

THE PHILANTHROPIC CLIMATE

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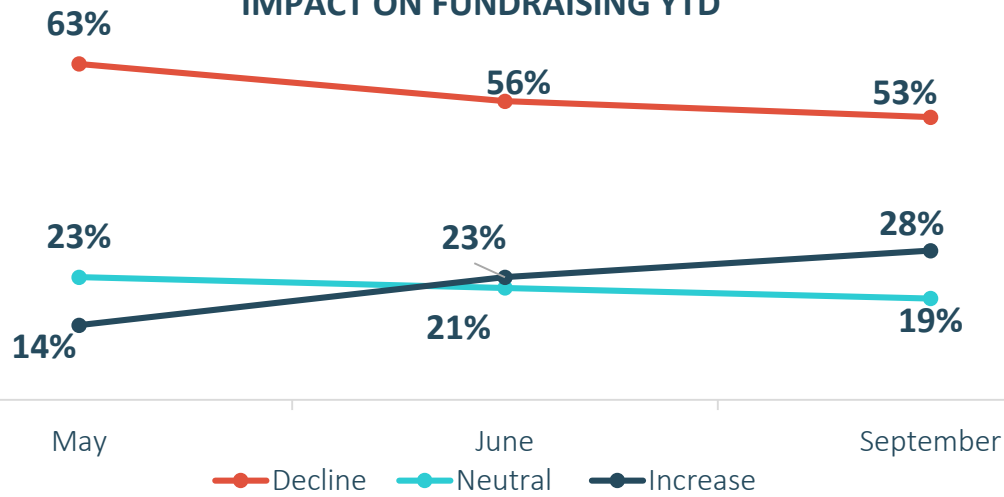
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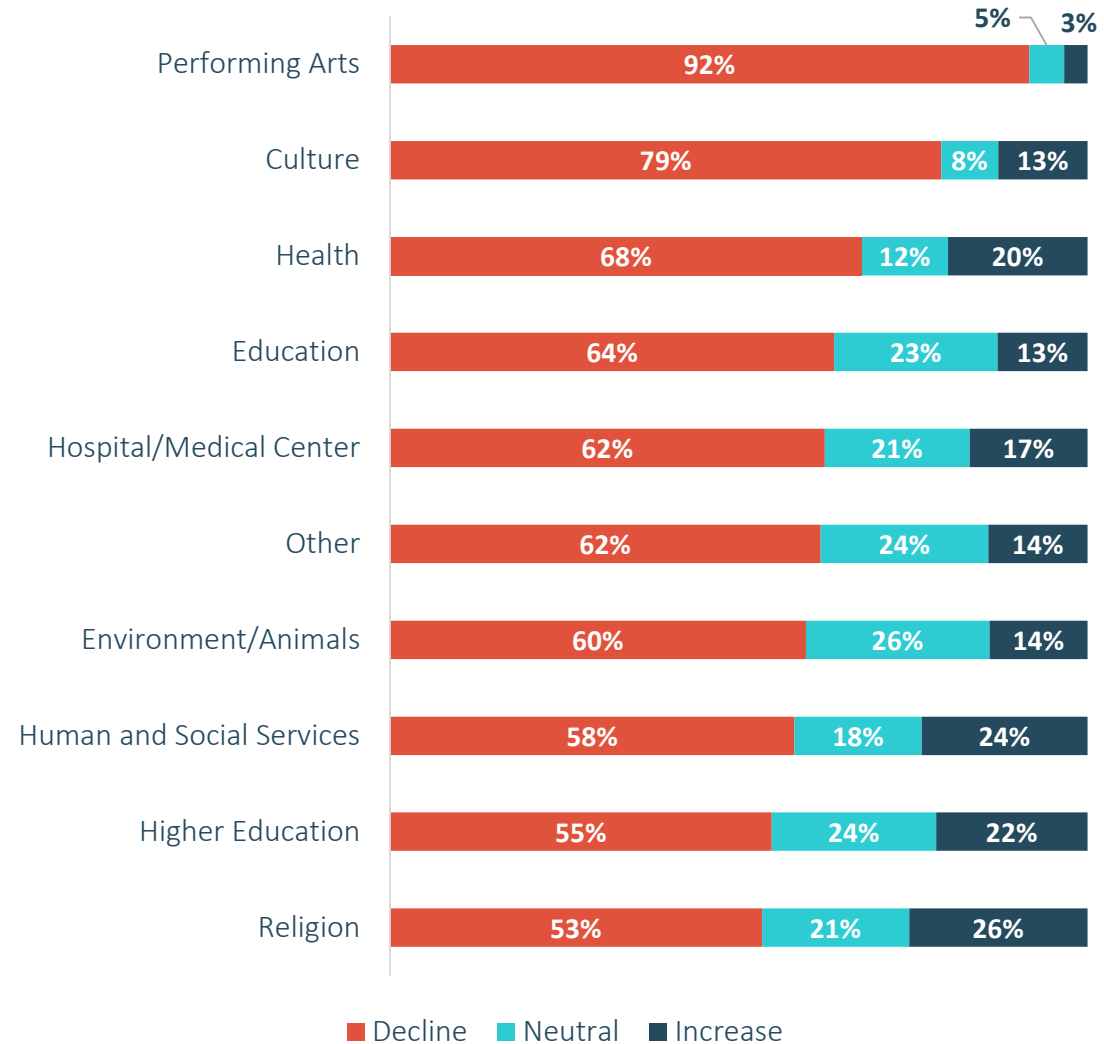


THE CURRENT NONPROFIT SENTIMENT

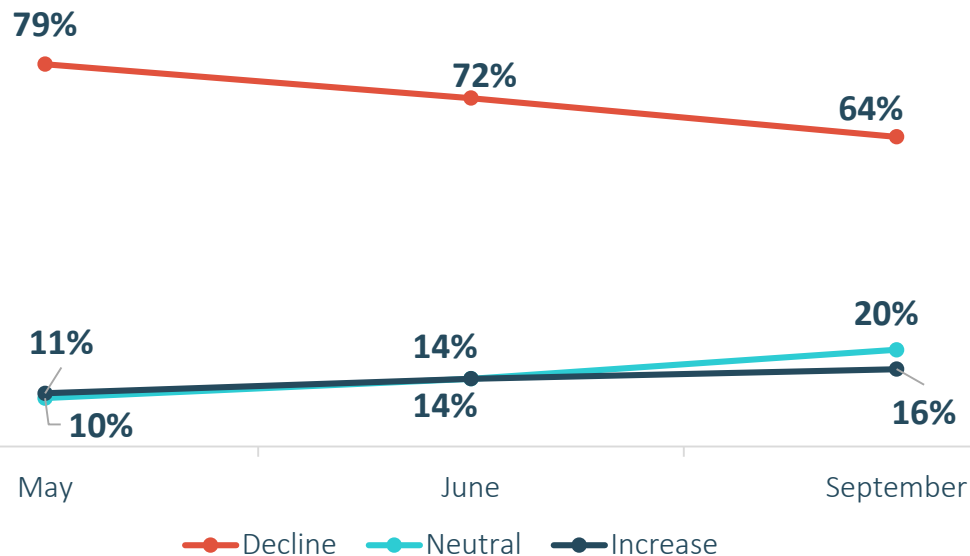
IMPACT ON FUNDRAISING YTD



PROJECTED IMPACT THROUGH 2020, BY SECTOR

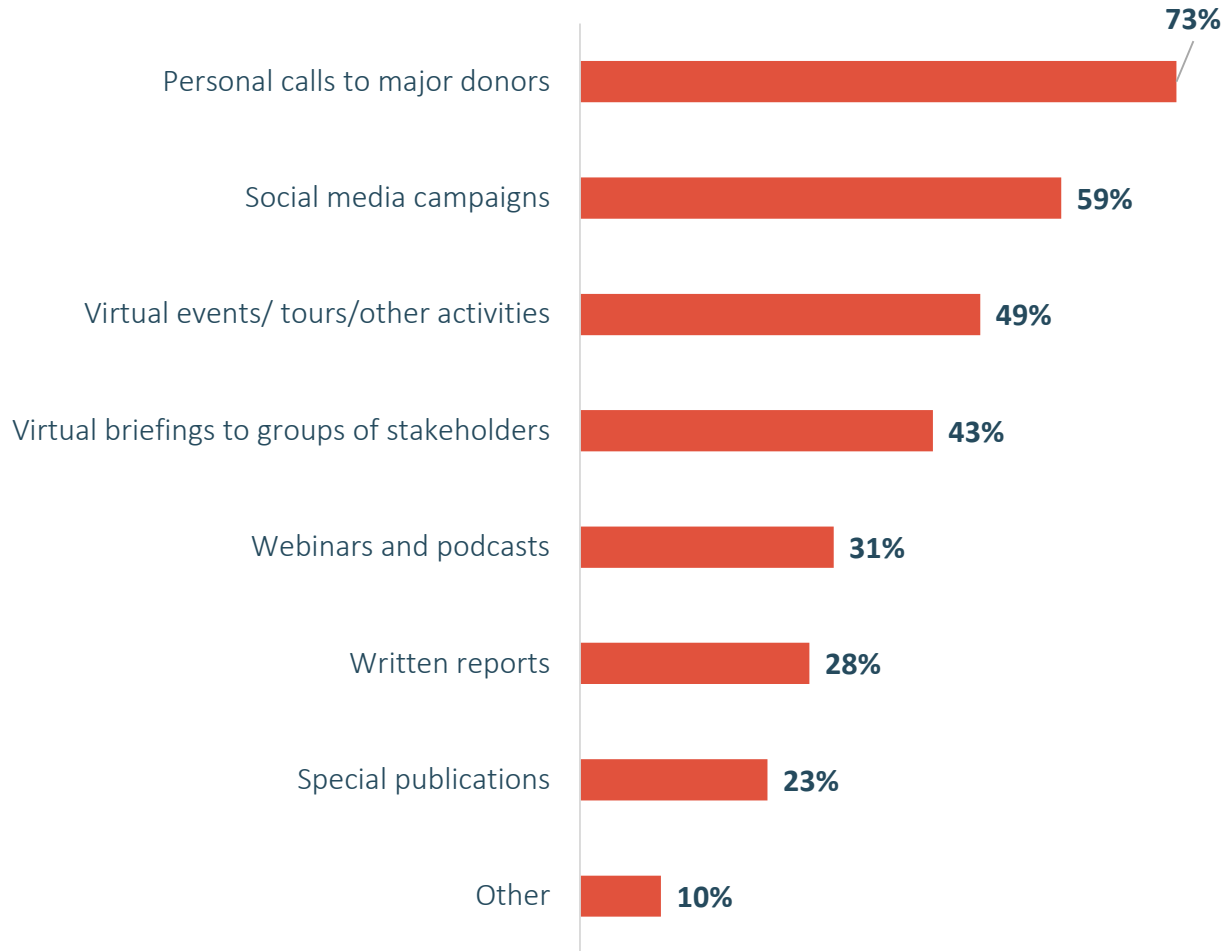


PROJECTED IMPACT THROUGH 2020



FUNDRAISING STRATEGIES EMPLOYED

PRIMARY METHODS OF DONOR ENGAGEMENT AND CULTIVATION



MAJOR GIFT SOLICITATIONS CONDUCTED VIRTUALLY



14%

Conducted via video only



15%

Conducted via phone only



14%

Conducted via both phone and video



29%

Currently under consideration

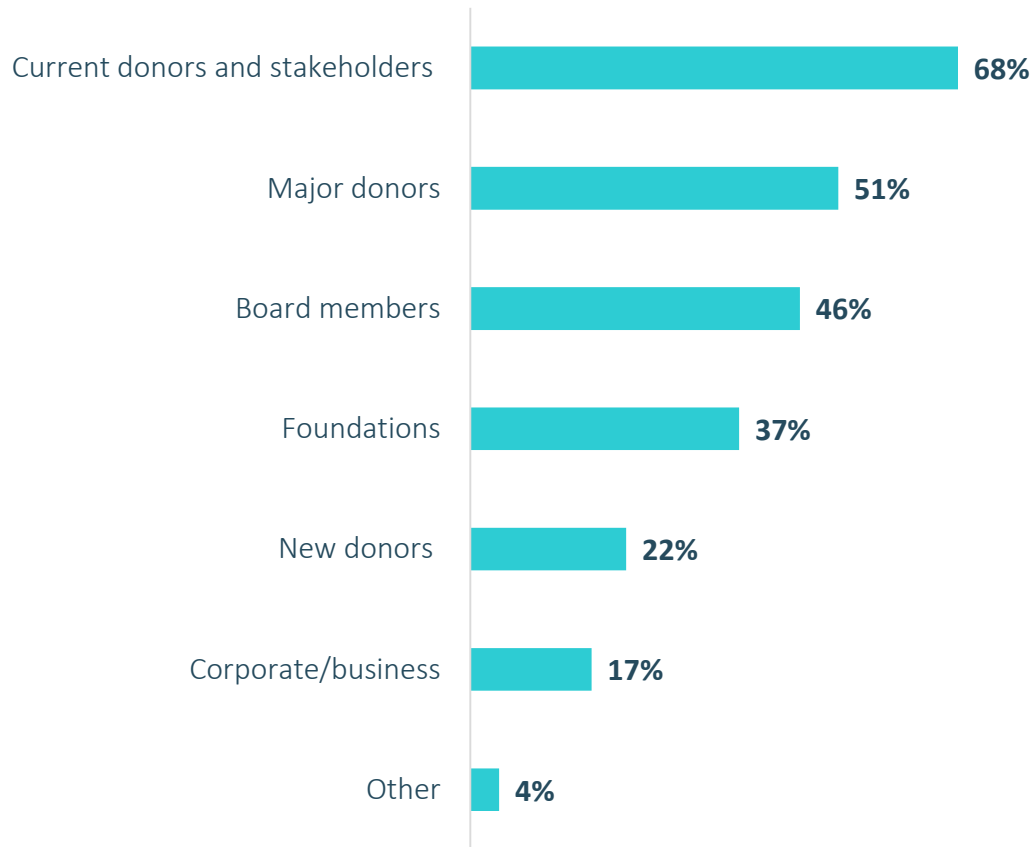


28%

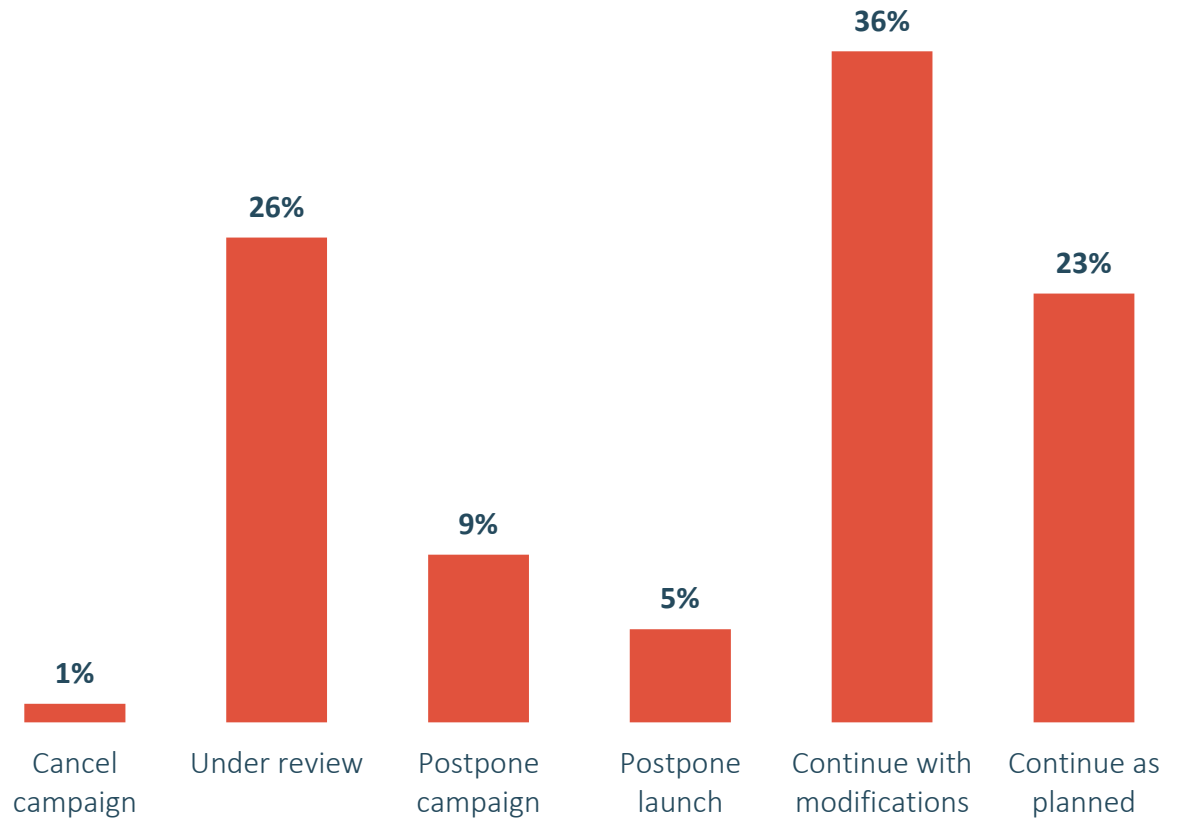
No current plans for major gift solicitation virtually

SOURCES OF SUPPORT AND STAYING THE COURSE

PRIMARY SOURCES OF SUPPORT



CHANGES TO CURRENT OR PLANNED MAJOR CAPITAL OR COMPREHENSIVE CAMPAIGNS



TIMELESS PRINCIPLES



SHOW EMPATHY
and Concern



INCREASE COMMUNICATION
and Provide
Impactful Updates



INCREASE ACTIVITY
and Consider Special
Fundraising
Initiatives



AVOID WHOLESALE CANCELLATION
of Fundraising Plans



DEVELOP ACTION PLANS
for the Short-Term
and Re-Emergence



REAFFIRM YOUR MISSION AND IMPACT
to Cement
Relationships with
Donors and Friends

STAGES OF FUNDRAISING EVOLUTION

	I. RESPOND	II. RECALIBRATE	III. RE-EMERGENCE
CASE FOR SUPPORT	<ul style="list-style-type: none"> Immediate Action Urgent funding requirements 	<ul style="list-style-type: none"> Interim funding plan and Case for Support Short-term funding impact and benefit 	<ul style="list-style-type: none"> Establish modified or new strategic priorities Draft Case for Support for the foreseeable future
LEADERSHIP	<ul style="list-style-type: none"> Special emergency working group Stakeholder outreach 	<ul style="list-style-type: none"> Assess crisis impact and recast short-term priorities Broaden role in fundraising 	<ul style="list-style-type: none"> Reconstitute Development Committee Reorganize fundraising leadership structure to support plan
PROSPECTS	<ul style="list-style-type: none"> Segment by giving level and relationships Determine the prospects most viable for immediate requests 	<ul style="list-style-type: none"> Reprioritize prospect pool Establish individual plans 	<ul style="list-style-type: none"> Full donor base review Screen, model, prioritize
PLAN	<ul style="list-style-type: none"> Intensify communication: connect, inform, and thank Implement special appeals to select donors and all audiences 	<ul style="list-style-type: none"> Survey donors Design strategies for each donor segment Offer short term gift payment options 	<ul style="list-style-type: none"> Rebuild capacity to support future efforts Reassess goal, timing & Case elements of major campaign