

Engaging Donors During COVID-19

Rachel M. Decker
President,
Detroit Philanthropy



Today's Agenda

About Detroit Philanthropy



Engaging Donors



Questions



Wrap Up

About Detroit Philanthropy

**Helping You,
Helping Others**

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graph TD; A[Helping You, Helping Others] --- B[Philanthropic Advisory Services]; A --- C[Fundraising Counsel & Execution]
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**Philanthropic Advisory
Services**

**Fundraising Counsel &
Execution**

Our Process

Work with you to develop highly tailored fundraising plans.

Plan, manage, and implement programs that achieve fundraising goals.

Increase your capacity by providing the skills, knowledge and strategies you need.

Our Services

Annual
Giving

Major Gifts

Capital
Campaigns

Corporate
Partnerships

Fundraising
Events

Board
Engagement

Direct Mail

Policy
Development

Development
Audits

Tell Your Story

Explain
Need



Create a
Budget



Mini Case
Statement

Ways to Support

Donor Advised Funds

- Nearly 750,00 Accounts
- Over 120 Billion in Assets
- Outpace Private Foundations 4x
- Paid out over \$20B in 2018 (18% growth)
- CFSEM, Financial Inst., Etc..

Ways to Support

Monthly Giving

- Launch or Expand Program
- Generate Smaller Gifts that Add Up
- Develop Membership Plan
 - Recruitment
 - Benefits/Recognition
 - Stewardship

Ways to Support

Re-Strategize Events

- Virtual Events
 - What makes your event unique
 - Add At-Home Elements
- Live Events
 - How can you maintain distancing
 - Smaller functions
- Online Auctions
- Donate the Ticket Cost
- Re-think your value proposition and/or benefits for sponsors

Ways to Support

Launch Online Campaigns

- COVID Specific Appeal
 - What's new/exacerbated
- Find a Matching Donor
- Conduct Targeted Outreach
- Use Engaging Messages and Videos
- Continuously Update and Thank

Ways to Support

In-Kind Support

- PPE, Food, Cleaning Supplies
- Board & Cmte Members
- Pro-Bono Services/Expertise
 - Marketing
 - Strategic Planning
 - Program Evaluation
- Volunteers

Strategize Outreach

Personal Outreach

- Relational Fundraising
- Launch Major Gift Program

Increase Social Media

- Program Highlights
- Video Messages (CEO/BC/DD)
- Feature Donors & Vols

Leverage the Board

- Thank You Calls
- Make Introductions
- Amplify Social Media

Create an Action Plan

Who will you reach?

- Volunteers
- Donors/Prospects
- Mass Audience

How will you reach them?

- Phone
- Email
- Social Media/Newsletter

What will you ask for?

- General Operating
- Specific Campaign
- In-Kind – goods, advice, services

When will you reach out?

- Have a schedule of regular touchpoints

Q & A

What's on your mind?

Upcoming Event



Engaging Corporate Sponsors in Virtual Fundraising Events

JUNE 23 | 2-3pm

With many nonprofits pivoting to virtual events, corporate sponsorships are changing. Join us for an informative discussion about how to effectively engage corporations in virtual fundraising events, ensuring you are able to maximize event sponsorship dollars.

Moderator:



Rachel M. Decker
President
Detroit Philanthropy

RSVP:

<https://bit.ly/375T100>

Zoom link will be sent following registration.



Manuel Amezcua
Firm President & CEO,
MassMutual Great Lakes



Awenate Cobbina
VP, Public and Business Affairs,
Detroit Pistons & Executive Director,
Detroit Pistons Foundation



Kelli Dobner
Chief Advancement Officer,
Samaritas



Ryan Hertz
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**Stay in
Touch**



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