THE PHILANTHROPIC CLIMATE

Miriam Droller
Managing Director | CCS Fundraising
mdroller@ccsfundraising.com
www.ccsfundraising.com
**THE CURRENT NONPROFIT SENTIMENT**

**IMPACT ON FUNDRAISING YTD**

- May: 63%
- June: 56%
- September: 53%

**PROJECTED IMPACT THROUGH 2020**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Decline</th>
<th>Neutral</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performing Arts</td>
<td>92%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Culture</td>
<td>79%</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>Health</td>
<td>68%</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>Education</td>
<td>64%</td>
<td>23%</td>
<td>13%</td>
</tr>
<tr>
<td>Hospital/Medical Center</td>
<td>62%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>62%</td>
<td>24%</td>
<td>14%</td>
</tr>
<tr>
<td>Environment/Animals</td>
<td>60%</td>
<td>26%</td>
<td>14%</td>
</tr>
<tr>
<td>Human and Social Services</td>
<td>58%</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td>Higher Education</td>
<td>55%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Religion</td>
<td>53%</td>
<td>21%</td>
<td>26%</td>
</tr>
</tbody>
</table>

**IMPACT ON FUNDRAISING YTD**

- May: 63%
- June: 56%
- September: 53%

**PROJECTED IMPACT THROUGH 2020**

- May: 79%
- June: 72%
- September: 64%

**PROJECTED IMPACT THROUGH 2020, BY SECTOR**

- Decline
- Neutral
- Increase
FUNDRAISING STRATEGIES EMPLOYED

PRIMARY METHODS OF DONOR ENGAGEMENT AND CULTIVATION

- Personal calls to major donors: 73%
- Social media campaigns: 59%
- Virtual events/tours/other activities: 49%
- Virtual briefings to groups of stakeholders: 43%
- Webinars and podcasts: 31%
- Written reports: 28%
- Special publications: 23%
- Other: 10%

MAJOR GIFT SOLICITATIONS CONDUCTED VIRTUALLY

- Conducted via video only: 14%
- Conducted via phone only: 15%
- Conducted via both phone and video: 14%
- Currently under consideration: 29%
- No current plans for major gift solicitation virtually: 28%
**Sources of Support and Staying the Course**

**Primary Sources of Support**

- Current donors and stakeholders: 68%
- Major donors: 51%
- Board members: 46%
- Foundations: 37%
- New donors: 22%
- Corporate/business: 17%
- Other: 4%

**Changes to Current or Planned Major Capital or Comprehensive Campaigns**

- Cancel campaign: 1%
- Under review: 26%
- Postpone campaign: 9%
- Postpone launch: 5%
- Continue with modifications: 36%
- Continue as planned: 23%
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

<table>
<thead>
<tr>
<th>I. RESPOND</th>
<th>II. RECALIBRATE</th>
<th>III. RE-EMERGENCE</th>
</tr>
</thead>
</table>
| **CASE FOR SUPPORT** | - Immediate Action  
| | - Urgent funding requirements  
| | - Interim funding plan and Case for Support  
| | - Short-term funding impact and benefit  
| | - Establish modified or new strategic priorities  
| | - Draft Case for Support for the foreseeable future  
| **LEADERSHIP** | - Special emergency working group  
| | - Stakeholder outreach  
| | - Assess crisis impact and recast short-term priorities  
| | - Broaden role in fundraising  
| | - Reconstitute Development Committee  
| | - Reorganize fundraising leadership structure to support plan  
| **PROSPECTS** | - Segment by giving level and relationships  
| | - Determine the prospects most viable for immediate requests  
| | - Reprioritize prospect pool  
| | - Establish individual plans  
| | - Full donor base review  
| | - Screen, model, prioritize  
| **PLAN** | - Intensify communication: connect, inform, and thank  
| | - Implement special appeals to select donors and all audiences  
| | - Survey donors  
| | - Design strategies for each donor segment  
| | - Offer short term gift payment options  
| | - Rebuild capacity to support future efforts  
| | - Reassess goal, timing & Case elements of major campaign  

---

**2020 CCS Fundraising | Edition III – September 2020**