



**SNAP**

Strategic Nonprofit  
Alliance Partnership

# Getting to YES!

*Asking for Gifts during COVID-19*

Presented by: Alyce Lee Stansbury, CFRE



September 23, 2020

# Welcome!

Please type your  
First Name, Organization,  
and  
Energy Level in the Chat Box:

- 1 Zzzzzzzz....
- 2 Still a bit Groggy
- 3 Glad to be Here
- 4 Feeling Good
- 5 Excited/Ready to Go!



# Goals for Today

1

Understand effective ways to engage donor interest

2

Learn proven strategies to deepen donor trust and loyalty

3

Gain new perspectives to successfully ask for money

# Fundraising



What my mom  
thinks I do



What my friends  
think I do



What my donors  
think I do



What my board  
thinks I do



What my executive  
director thinks I do



What I really do.

# POLL #1

In 2020, will the amount **YOU** usually donate to nonprofit organizations be impacted as a result of COVID-19?

- (A) I will donate more.
- (B) The amount I donate won't change.
- (C) I will donate less.
- (D) I don't know.

# COVID-19 and Philanthropy:

## How Giving Behaviors are Shifting amid Pandemic

Source: Fidelity Charitable

25%

I will donate more.

54%

The amount I donate won't change.

9%

I will donate less.

12%

I don't know.

# Which best describes how you plan to support nonprofits this year?

Source: Fidelity Charitable

- 43%** Continue to primarily give to nonprofits I usually support, as they will probably be impacted by COVID-19 in some way
- 21% I don't know / I haven't thought about this
- 16% Support new nonprofits responding to COVID-19, but continue giving to nonprofits I have supported in past
- 12% Primarily give to nonprofits I usually support, not really concerned about giving in response to COVID-19
- 8% Shift my giving to primarily support nonprofits responding to COVID-19



***“There is no such thing as a ‘non-COVID’ essential charity.  
Every mission matters right now.  
Any diminished service offering has an impact.  
You. All. Matter. Everyone.  
You are worthy of support.”***

- Steven Shattuck, CEO, Bloomerang





*“Donors continue to support the causes they care about during a crisis. If donors trust you, they will continue to support you.”*

Penelope Burk, researcher & author of *“Donor Centered Fundraising”*





## POLL #2

On average, how often are you asking for a gift?

- (A) 1x – 2x per week
- (B) 3x or more per week
- (C) 1x – 2x per month
- (D) 3x or more per month
- (E) No direct 1-on-1 asking



# Take the Relationship Quiz

A blue speech bubble with a white outline and a tail pointing towards the bottom left. It contains the text "Why didn't you give a \$10,000 gift?" in white font.

“Why didn’t you  
give a  
\$10,000 gift?”

Nonprofit

A blue speech bubble with a white outline and a tail pointing towards the bottom left. It contains the text "You didn't give me a \$10,000 reason." in white font.

“You didn’t give me  
a \$10,000 reason.”

Donor

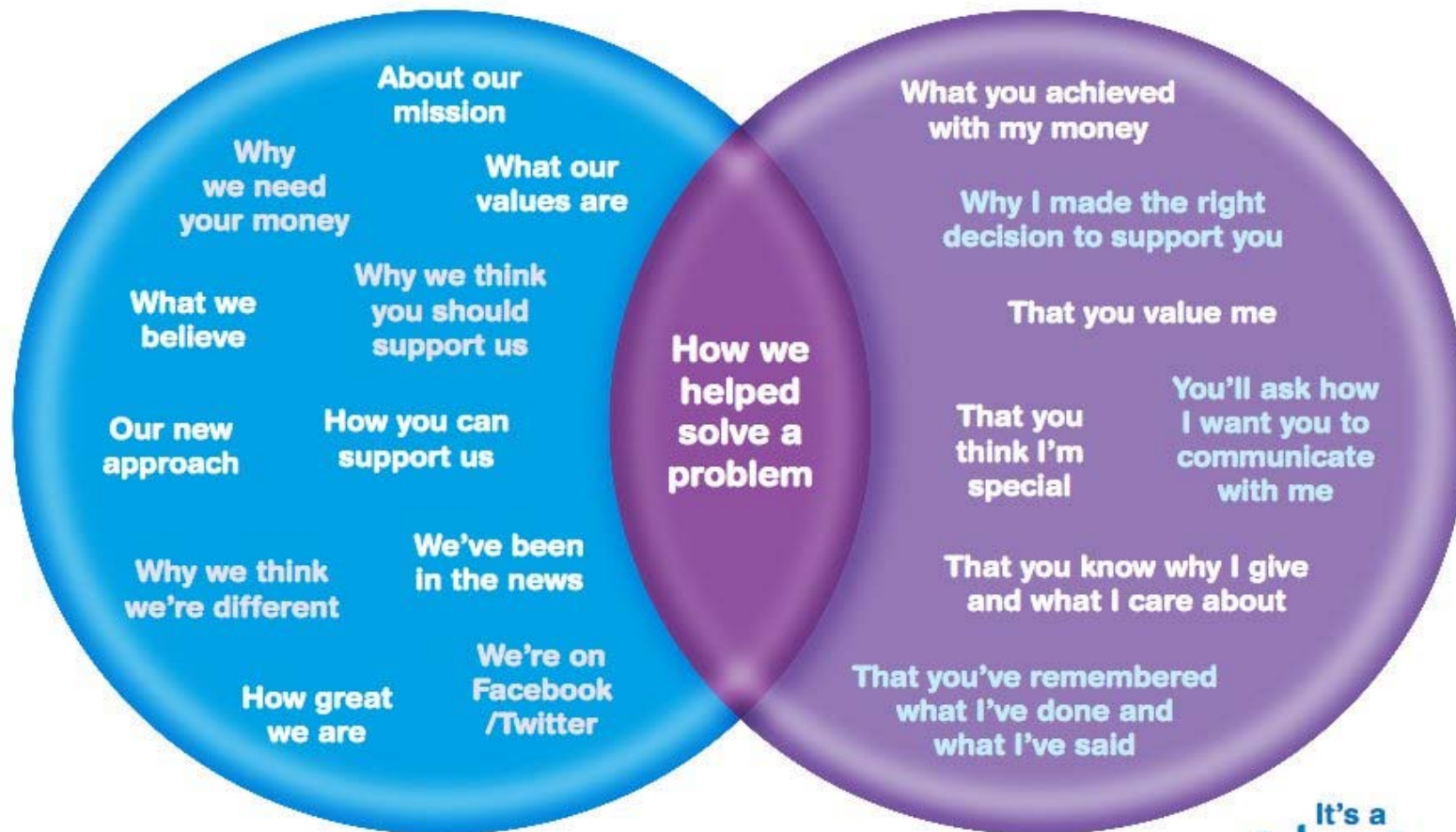
# Common Opportunities for Giving

**\$ 500 =  
Help 5  
children**

**\$2,500 =  
Help 25  
children**

Things that a charity wants to tell a donor

Things that a donor wants to hear from a charity



## POLL #3

What is your **greatest** challenge when asking for a gift?

- (A) Knowing the best way to ask
- (B) Deciding how much to ask for and/or for what purpose
- (C) Understanding the donor's interests and reasons for giving
- (D) Overcoming the fear of asking
- (E) Other



# Better Discovery questions

What are your top 3 philanthropic priorities?

How do you like to be invited to make a gift?

What is the best gift you ever gave and why?

Why do you give to our organization?

What are you most passionate about?

What is most important to you?

Do you have any feedback for us?

How can we get you [and your...] more involved?

What do you want your legacy to be?

Source:  
Rachel Muir



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## Permission Based Asking

I would love to ask you some questions to learn more about what you are trying to achieve with your philanthropy.

Do you mind if I ask you a few questions about that?

# Break-Out

Identify your greatest challenge when asking for a gift. Share one way to overcome this challenge and your first step towards implementing it.

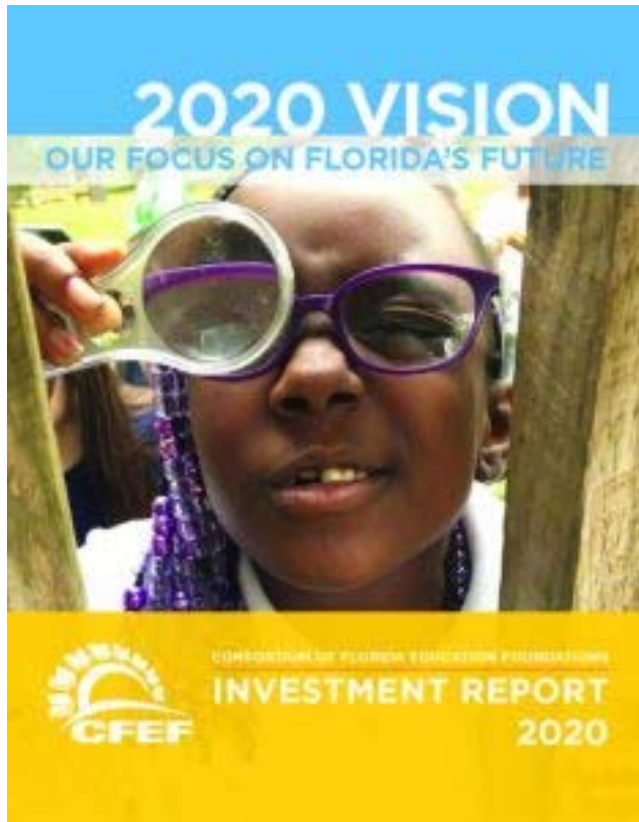


## What's the Case for Support *NOW?*

- Increase in # of people requesting services (daily/weekly)
- Changes in how people access or receive care
- Increase need for....by how much
- Over 100% capacity by...
- Waiting list or longer wait time
- Turning people away
- Other?



Source: BetterFundraising.com



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# Commit to Stewardship

DAILY



WEEKLY



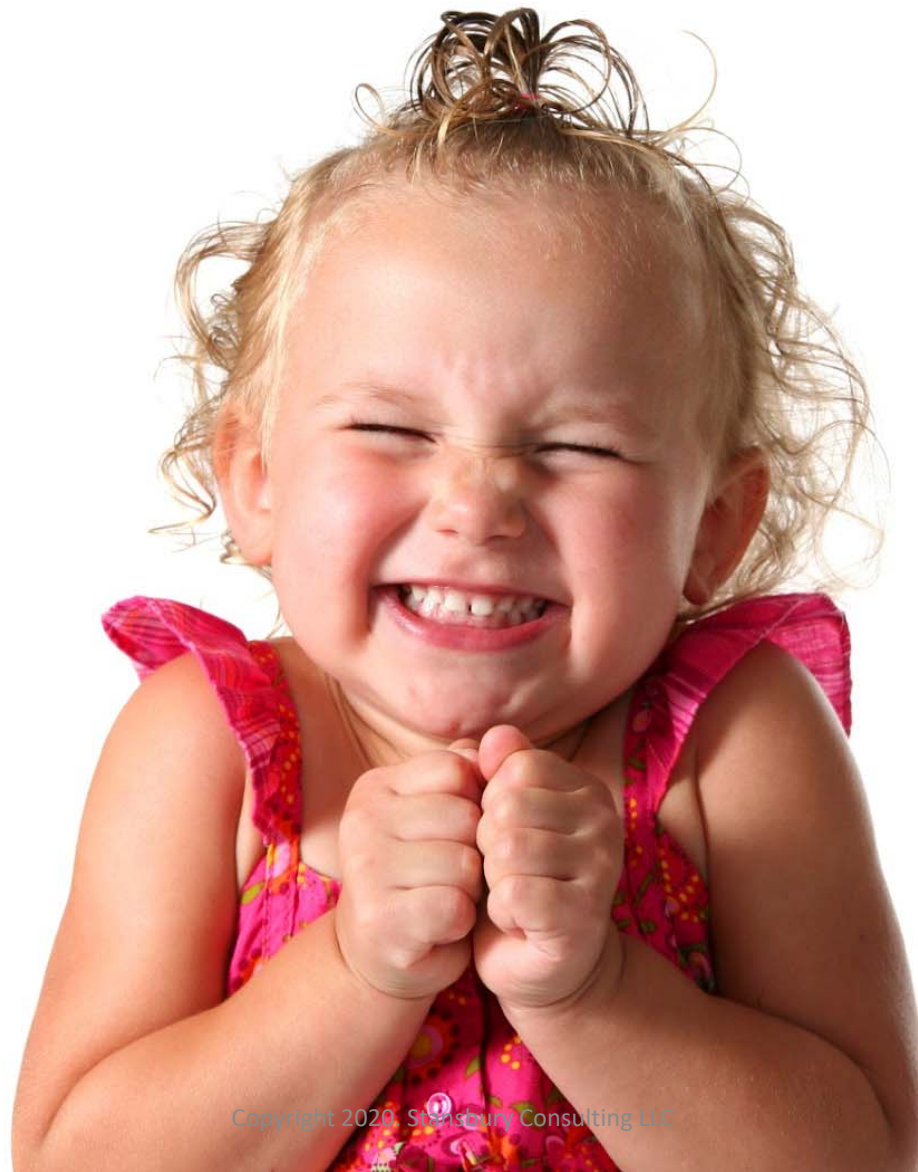
MONTHLY





## Apply Lessons of Pandemic

- Be transparent.
- Be relevant.
- Genuinely show you care
- Focus on how people FEEL
- Keep connecting
- Be authentic



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***Best wishes – You can do it!!***

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