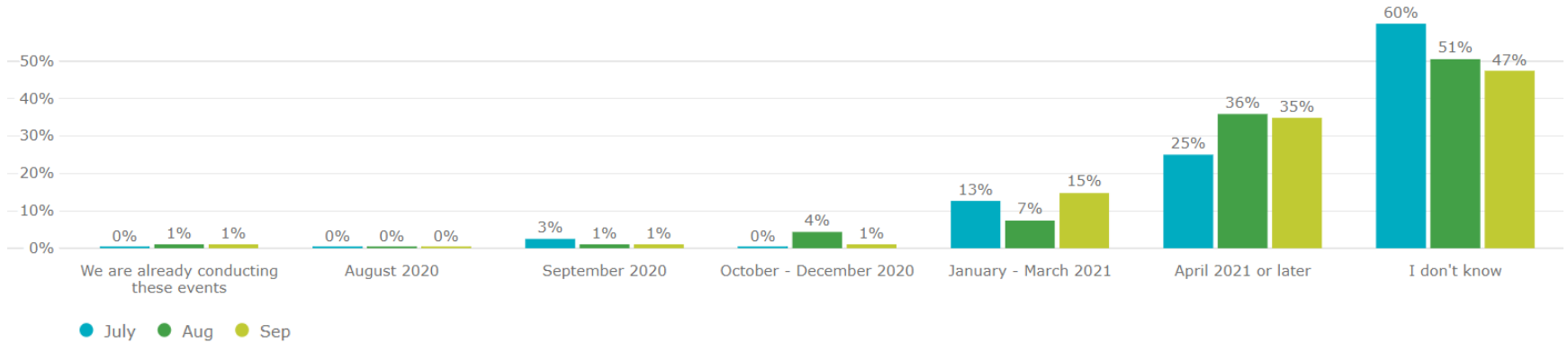
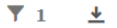




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 with comparison data beginning 3/16

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



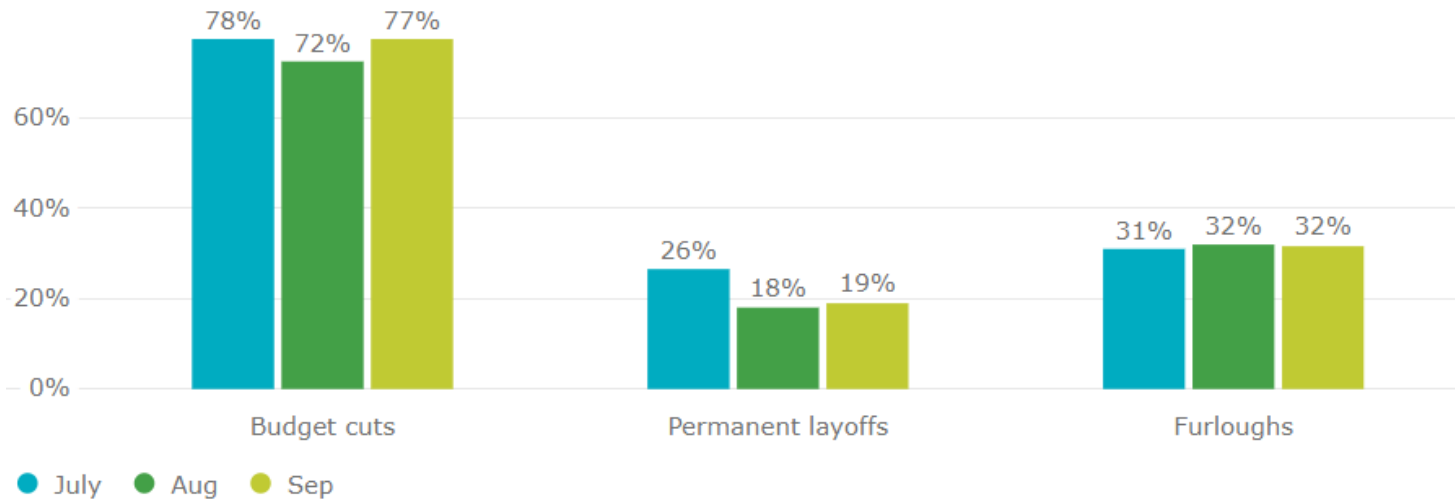


# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 with comparison data beginning 3/16

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

▼ 1 ↓

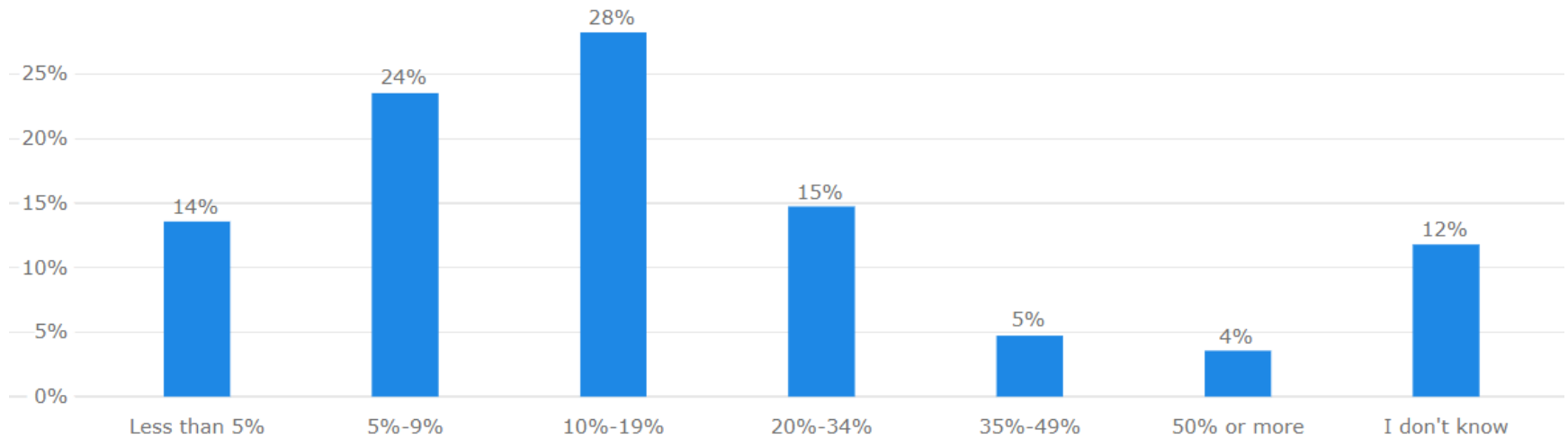




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 with comparison data beginning 3/16

If you experienced budget cuts, describe the extent of the budget cuts in your organization or department. [↓](#)

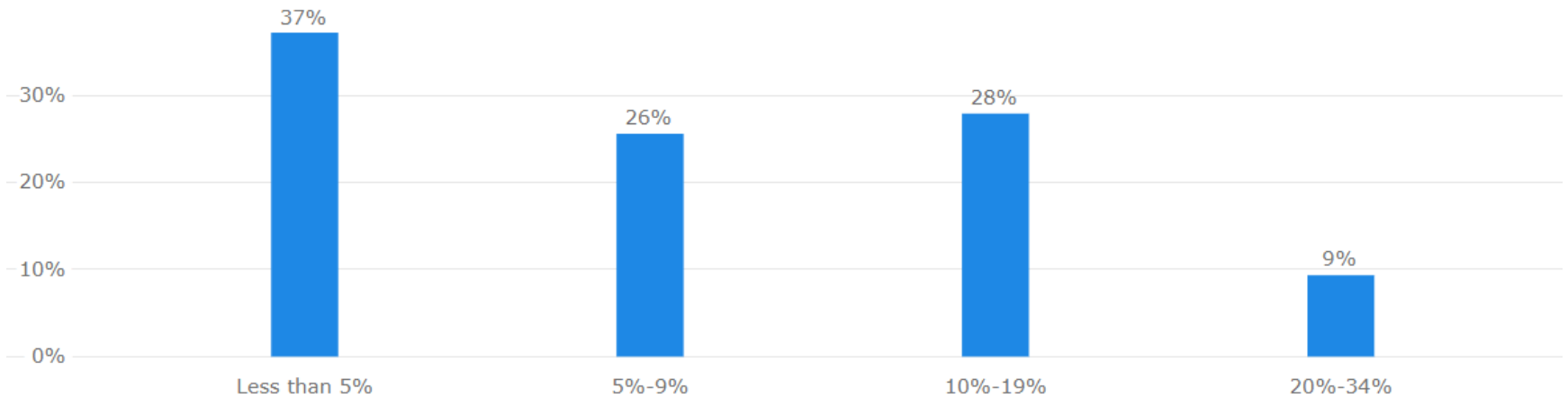


# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 with comparison data beginning 3/16



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



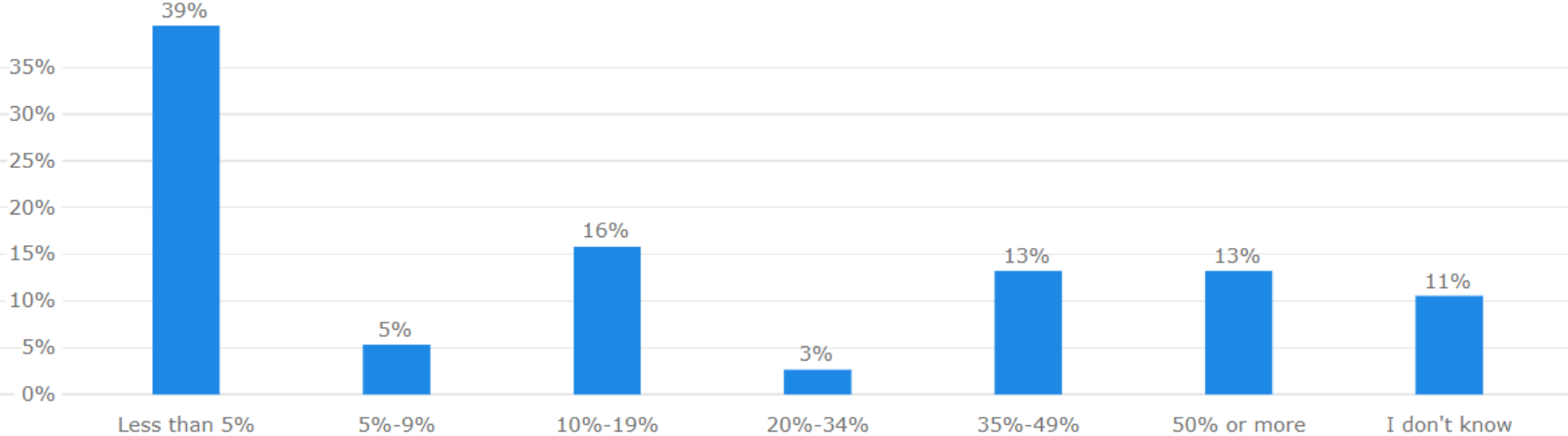




# COVID-19 Impact on Fundraising Offices – September

Data collected 9/7-9/20 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

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)	58%	45%	47%	63%	63%	45%	44%
Moderate impact (5-7)	33%	45%	29%	23%	26%	23%	33%
Low impact (1-4)	7%	8%	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)	59%	51%	47%	56%	51%	43%	44%
Moderate impact (5-7)	34%	43%	31%	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%	59%	51%	45%	40%	45%	44%
Moderate impact (5-7)	19%	32%	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	12%	18%	12%	7%	27%	20%	25%
August 2020	7%	12%	0%	8%	8%	0%	25%
September 2020	0%	6%	9%	8%	18%	10%	0%
October - December 2020	17%	12%	12%	11%	10%	0%	0%
January - March 2021	24%	6%	28%	29%	5%	0%	0%
April 2021 or later	0%	29%	5%	5%	2%	0%	0%
I don't know	27%	12%	28%	32%	27%	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
<b>We are already conducting these events</b>	9%	0%	8%	7%	0%	0%	0%
<b>August 2020</b>	0%	0%	0%	1%	3%	0%	0%
<b>September 2020</b>	0%	25%	4%	0%	3%	0%	0%
<b>October - December 2020</b>	9%	13%	0%	1%	9%	25%	0%
<b>January - March 2021</b>	64%	0%	21%	34%	11%	0%	0%
<b>April 2021 or later</b>	14%	25%	8%	13%	11%	0%	0%
<b>I don't know</b>	5%	38%	58%	43%	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
<b>We are already conducting these events</b>	5%	0%	0%	1%	0%	0%	0%
<b>August 2020</b>	0%	0%	0%	0%	0%	0%	0%
<b>September 2020</b>	0%	0%	8%	0%	0%	25%	0%
<b>October - December 2020</b>	9%	0%	0%	1%	6%	0%	0%
<b>January - March 2021</b>	9%	0%	0%	16%	6%	25%	0%
<b>April 2021 or later</b>	59%	22%	29%	37%	14%	0%	0%
<b>I don't know</b>	18%	78%	63%	46%	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
<b>Budget cuts</b>	71%	44%	78%	86%	44%	75%	0%
<b>Permanent layoffs</b>	48%	0%	13%	23%	6%	0%	0%
<b>Furloughs</b>	45%	0%	33%	40%	6%	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%	27%	0%	22%	28%	33%	100%
20%-34%	53%	50%	6%	10%	20%	0%
35%-49%	7%	50%	0%	4%	0%	0%
5%-9%	7%	0%	50%	24%	13%	0%
50% or more	0%	0%	0%	5%	0%	0%
I don't know	7%	0%	17%	13%	7%	0%
Less than 5%	0%	0%	6%	16%	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%	30%	0%	32%	0%
20%-34%	10%	0%	4%	100%
5%-9%	40%	0%	25%	0%
Less than 5%	20%	100%	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
10%-19%	22%	33%	12%
20%-34%	0%	0%	4%
35%-49%	11%	0%	15%
5%-9%	11%	0%	4%
50% or more	22%	0%	12%
I don't know	0%	33%	12%
Less than 5%	33%	33%	42%

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%	56%	42%	42%
About the same	63%	0%	11%	23%	29%
Decreased	38%	0%	33%	35%	29%

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%	33%	38%	13%	4%	0%
About the same	38%	0%	25%	19%	17%	0%
Decreased	63%	67%	38%	68%	78%	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%	86%	24%	9%
About the same	50%	33%	0%	20%	18%
Decreased	50%	67%	14%	56%	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	15%	0%	86%	60%	4%	0%
No	23%	100%	14%	25%	32%	50%
No initiatives	62%	0%	0%	15%	64%	50%

## 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...

Engaging new prospects and pipeline development

Managing the ebb and flow of changing information and circumstances. There are many challenges and also many opportunities. We can't stay still, but sometimes it is hard to catch momentum. People are more available by video, but they are still very busy and often distracted with the pressures of their primary roles.

Engaging new prospects, securing gifts (people have lost their jobs, their businesses have had major hits, etc)

> delivery of school in a manner that meets expectations to a level that inspires philanthropy > impact of stories told on social media about the BIPOC, LGBTQ+ student experience that challenge the school to deliver on its mission and vision more effectively

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

Engaging donors via virtual events and virtual meetings - not in-person

not being able to travel, connect with alumni and donors in person and therefore our pipeline is very thin continued budget tightening and or reductions in the coming fiscal year

Major gifts Annual fund

Donor retention, acquisition, and leadership donor upgrades

Personal Connection Uncertainty of in-person gatherings Impact of athletics on priorities around financial security Managing expectations of staff vs limited resources

Fundraising, especially securing cash major gifts. Motivating staff, particularly front-line major gift officers. Budget resources becoming more limited.



## 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...

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Work from home becoming more challenging for certain staff as the outlook isn't clear about when we can come back together.

Very proud of our team, university and profession in our responses to the many challenges we are facing.

We reduced our new gifts and pledges target by 20%, but our cash receipts target is higher than trend.