Office hours: Managing communications and fundraising in response to COVID-19
Big Duck
Farra Trompeter
Chief Growth Officer

@Farra
@BigDuck

bigduck.com/about/farra-trompeter
Today’s conversation

- Quick intros
- A few principles about communications
- Discuss your questions
- Resources
Who’s here?
Which of the following best describes your role?
14 responses

- Management (e.g. Executive Director/CEO, Board member)
- Fundraising (e.g. Development Director/CDO, development staff)
- Communications (e.g. Communications Director/CMO, communications staff)
- Programs (e.g. direct service/frontlines)
- Advocacy (e.g. government relations)
Chat in...

- Name, pronouns
- Organization
- Location
How do you communicate with donors and other supporters?
Good communications takes

- Messaging that is clear, compelling, and consistent
- Regular schedule of communications
- Investment in cultivation
- Different options for giving and getting involved (including beyond $)
- Ways to appeal to your donors’ hearts and minds
- An ability to pivot when circumstances require it
Your communications need to help people

- Know who you are
- Know that you’ll be in touch regularly
- See you where they already are
- Understand why their support is needed
- Be able to help easily
- Trust that you’re legit
- Believe you’ll deliver real results with their investment
- Feel appreciated
Strong fundraising campaigns must

▸ **Inspire** donors to envision their role in supporting your organization by speaking with one voice throughout the campaign.

▸ **Inform** donors with a compelling story rooted in the right details and aligned with your brand to deepen the connection donors have with you.

▸ **Reassure** donors you’ll spend their money wisely.
Strong fundraising campaigns must

▸ **Inspire** donors to envision their role in supporting your organization by speaking with one voice throughout the campaign.

▸ **Inform** donors with a compelling story rooted in the right details and aligned with your brand to deepen the connection donors have with you.

▸ **Reassure** donors you’ll spend their money wisely.
What the individual wants

What the organization wants
Ladder of engagement
Who could you engage with?

Who should you engage with?

Who must you engage with?
Think strategically

- Strategies are the approaches you’ll take to achieve your goals
  - Don’t abandon existing strategies; shift to be responsive
  - Create new crisis-response strategies
- Brainstorm your response to various crisis scenarios
- Use your brand strategy as checkpoint
  - Reflect if your communications are reinforcing your “big idea”
  - Have several people review messaging to ensure it reflects your “tone and style” and is sensitive to this moment
Crisis communications strategies

- Make it easy for your community to support you
- Be clear and factual
- Don’t stop communicating
- Center your audience
Make it easy for your community to support you
Be clear and factual
Don’t stop communicating

Dear Friend,

April 1 is Census Day! The census is a headcount of everyone living in the United States regardless of immigration status. The Constitution requires that a census take place every 10 years. The 2020 census is here, and it has big implications for sexual and reproductive health care!

Even during the coronavirus pandemic, you can safely get counted—this is the first time the census can be taken online! Get counted today.

COUNT ME IN.
Center your audience

Welcome to Havaya@Home!

You’re stuck at home and so are we … so let’s hang out. We may be physically distant but that doesn’t mean we can’t be socially connected. Wherever you are in the world, we’re happy to provide virtual opportunities to gather together, have some fun, and bring the magic of camp into your home.

Here are some chances to connect in the next few days. On Sunday, we’ll send you plans for the week ahead. (As we reach out across North America, we’ll do our best to catch folks in multiple time zones.) Each of these opportunities are open to everyone, so feel free to share with friends, family members, neighbors, and others - - we’re excited to share our Havaya energy!

So … here we go!

Join us this week for these great opportunities:

**FAMILY YOGA AND MEDITATION**
Wednesday, March 17
12:30 ET / 9:30 am PT
Be ready for tactics to change regularly

- Tactics are the activities and actions you take to carry out your strategies
  - Be flexible and responsive when it comes to tactics
  - Know that messages and channels may change from day-to-day
Create crisis messaging

- How is your organization adapting to this crisis?
- How can someone help your organization during the crisis?
- How is your overall mission affected by this crisis?
- How are your programs and funding sources impacted?
# Roles and responsibilities

<table>
<thead>
<tr>
<th>Now team</th>
<th>Tomorrow team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Considers what’s happening in the short term and works in weekly iterations. Should be focused on crisis-related goals, but not lose sight of the bigger picture.</td>
<td>Considers the future and the work that can be done today to make you stronger as the crisis comes to an end.</td>
</tr>
<tr>
<td>Meet weekly to plan:</td>
<td>Meet less frequently to plan:</td>
</tr>
<tr>
<td>● What happened last week?</td>
<td>● One year from now, where should we be?</td>
</tr>
<tr>
<td>● What’s happening this week?</td>
<td>● What projects or initiatives should we shift? Should stay the same?</td>
</tr>
<tr>
<td>● What does our team need to do this week?</td>
<td>● What can we work on today that will make us stronger tomorrow?</td>
</tr>
</tbody>
</table>

Timing

- When is this going to happen
  - Think monthly instead quarterly
  - Check in weekly about what needs to shift
  - Host daily meetings to discuss how yesterday’s news shifts today’s communications
Takeaways

- Don’t abandon your plans in favor of daily reactions, but be flexible to react quickly if needed
- If your work is on the frontlines, lead with crisis communications
- If your work is indirectly affected, continue general communications, but layer in the crisis where relevant
- Meet regularly with your team to discuss necessary pivots
What’s on your mind?
Chat in your questions...
Some of your questions

1. Donors want to know how we are providing services especially COVID-19 related, how do we message appropriately without the focus always on the COVID-19? Will other messaging not be interesting to a donor?

2. How to redirect well-intended donors back to mission critical perspectives? (Let's build more healthy and affordable homes rather than create new funds with donor designations i.e. mortgage and utility relief)
Some of your questions

1. How to continue asking for support while being sensitive to uncertainty and how often to communicate?
2. Communication with donors - How to handle future events and fundraisers?
3. Is it proper to fundraise during the outbreak for an event this fall when the proceeds do not directly impact those most affected by the pandemic?
4. How to maintain "buy in" without physical presence participation?
Where can you learn more?
Develop a marketing or donor communications plan—and adaptive planning for COVID-19
- Provide interim CMO or CCO consulting
- Implement a fundraising campaign and/or create compelling presentations, videos, case statements
- Develop persuasive messaging/case for giving
- Craft brand strategy and new visuals + messaging

Email me at farra@bigduck.com
Achieve more

Putting strategy to work for your nonprofit
Communications self-assessment
The Nonprofit Communications Engine

A leader’s guide to managing mission-driven marketing and communications
Capital campaign communications

Creating the tools for your nonprofit to raise millions

bigduck.com/capital-campaigns-ebook