



State of Philanthropy and Capital Campaigns in 2020



NETZEL GRIGSBY
ASSOCIATES

Presented By

Lisa J. Ritchie, M.A., CFRE

Vice President
Netzel Grigsby Associates

Cody J. Grigsby

Vice President
Netzel Grigsby Associates

Jeanne E. Schmelzer, CFRE

Executive Vice President & Regional Director
Netzel Grigsby Associates

netzelgrigsby.com

Session Overview

State of
Philanthropy 2020

Donor Trends and
Fundraising Advantages

Campaign
Strategy 2020

Discussion



State of Philanthropy 2020

A close-up photograph of dandelion seeds against a clear blue sky. The seeds are white and feathery, with some in sharp focus in the foreground and others blurred in the background, creating a sense of depth and movement. The overall tone is serene and contemplative.

“The only thing constant is change.”

Heraclitus, Pre-Socratic Greek Philosopher, 500 BC

**Corporations, foundations, and individuals are stepping up
in a big way, nationally and internationally**



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in a big way, nationally and internationally



Corporations are stepping up to do their part too!



Tech Giants

Google, Cisco, others

More than 50 Corporations

LEGO, Lowes, UJF of New York

Corporations Increasing Matching Gift Amounts

Apple, Johnson & Johnson, Sony

... just to name a few

San Diego is stepping up in a big way!

The San Diego Foundation
COVID 19 Community Response Fund

San Diego Arts & Culture
Challenge Fund

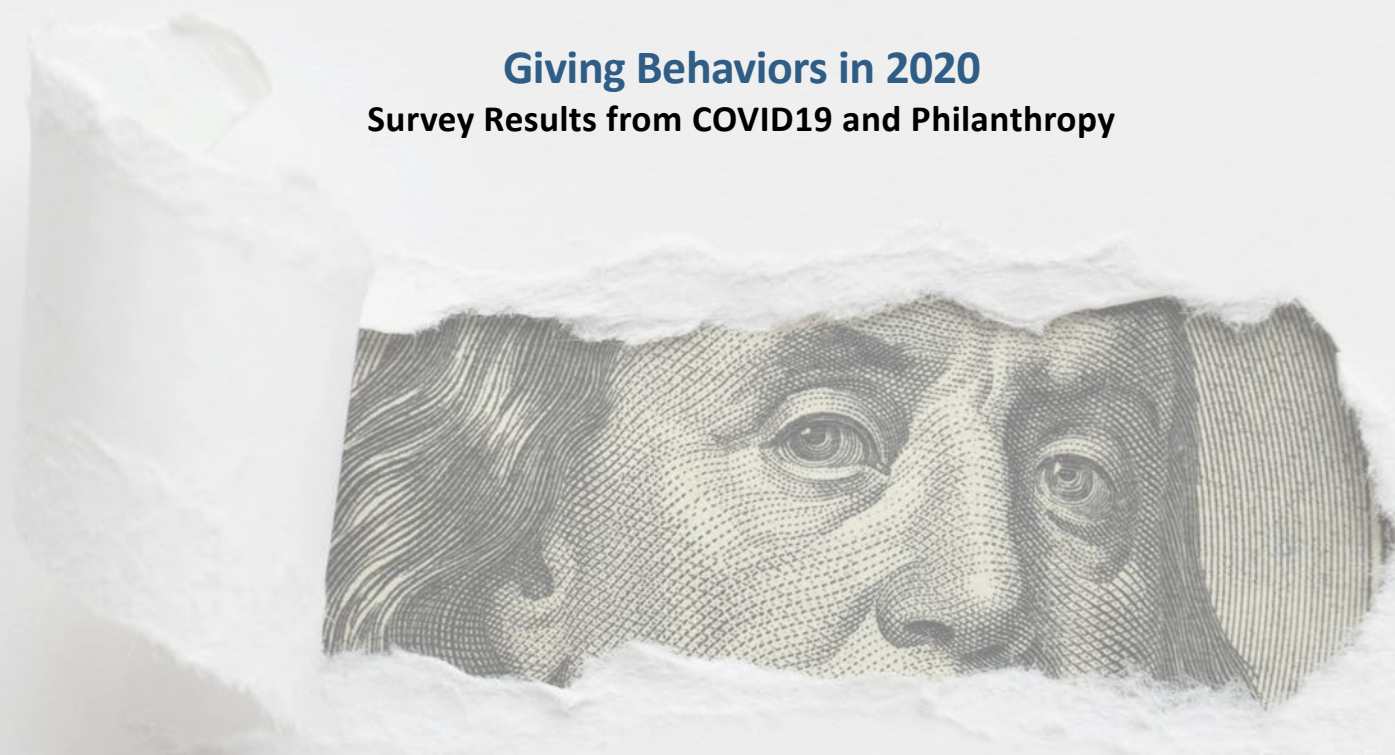
North County
COVID-19 Response Fund

Sempra Energy
Nonprofit Hardship Fund

Conrad Prebys Foundation
Matching Grants



Giving Behaviors in 2020
Survey Results from COVID19 and Philanthropy



Source: Fidelity Investments Survey
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Survey Results from COVID19 and Philanthropy

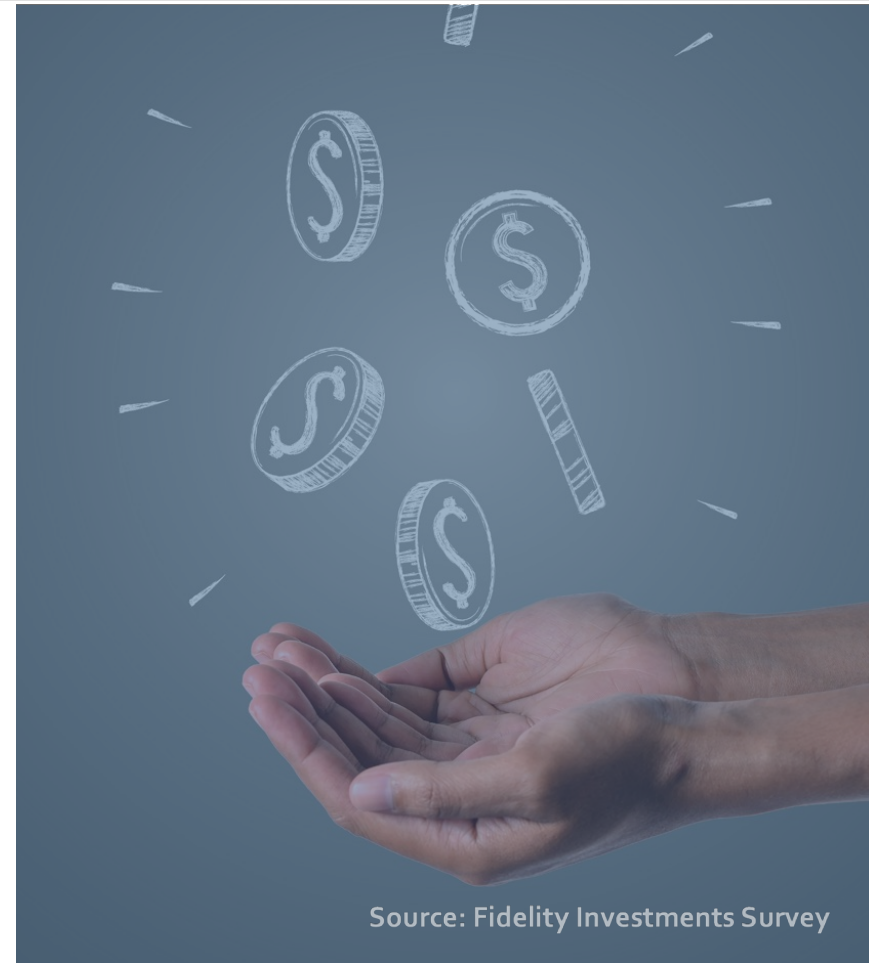
1842 respondents who gave \$1,000+ last year

Giving

- **25%** said they would give more to nonprofit organizations than they did last year.
- **54%** said they would give the same amount.

Volunteerism

- 47% anticipate their volunteer time to decrease or stop altogether.
- 26% stay the same, 17% increase.



Source: Fidelity Investments Survey

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When asked about who they
would give to

59%

said they would continue to
primarily give to “nonprofits I
usually support”

Source: Fidelity Investments Survey

Giving Behaviors in 2020

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What's Ahead: Philanthropy in 20/20 Vision

- Value our friends, family, and work relationships more.
- Donors will have greater understanding of their value to our nonprofits and world.
- Public and private organizations and corporations may continue giving at greater levels.
- Potential uptick in volunteerism as individuals, can once again be involved hands on post shelter in place.





What's Ahead: Philanthropy in 20/20 Vision

- Government leaders will have greater understanding of the value of nonprofits.
- Implementation of new and revised policies resulting in greater funding for nonprofits.
- New models likely to emerge for some nonprofits (and corporations) that results in increased efficiency, productivity, and cost savings.

Donor **Trends** and Fundraising **Advantages**

Each organization is unique. Every mission has an impact. And every donor is different.



NGA Donor Trends and Fundraising Advantages





Donor Trends and Fundraising Advantages

Just as each organization is unique, each project is unique, the answers are not one size fits all.



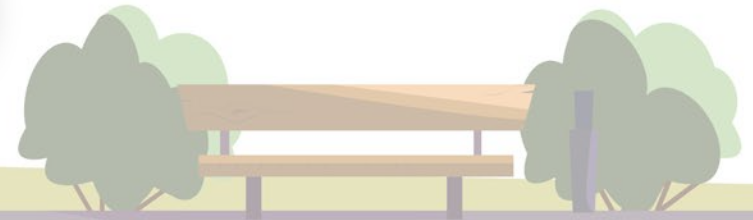
Donor Trends and Fundraising Advantages

Can you afford not to move forward?
Why?

Do you have a strong visual and virtual presence/capacity?

Are your donors invested and cultivated?

Just as each organization is unique, each campaign is unique. And the answer is not one size fits all.



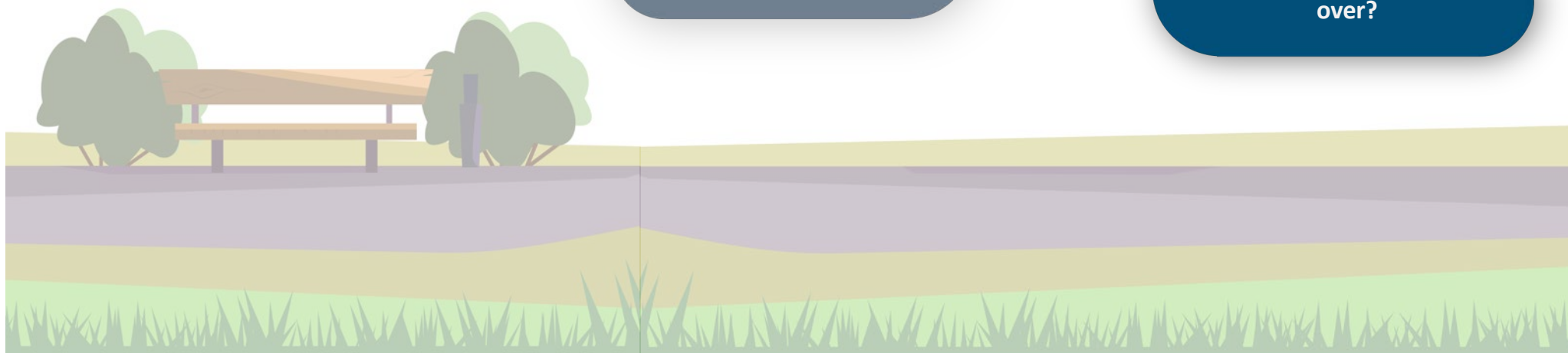
Donor Trends and Fundraising Advantages

Just as each organization is unique, each campaign is unique. And the answer is not one size fits all.

Is your case
perceived as urgent
and needed?

Is your board engaged
and willing to support the
project?

Will the project be
needed when this
over?



NGA Donor Trends and Fundraising Advantages



Donors most likely to give locally, to organizations close to home



Most donors do not plan to shift their giving priorities



Donors don't have enough information to inform giving and their impact



Source: Fidelity Charitable Report

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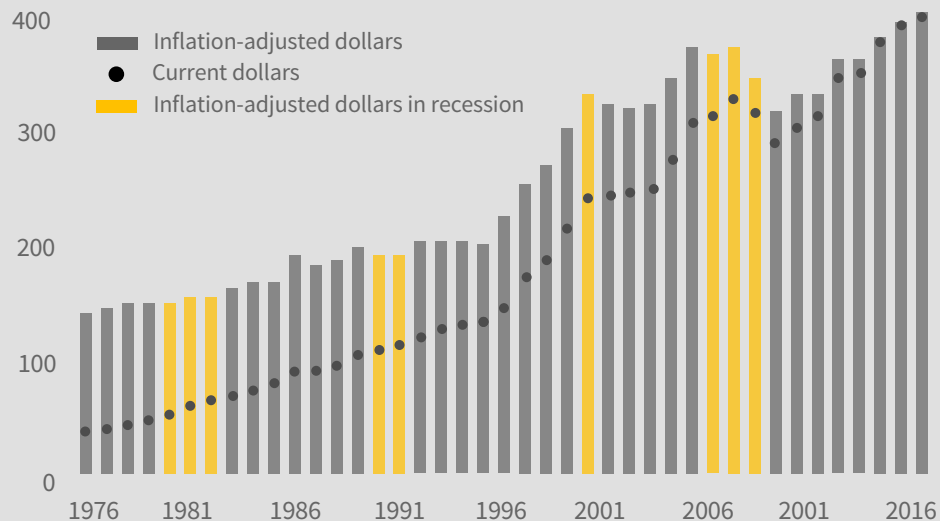


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NGA Donor Trends and Fundraising Advantages

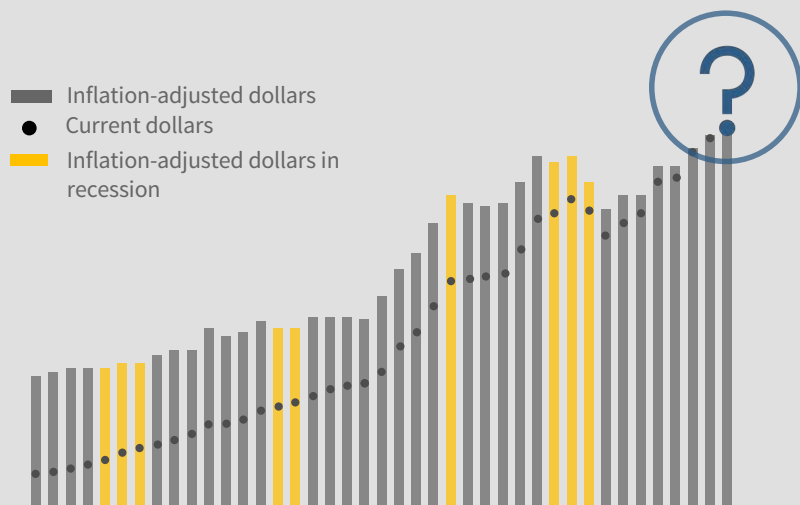


National charitable giving has increased in current dollars every year since 1976, except for three years that saw declines when stock markets were down.



Source: Giving USA

NGA Donor Trends and Fundraising Advantages




We only know what we know. The positive:

- People are generous even when times are tough.
- As the economy rises, giving rises with it; but seldom as fast as the economy.
- When the economy declines, philanthropy continues, but at a slower rate.
- In boom periods, people give a lower percentage of their income. In tough times, they give more!



Source: Giving USA

Donor Trends and Fundraising Advantages

 The business of philanthropy is personal. We cannot speak for our donors, but we can invite them to be a part of the conversation and the solution. Organizations that continue to raise funds and engage stakeholders during a crisis indicate that their mission and campaign are important.



Fundraising Advantages



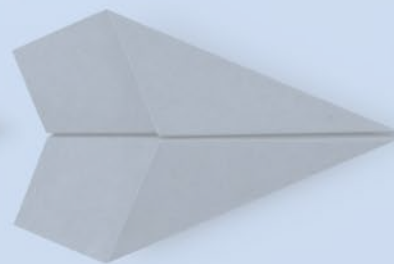
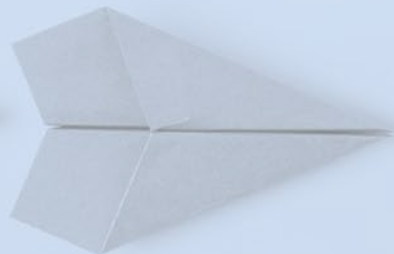
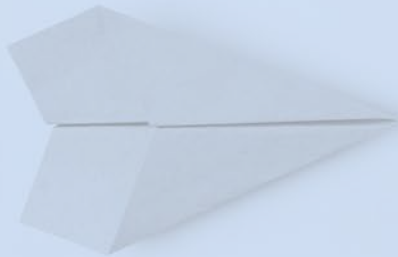
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Advantages to raising funds during difficult times:

- Organizations plan and prepare more carefully.
- Truly worthy and needed projects/campaigns will succeed.
- Organizations are more likely to recruit and engage dedicated volunteer leaders.
- Leadership will view campaign responsibilities more seriously.
- There is less campaign competition than in boom periods.
- Major donors and volunteer leaders are more readily available.



NGA Client Success Stories





NGA Client Success Stories

School/Education:

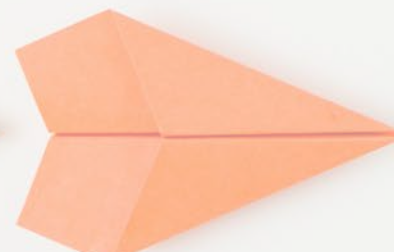
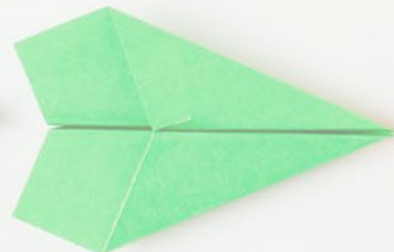
\$2 million gift secured via Zoom

Residential/Human Services:

Donor gifts new computers so residents can Zoom with families

Theatre/Arts & Culture:

\$200,000 gift secured after virtual "town hall"





NGA Client Success Stories

Church/Religion:

Campaign donor offers first pledge payment go to operational needs

Research Institute/Health:

Successfully completes organizational assessment and development plan to strengthen fundraising program during shutdown

Church/Religion:

\$100,000 gift solicited before COVID-19, full ask amount secured during COVID-19



Capital Campaigns Planning, Fundraising, and Strategy



What can we do first?

How can we effectively communicate?

Do we keep asking for support?

How can we move the campaign forward?



What to do first?



Re-tool the Message and Approach

- Focus on your constituency.
- What has changed for you? Those you serve?
- How have your services changed?
- What is most needed now?
- How can donors help meet those needs?
- Why is the project needed now?





Capital Campaigns Planning, Fundraising, and Strategy

Focused vs. General Messaging

- Do your research and segment your database.
- Target communications: donors (annual, major, legacy), volunteers, participants, corporate partners.
- Develop compelling stories, keep messaging positive.
- Reach out to donors/volunteers, don't make them come to you.
- Show that you care and listen to stakeholders and continue to be good stewards.
- Share what your service recipients need now.

Strategic Communications





Capital Campaigns Planning, Fundraising, and Strategy





Campaign Strategy: Moving Forward



Increase Campaign Engagement of Volunteers and Donors

- Tell positive stories and invite them to share theirs.
- Develop key messages about your case and impact.
- Provide resources.
- Convey sound fiscal management and decision making.



Campaign Strategy: Moving Forward

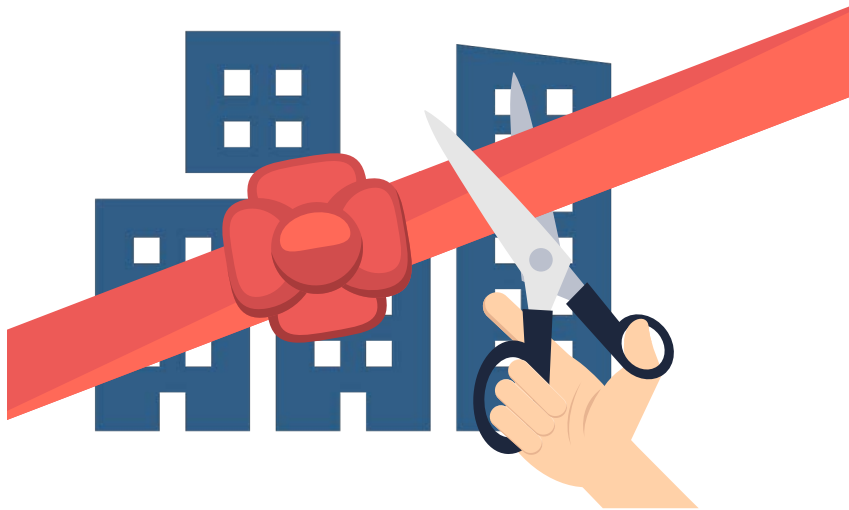


Increase Campaign Engagement of Volunteers and Donors

- Seek blended gifts for operations.
- Provide alternative pledge options.
- Revisit campaign donors to see if they want to give more (increase their gift, give to operations, gift resources and supplies, volunteer, others).



Campaign Strategy: Moving Forward



Individuals, employees, and businesses are not impacted equally.

Some are Financially Secure and Profitable:

- Online retail/applications (Amazon, FedEx, Zoom)
- Government contracts and real estate
- Pharmacy and grocery retailers
- Retirees with pensions and secured assets
- Streaming and subscription-based services
- Pizza chains and food delivery services



Completed Capital Campaigns

Capital Campaigns Have Impact Los Angeles LGBT Center





Completed Capital Campaigns

Capital Campaigns Have Impact St. Augustine High School





Completed Capital Campaigns

Capital Campaigns Have Impact Imperial Valley Food Bank



Stay **Hopeful**. Stay **Positive**. Be the **Difference**

Stay apprised of what's happening.

AFP, NCPC, Chronicle of Philanthropy, connect with colleagues and nonprofit leaders

Stay focused on what you can do, not what you can't.

Keep a schedule, connect with donors and volunteers, plan, cultivate, steward, inform

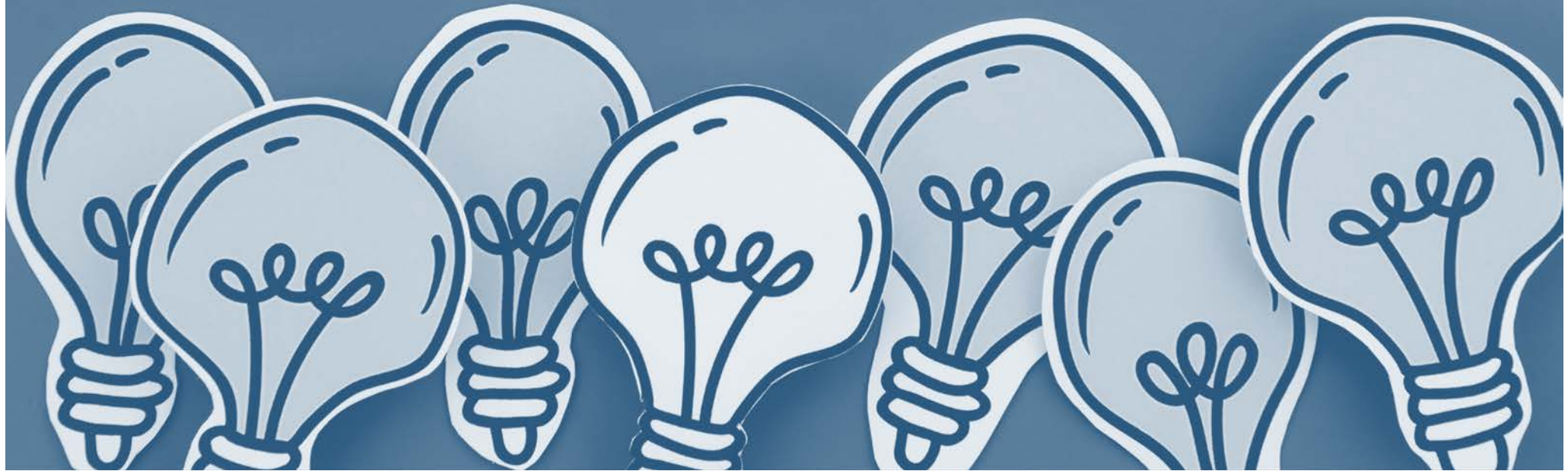
Take the time to take care of yourself; being the courage in the room is demanding.

Stay active, eat well, keep a routine, set boundaries, reserve down time, explore hobbies



Open for Discussion

Share your thoughts, questions, and insights



Thank you!



Lisa J. Ritchie, CFRE
lritchie@netzelgrigsby.com
760.809.8809

Cody J. Grigsby
cgrigsby@netzelgrigsby.com
805.405.4269

Jeanne E. Schmelzer, CFRE
jschmelzer@netzelgrigsby.com
760.580.9290

netzelgrigsby.com

afpsd.org