



PARK COUNTY
COMMUNITY
FOUNDATION

Tuesday Tune-Up:

Planning for Success

May 19, 2020

Featuring:

**Christel Chvilicek, Executive Director
Family Promise of Gallatin Valley**

**Barb Oldershaw, Program Director
Park County Community Foundation**



**GIVE A
hoot**

Park County Community Foundation's
Giving Challenge

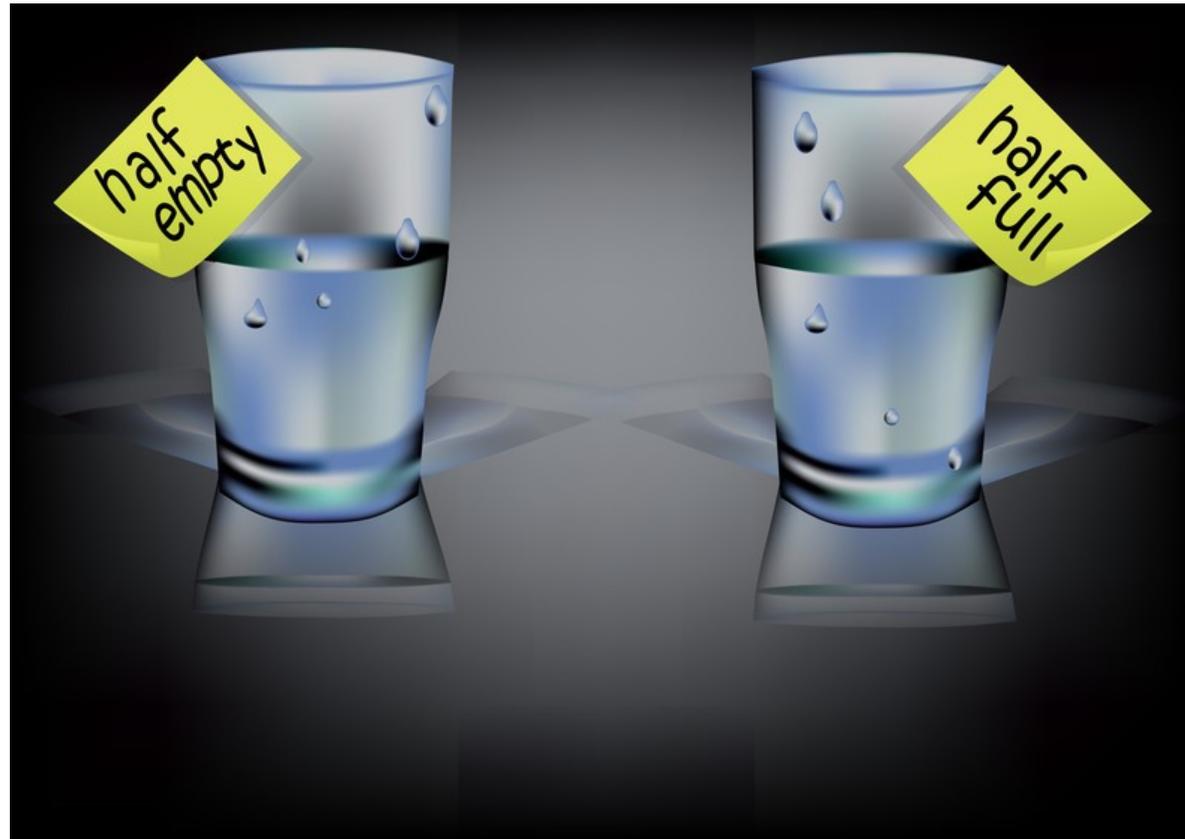
Planning for Success

BUSTING FUNDRAISING MYTHS DURING COVID-19

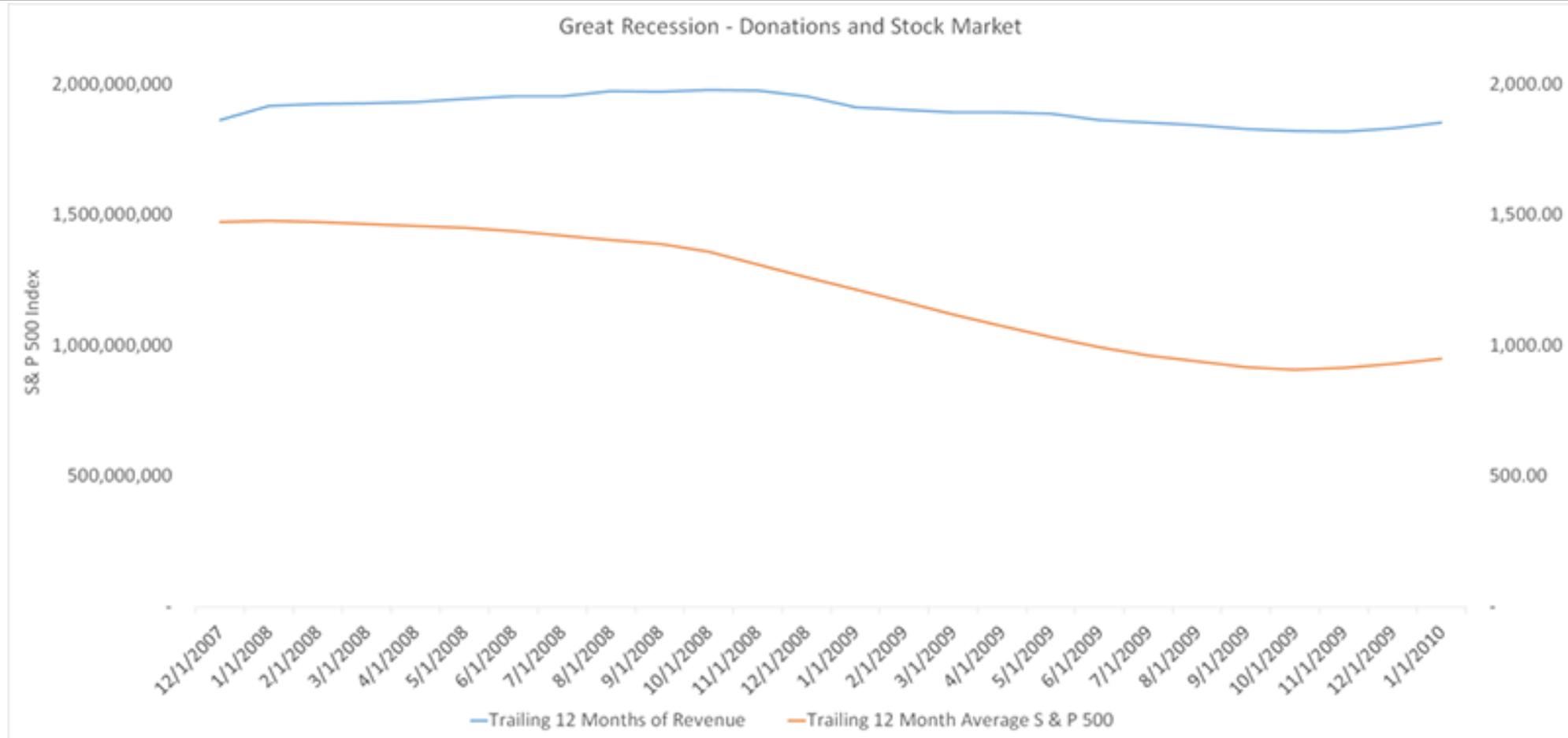
WITH CRISTEL CHVILICEK

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The Power of Perception



What We Have Learned Since the Great Recession.



Ten Fundraising Myths to Bust During COVID-19

#1 - Is now the right time to fundraise?

Paralysis is the Enemy, Keep Moving Forward

- Your donors will be happier to hear from you now more than ever.
- It's never bad to invite people to help.

Remember, fundraising is.... ***all about the relationship***

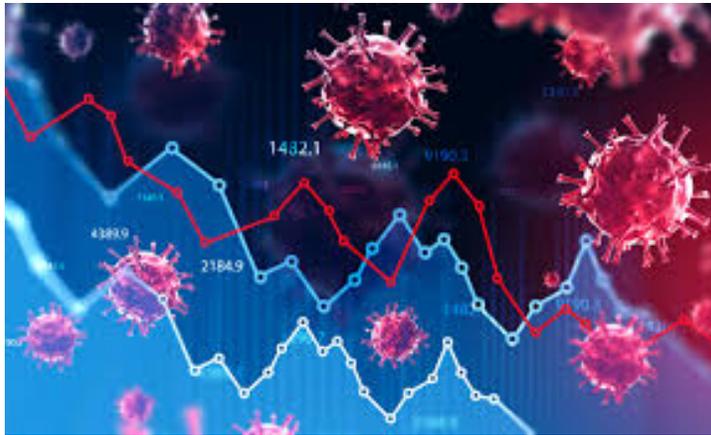
#2 - I can't fundraise right now, I'm not directly responding to the pandemic.

If your organizations served an important need in the past, it still serves an important need during these difficult times.



#3 - People don't have as much money to give.

While it is true that the stock market is in turmoil and the economy is more uncertain than at any time in recent history, it is **NOT TRUE** that people don't have money to give.





Are you eligible for a
stimulus check...

...but not reliant upon it?



Then consider donating
to Family Promise. ✨



An Easy Way to Help Families in Crisis Today

*Looking for an easy way to offer your support
to families battling homelessness in the
midst of the COVID-19 health crisis?*

Give from your donor-advised fund (DAF).

It's no surprise the COVID-19 health pandemic is hitting low-income families – among the most vulnerable in our society – especially hard. Family Promise is grateful for the many generous donors who have stepped up in creative and valuable ways to support families impacted by the business closings, job losses, and housing struggles brought on in recent weeks. A DAF is another way you can help put families on the path to lasting independence.

UNPARALLELED LOSSES REQUIRE UNPRECEDENTED GIVING

- The COVID-19 pandemic will result in an extra 1.5 million U.S. households becoming extremely low-income (National Low Income Housing Coalition)
- 4 in 10 low-income households don't have home broadband services or a traditional computer (Pew Research), so there's no way for adults to work remotely or children to study from home.
- 2.5 million children will experience homelessness this year in America

With donor-advised funds holding approximately \$120 billion in assets, now is the time to consider releasing funds to help alleviate the pandemic's wreckage. If you have been saving your donor-advised funds for a rainy day, then this is it. Let's save lives now.

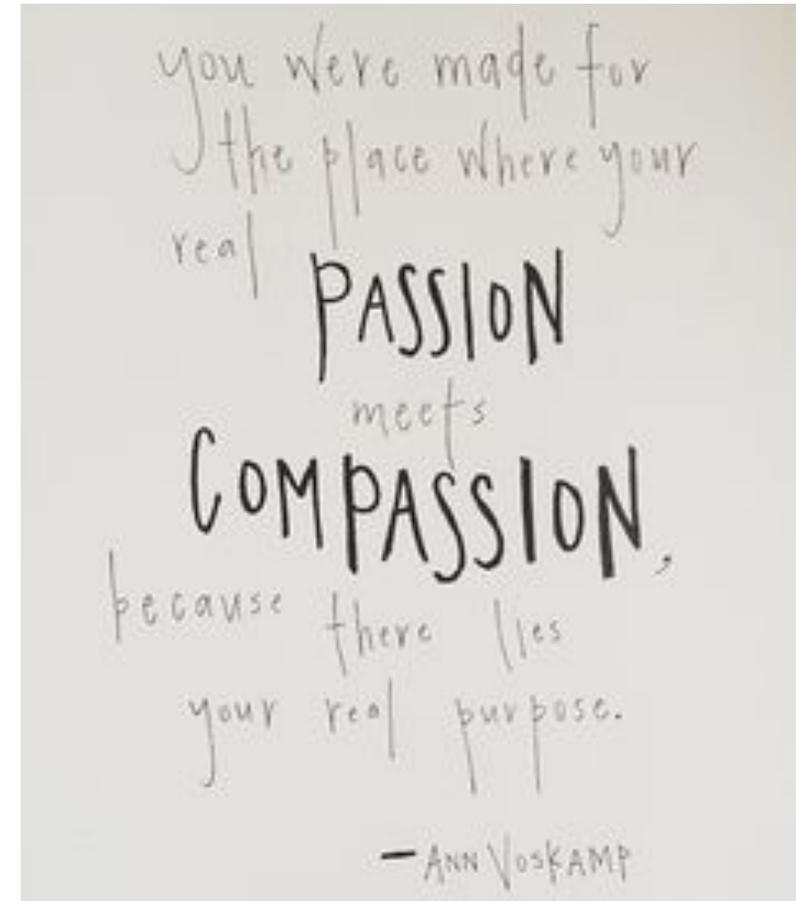
Donor-advised funds are an easy way to support Family Promise.

familypromise.org



#4 - People don't care about my mission right now.

You can't change someone's passion.



#5 - My message won't make it in front of COVID-19 headlines.

Get creative with your communication – be bold!

1. Be transparent – let your followers now this virus is affecting you
2. Be vulnerable – share your worries
3. Humanize your approach – video yourself from home with kids running in the background, show your empty buildings – builds connection makes it real.
4. Be fun and unique – our world is filled with all sorts of emotions – fear, sadness, anger.

PR and Social Media Examples

COVID-19 Pushes Up Internet Use 70%, First Figures Reveal



Hi Steven,

I'm going to level with you: we're in a pretty tight spot.

As soon as the first COVID-19 case hit the United States, we saw a stark drop-off in the donations we need to save the lives of orphaned newborn kittens.

Kitten Season won't stop or slow down because of the virus, and hundreds of kittens desperately need your help.

Our organization provides critical support to shelters in rural, under-resourced communities who WILL be forced to euthanize newborns if we aren't able to help. We are literally the difference between life and death for these babies.

YOU can make the difference. Your financial support will literally save the life of a helpless kitten. Can we count on you to make a tax-deductible donation today so we can keep saving tiny newborns?



No ruff days here, just a couple of cute puppers from @AtlantaHumane exploring our Ocean Voyager habitat 🐶🐶🐶



33.6K 10:31 AM - Mar 26, 2020

13.8K people are talking about this



#6 - I'm not going to waste time and money on a mail campaign right now.

- People are stuck at home and centered around online media.
- The power of a personal letter or mail appeal could be really touching right now.

#7 - Maybe we should cut our fundraising and marketing budget.

- This is like saying, “We have to drive across the country. So we are not going to put anymore gas in the tank.”
- What to do instead: Seek to make programs and people more effective.

#8 - We should cancel our capital campaign.

- Consider postponing major donor solicitation for a few months past the pandemic.
- Be transparent and share your adjusted plans for the campaign.
- Stay flexible and transparent.
- Keep communicating.

#9 - I shouldn't be optimistic about fundraising.

- It is easy to let fear and uncertainty paralyze us.
- Top fundraisers are some of the most optimistic people on the planet.
- What to do: When you feel fear consuming you, get out a list of the people who've donated in the last twelve months and start a "thank-a-thon."

Gratitude keeps you grounded and keeps you hopeful.

#10 – I need to apologize to my donors for asking.

- There is nothing compassionate about not asking.
- Giving is a key part of feeling human.
- Your ask will be different than before and take longer. It used to be 6 to 7 touches to reach a donor, but it is already starting to take 10 to 12.
- Avoid the temptation to make decisions for our donors and be patient. You have no idea if a donor will give until they tell you otherwise.
- Turn a NO into something.



KEEP
CALM
AND
TRY
AGAIN

Homework

1. **Become a Myth Buster:** List your myths and then throw them away and think how can I communicate and eliminate these thoughts? Share them with me at chvilicekc@gmail.com.
2. Call 5-10 donors a week. People are craving these kinds of conversations.
3. Segment your donors.

“No such thing as donor fatigue.

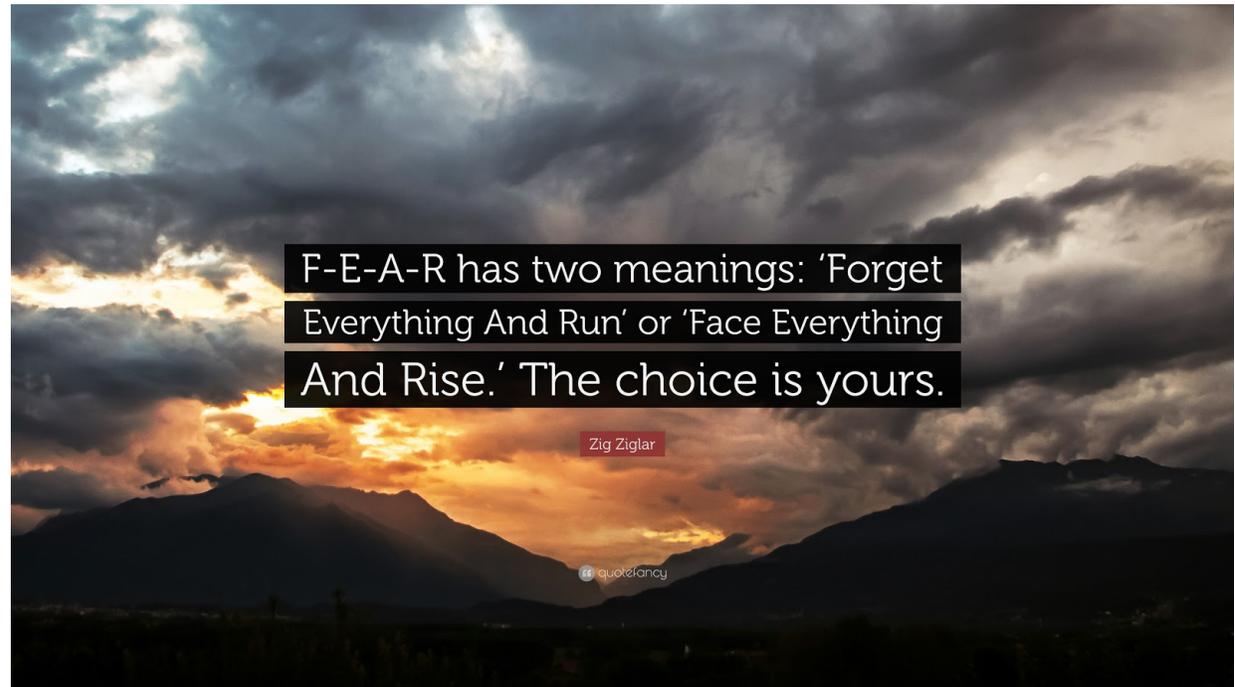
There IS uninspiring or demanding message fatigue.”

~ Lori L. Jacobwith

 **IGNITED**
FUNDRAISING

Truth of the Matter

- Breathe and try not to panic!
- It takes a lot to change someone's passion!
- Stay connected and get people engaged.



Questions???

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