

How to Keep Supporters Engaged & Raise Money During a Pandemic



Welcome & Prayer







Lori L. Jacobwith

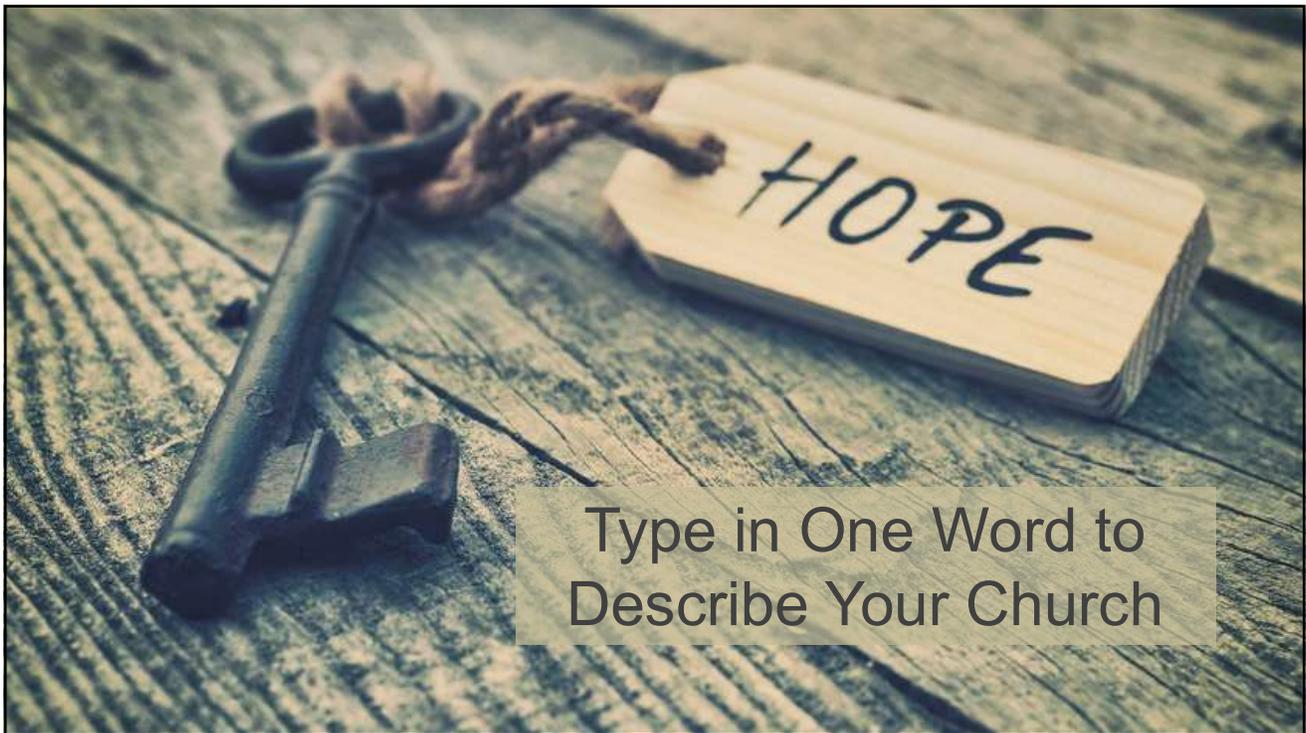
- **Helping nonprofits raise \$400 million from individual donors.**
And counting.
- **Named one of America's Top 25 Fundraising Experts**
- Former Executive Director, CEO, Development Director
- Speaker, Trainer, Author, Coach



LJacobwith



@LJacobwith



Type in One Word to
Describe Your Church

Two of My Teachers

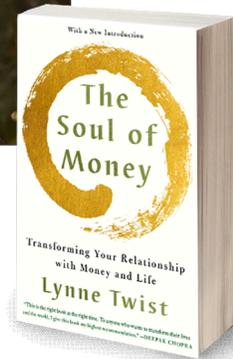


MARKETING IS NO LONGER ABOUT
THE STUFF THAT YOU MAKE, BUT
ABOUT THE STORIES YOU TELL.

- SETH GODIN



Lynne Twist, Fundraiser & Author



Shaped by Faith



The Rt. Rev. Audrey C. Scanlan provides a SbF explanation



Dr. Clarissa Pinkola Estés

“Ours is not the task of fixing the entire world all at once, but of stretching out to mend the part of the world that is within our reach.

Any small, calm thing that one soul can do to help another soul, to assist some portion of this poor suffering world, will help immensely.



Image Source: Clarissa Pinkola Estés Facebook

Dr. Clarissa Pinkola Estés

“It is not given to us to know which acts or by whom, will cause the critical mass to tip toward an enduring good.

What is needed for dramatic change is an accumulation of acts, adding, adding to, adding more, continuing.

We know that it does not take everyone on Earth to bring justice and peace, but only a small, determined group who will not give up during the first, second, or hundredth gale.”

Pandemic Fundraising



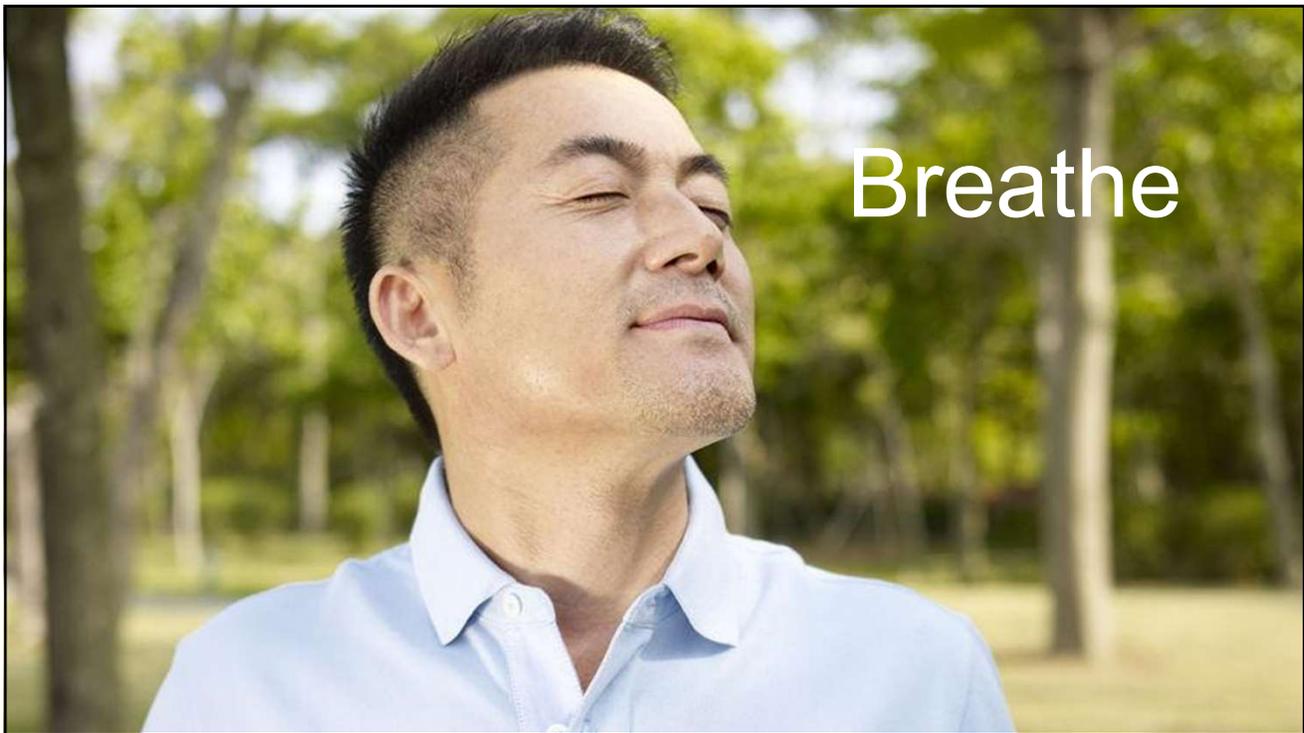
Pause vs. Panic

- When we feel anxiety we're far less flexible.
- Pause & think through responses.



Pause vs. Panic

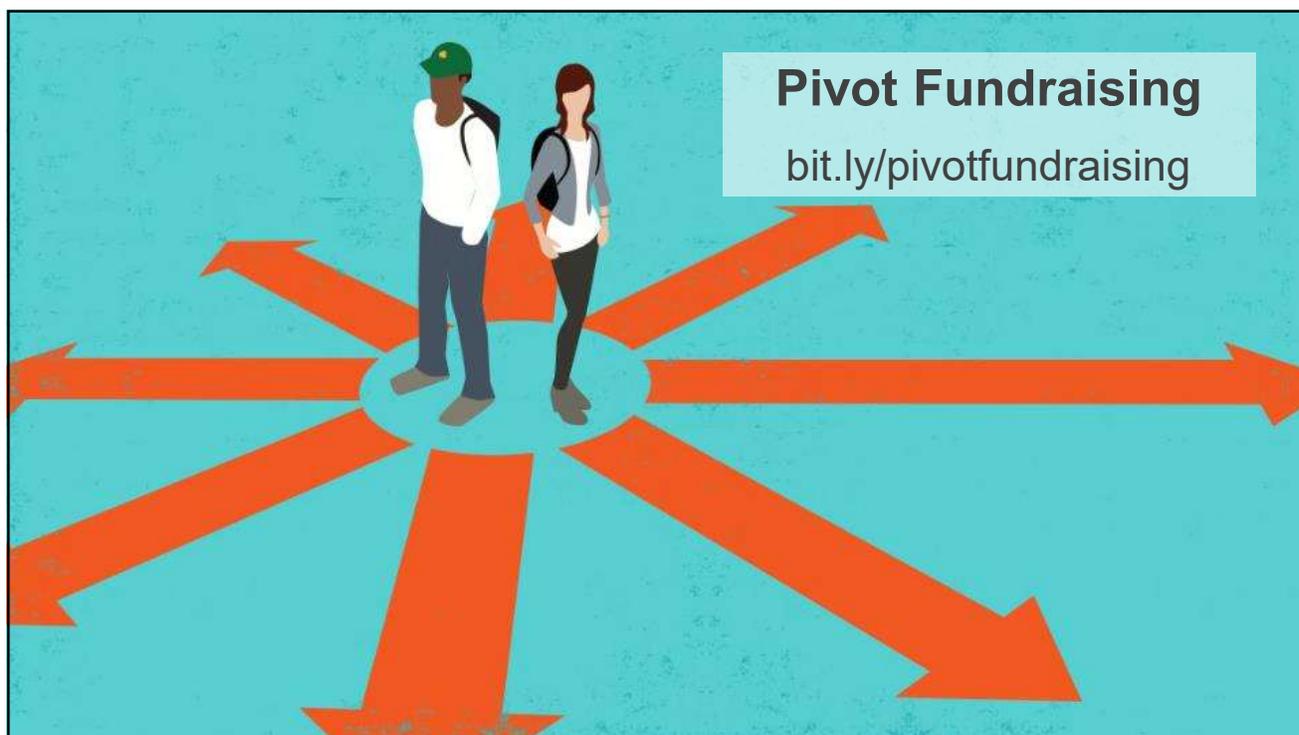
- PREPARE by planning.
- ACCEPT that there's a lot we don't know – and won't for quite some time.
- Make *positive language* choices.



PIVOT

"A change in strategy without a change in vision." ~ Eric Ries

Image source: Imagine Museum





Pivot Fundraising - Lori's Definition
Conversations, actions & movements made, with grace & ease, to raise money in a previously unimaginable direction.

3 MOST IMPORTANT ACTIONS

3 Most Important Actions

1. Communicate
2. Dispel Myths
3. Listen



Success

Communication
Communication
Communication



What Do You Want People To Do?



Where & How Do
Let Them Know
Exactly What You
Want Them
To Do?



A “Failure to Communicate”



**What Do We
Want People To:**

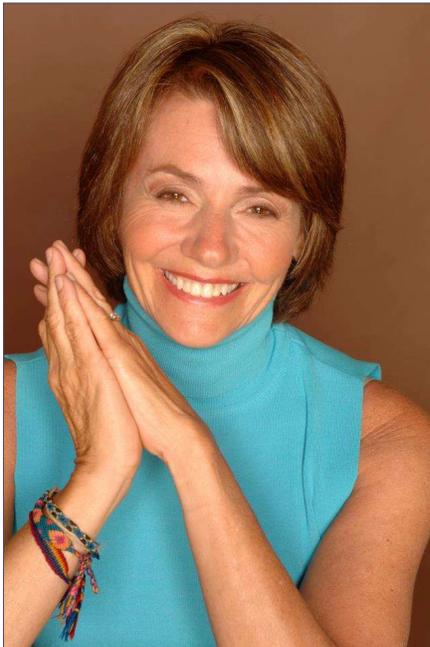


Feel?

Do?

By When?

Biggest Fundraising Challenges?

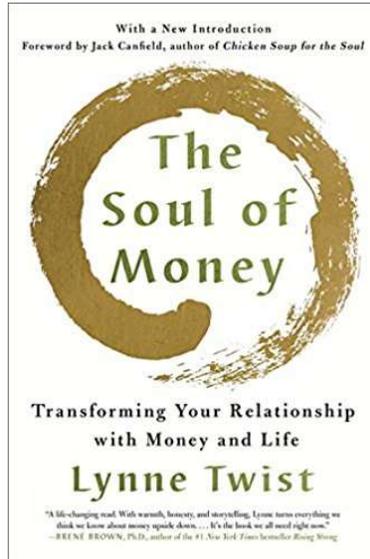


Fundraising

“The privilege of facilitating the reallocation of the world’s financial resources away from fear and towards that which we love.”

~ Lynne Twist

Three Toxic Myths of Scarcity



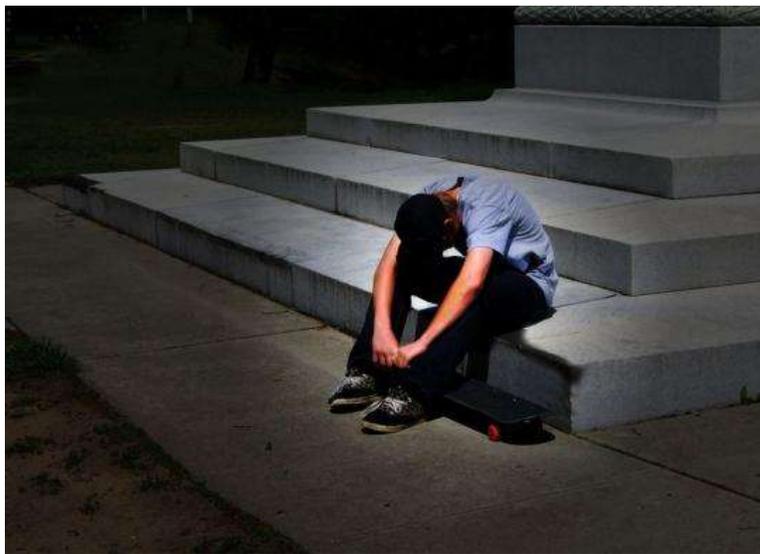
1. There's Never Enough



2. More is Better



3. That's Just The Way It Is

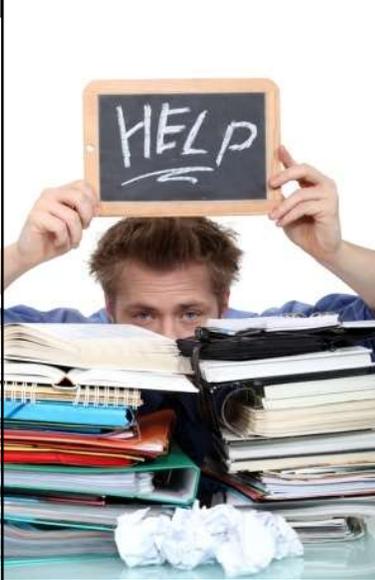


“Support Moves Toward
Boldness & Clarity
Of Communication”

~ Lynne Twist



5 Most Disengaging Words



“Help us with our goal.”

Fact: No one cares about your goal but you.

Make sure your story includes:

Here’s how **you’ve already** made a difference AND here’s how you can fulfill YOUR aspirations to do MORE.

Talk About Money to Raise More



Your Money Story

The gap between where you are today in reaching your annual fundraising goal...

vs. the amount you've raised so far this year.

Share Your Money Story



 **IGNITED** FUNDRAISING

The Question is Not:
“How Do We Get More
Money?”



The Question IS:
“What Does Money
Make Possible?”



Fundraising

Deep, Profound,
Relatedness



Clear Money Story



Keep it simple...

Clear Money Story

- ❑ Show How You Help One Person
- ❑ Show Progress to Your Next Milestone
- ❑ Inform About “What It Takes” to Fully Fund Your Mission
- ❑ Inspiring, Specific, Relationship-Building

Keep it Simple...

“Here’s What it Takes...”



2. DISPEL MYTHS



Tell the Truth

FACTS

MYTHS

Myth: Donor Fatigue

**“ No such thing as
donor fatigue.**

**There IS uninspiring
or demanding
message fatigue.”**

~ Lori L. Jacobwith



Dispel Myth's

- If I don't make a contribution someone else will...
- The Church will be fine, other organization's need me more.
- What else?

3. LISTEN



Listen

To your staff

Your community

Your own family

Yourself





Invite Feedback & Interaction



Notes

This time of year has so many people, from preschoolers to professionals, working their tails off to perform. And now—the games, the meets, the recitals, the productions, big and small—are shut down. Well, the show must go on, people!!! Break out your oboes, belt out your torch song, run in place—I don't care. Show us what you've been working on and we will show it to the world. Use #heyjenlookatme, because I want to see. ❤️

<https://www.picuki.com/tag/heyjenlookatme>

Listen & Engage



Images: Heart of Dance Minnesota – Facebook

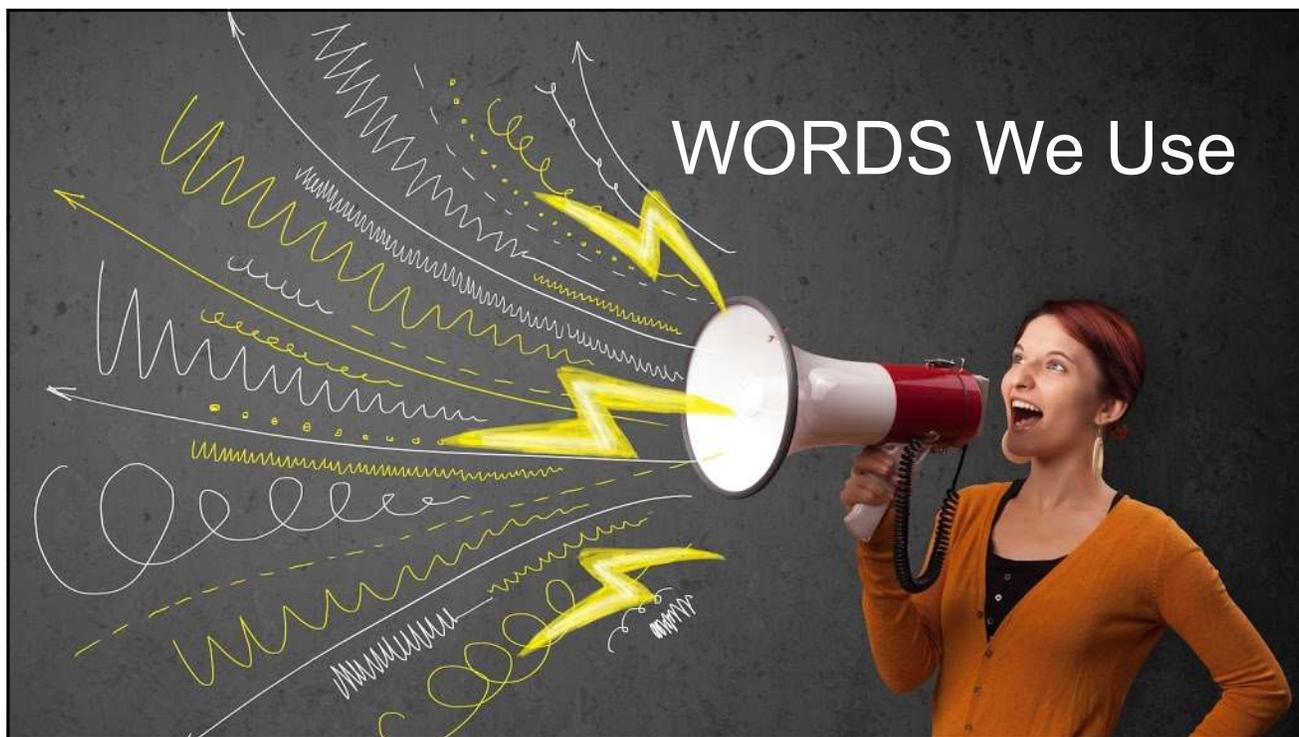


Image Source: Lemmon Public Library - Facebook



POWERFUL
LANGUAGE

IGNITED
FUNDRAISING



Craft Messages That...

- Teach
- Inspire
- Call to Action



Duty & Obligation Communication

- Donate
- Attend
- Help Us
- Give More
- Give Again



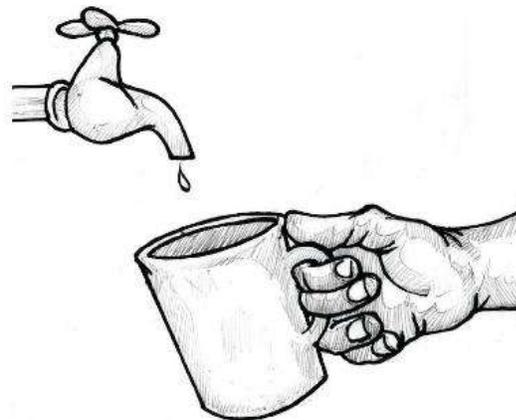
Inspiring Communication

~~Donate~~
~~Attend~~
~~Help Us~~
~~Give More~~
~~Give Again~~

Invest
See Your Impact
Who Will Your Gift
Help?
Long-Term Partners

Scarcity Communication

Hard
Donor Fatigue
We Can't
Not Enough...
They Won't



Possibility Communication

Hard	Learning To...
Donor Fatigue	Inspire You
We Can't	What if We Could
Not Enough...	The Very Right People
They Won't	Long-Term Partners



Paint a Picture of One Person

Mission Moment

Lori's Definition:

"A short, inspirational, example of how your donor's contribution is making an impact."

About a "real" person.



Image Source: Episcopal Church in Central PA - Instagram

Mission Moments

Put a Face On What
/ Make Happen



Image Source: Episcopal Church in Central PA - Instagram

Share Everywhere



Mission Moments

Create Unforgettable
Emotional Connections
and **Empathy**



Raise More By...

Putting a Face to
What / Make Happen

AND Share *What it
Takes* to Make That Impact



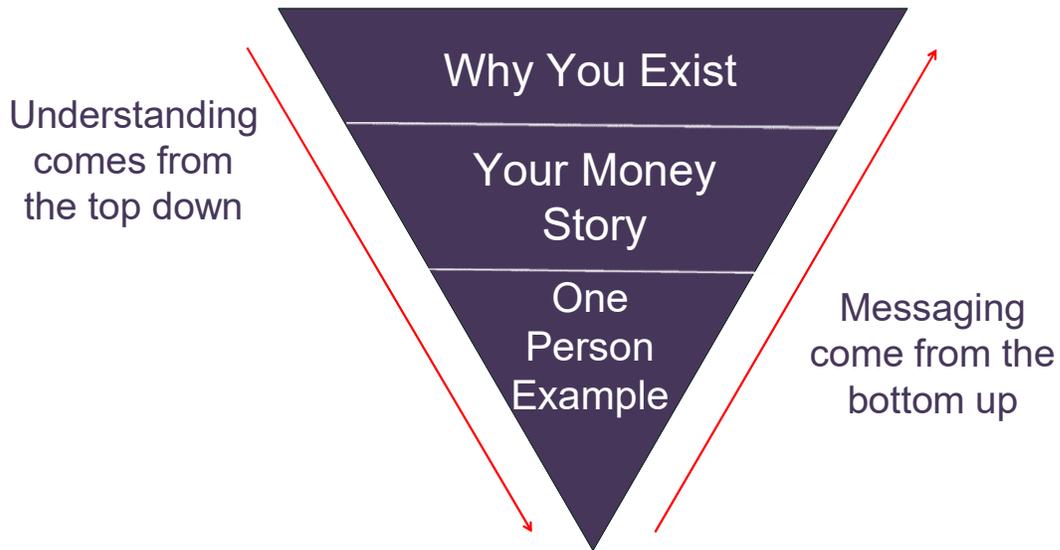
Image Source: Facebook

Money Story

The gap between where you are today in
reaching your annual fundraising goal

vs. the amount you've raised so far this year.

Your Message Pyramid



*People will forget
what you said.*

*People will forget
what you did.*

*But people will
never forget how
you made them feel.*

~ Maya Angelou



MOVING FORWARD



Fear Makes Bad Fundraising



Create *Healthy*
Habits to Raise
Awareness
AND More Money

Coronavirus need states

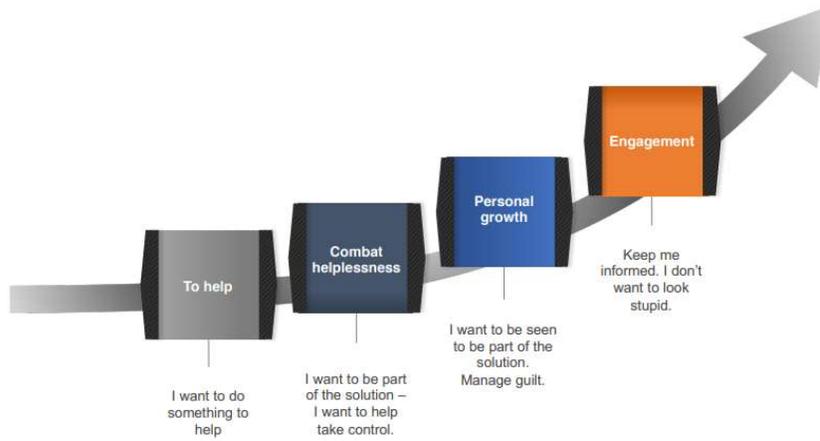
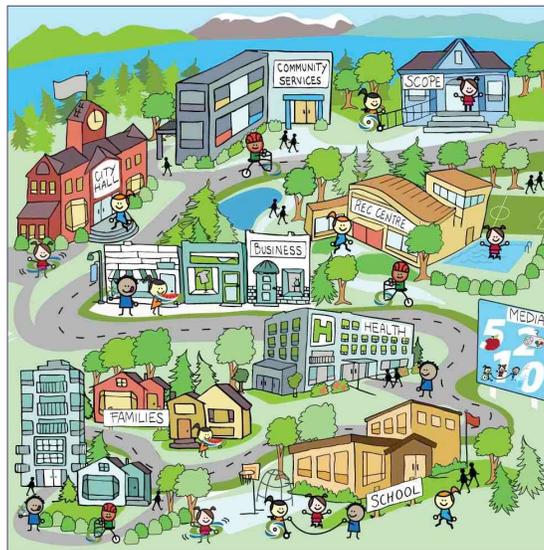


Image Source: Mark Phillips BlueFrog

Communication to Build Community





Disruptive Innovation

- Take Risks
- Be a Forward Thinker
- Use Meaningful Donor Engagement Strategies
- Use New Ways to Provide Core Services/Programs
- Use Technology to Challenge Status Quo



Engage & Listen



The Florence Academy of Art



Image source: YouTube

Daniel Graves, Founder,
The Florence Academy of Art

The Florence Academy of Art is on lockdown...

...but the FAA Community of students, faculty & artists in Florence is non-stop!

"A View from your Room"

As most of you know, Italy is currently in lockdown. Even though the number of cases of the virus in Tuscany is relatively low, the Italian government has taken action to keep it from spreading. We are encouraged not to leave our homes, so we are drawing, painting and sculpting in our rooms.

We are asking artists all over the world, in particular those affected by the virus, to send us the drawing or painting of the view from your rooms.

We'll post a few of the submissions, and offer a prize of a workshop to one of you, and celebrate the end of this difficult moment.

With your participation, we hope to create a long-lasting positive experience for our students and the FAA community!

A View From Your Room #FAAnonStop

WHAT DOES YOUR GIFT SUPPORT?

Running a world-class, professional orchestra is not cheap...



\$50

Flowers for the guest artist
 Music folders for 3 musicians
 Cost to transport guest artist from SFO to Walnut Creek

\$100

Refreshments for the orchestra during one rehearsal
 Shipping costs for rented music parts



\$250

<http://bit.ly/MoneyStoryImages>

What It Takes



\$250

Buys an instrument for a low-income student for the Sound Minds program

Underwrites program notes, written by a leading expert, for one concert

Screens the audition committee from candidates to ensure fair treatment for all

\$500

Tuition for one Sound Minds student for a semester

Flies our Composer-in-Residence here to workshop compositions with the orchestra

Piano tuning for one performance

Rents a set of timpani for use in orchestra auditions



\$1000

Covers transportation for a Sound Minds field trip to see a California Symphony rehearsal

Underwrites the cost of our traveling instrument petting zoo for a year



\$2500

Pays for risers for a performance so you can see and hear your favorite players

Underwrites the cost of advertising auditions for the orchestra

Cost of renting space for a full orchestra rehearsal

LARGER THAN LIFE 250 THE FALL MATCHING CHALLENGE JUST GOT LARGER! GIVE BY NOVEMBER 15, TO DOUBLE YOUR IMPACT UP TO \$250,000!
CALIFORNIASYMPHONY.ORG/LARGERTHANLIFE200



\$5000

Printing and mailing our season brochure so you know what concerts we are performing

Pays for tuition for ten Sound Minds students for a whole semester

\$10,000



\$5000

Printing and mailing our season brochure so you know what concerts we are performing

Pays for tuition for ten Sound Minds students for a whole semester

\$10,000

Supports our Young Composer-in-Residence commission for a year

Cost of hosting two blinds auditions, where candidates perform behind a screen to eliminate visual bias from the evaluation



\$20,000

Pays for one rehearsal



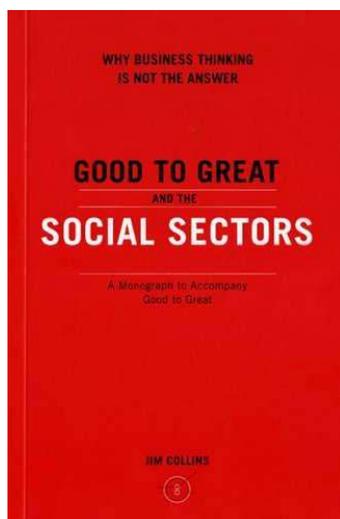
LARGER THAN LIFE 250

To support the California Symphony, please visit CALIFORNIASYMPHONY.ORG/LARGERTHANLIFE200 or call 925 280 2490

<http://bit.ly/MoneyStoryImages>

Type In and Share

- What did you learn?
- What is 1 action you'll take immediately?



“Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice and discipline.”

Questions?



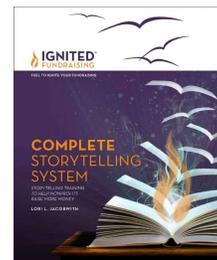
Resources & Staying Connected



Lori L. Jacobwith
*Master Storyteller & Fundraising
Culture Change Expert*



Fire Starters Blog
Free Resources
IgnitedFundraising.com

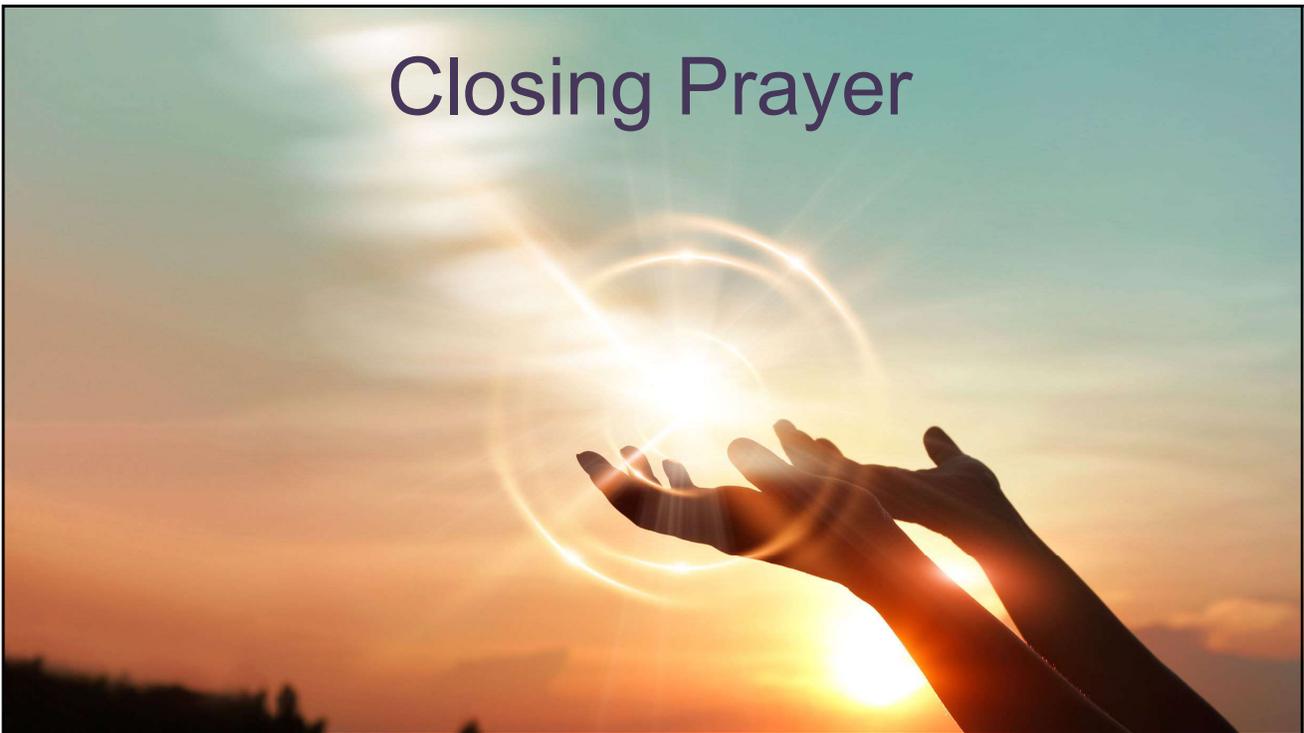


Part II: Sept 29 - 6 to 7:30 PM

Homework:

1. Share you money story & keep track of how many times you do this.
2. Share a mission moment vs. telling people what to do.
3. Listen for and keep track of how often you use scarcity language & reframe it to possibility language

Closing Prayer



How to Keep Supporters Engaged & Raise Money During a Pandemic

Thank You!

