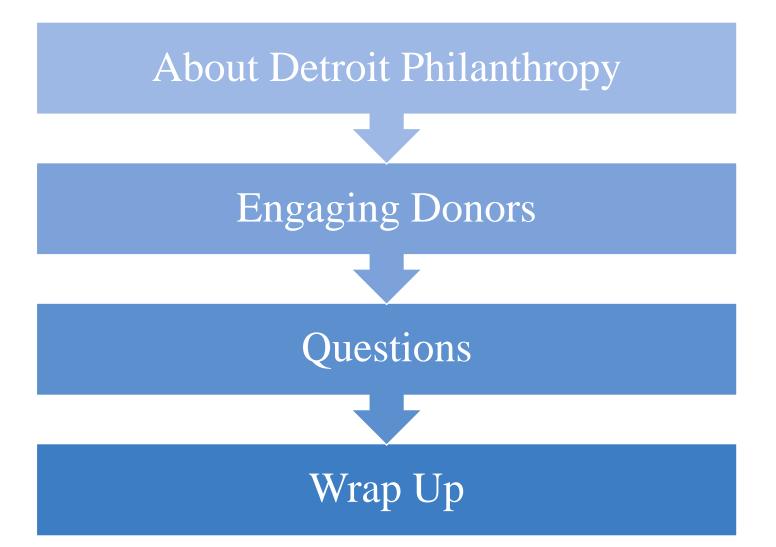
# Engaging Donors During COVID-19

Rachel M. Decker President, Detroit Philanthropy



### Today's Agenda



### About Detroit Philanthropy

Helping You, Helping Others

Philanthropic Advisory Services Fundraising Counsel & Execution

#### **Our Process**

Work with you to develop highly tailored fundraising plans.

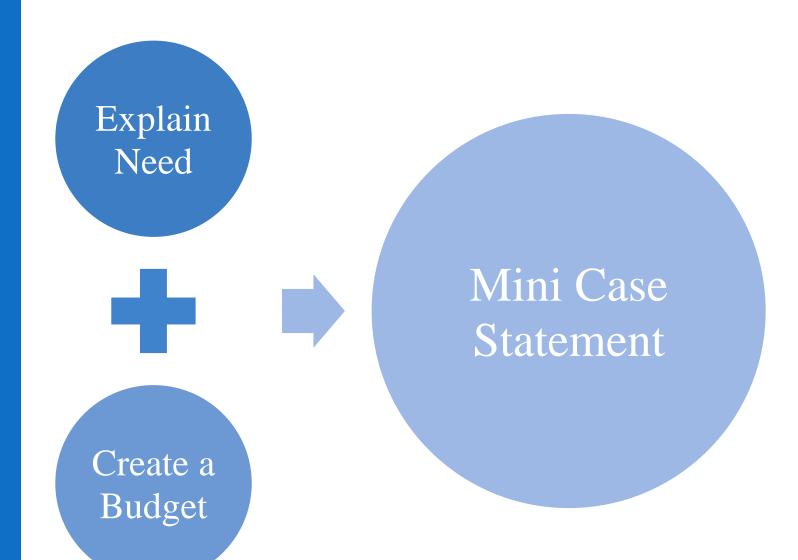
Plan, manage, and implement programs that achieve fundraising goals.

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

#### **Our Services**



### Tell Your Story



#### 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..

### Monthly Giving

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

### 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

### 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

### 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

#### Sample Action Plan

	Task		Week									
Audience		1	2	3	4	5	6	7	8	9	10	
Board	Personal Calls from Board Chair											
	Virtual Group Mtg											
Major Donors	Personal Calls from DD											
	Individual Virtual Mtgs											
	Personalized Email from CEO											
All Donors	Email blast from Board Chair											
	Blog Post from CEO											
	Special Appeal for COVID Relief											
	Invite to Virtual Fundraising Event											
	Social Media Updates											
Volunteers	Virtual Mtg											
	Email Updates											
Non-Donors	Social Media Updates											
	Email Blast to Entire Database											

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



Manuel Amezcua Firm President & CEO. MassMutual Great Lakes





RSVP: https://bit.ly/375T100

Zoom link will be sent following registration.



Kelli Dobner Chief Advancement Officer. Samaritas







# Stay in Touch

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