



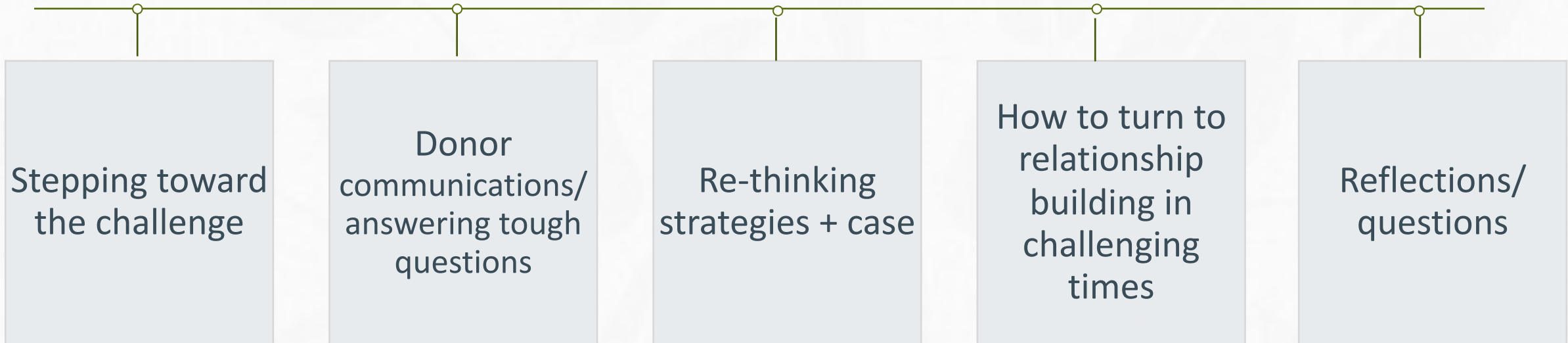
Fundraising in the Face of COVID-19

Foundation for Jewish Camp Leaders Assembly 2020

Monday, March 16, 2020: 10:45 am - 11:45 am Central

Amy Schiffman & Jamie Klobuchar, Giving Tree Associates

Agenda





Stepping Toward the Challenge

Donors + Crisis Communications

- Donors have a stake in how you respond to the crisis (even if they are not parents or alum)
- Make it clear you have a plan – builds trust and communicates crisis impact
- Boardsource crisis communications
- Be clear about timing (or what you don't know; when will you decide if camp is proceeding as planned?)
- How are you helping families in need?
- Talking to our leadership

More on Donor Communications

Be a Steady Presence

- Tell them what you don't know (certainty outweighs expediency)
- What are your goals for the short and longer term?
- If you reach an important goal, let them know
- Are there special ways they can help? Short list.

Asking for Continued Support

“Let them know that as your work continues, their support is more valuable and needed than ever before. Your work continues – and they want it to – so ask for their help.”



Understanding Your Financial Position

Endowment

Reserves

Cash on hand


Financial assistance

Extended pledge payments

Re-Thinking Events and Fundraising Tactics

- Consider the ROI
- Cancel vs. postpone vs. virtual
- Returning \$?
- Review or re-negotiate contracts
- Purchase insurance
- Direct response – solicitation vs. stewardship





Long Term Planning: Lessons from 2008-09

- Focus on maintaining relationships
- Who needs additional cultivation/stewardship?
- How can your team partner to achieve this? Especially from home...
- Know your donors: who responds to urgency + crisis?
- Testimonials and communications from board, leadership + current donors

Institutional Funders/Foundations/Major Donors

- [E-Jewish Philanthropy Article](#)
- Reach out now – communicate, ask for advice
- Document your actions and challenges
- Don't assume anything
- Document and confirm responses
- Regular stewardship communications – messaging around gift impact



Repositioning Your Case

Builds on case for operating

Clear, compelling, urgent;
Outlines greatest needs and opportunities

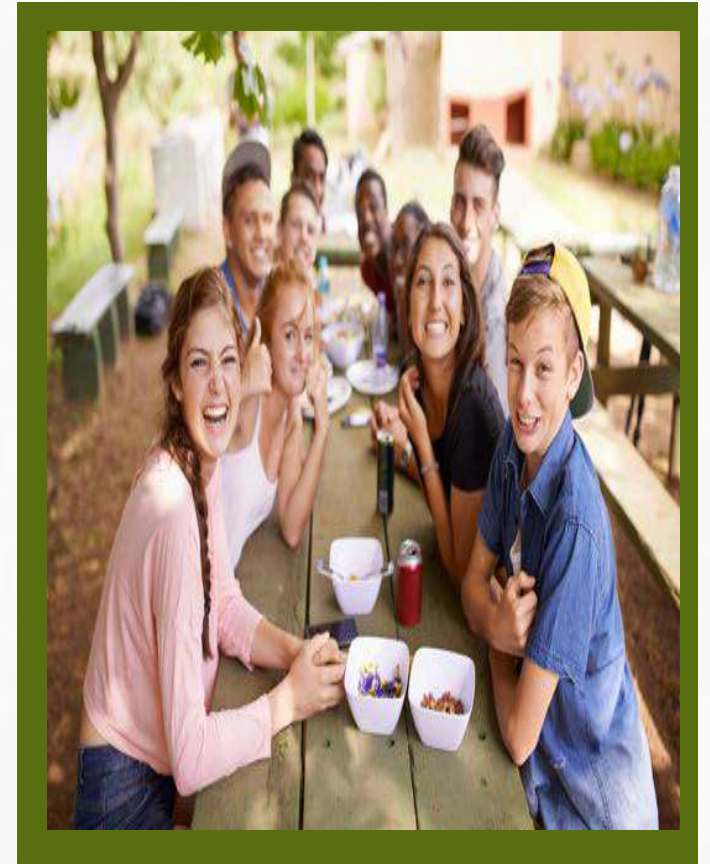
Position the donor as partner in camp's future: **"Would you consider partnering with us to address these challenges?"**

Focused on the donor

And the results the donor wants to achieve (not camp's wants/needs)

Tell Stories

Make it real and urgent (86% of top 3% households by wealth give to meet critical needs)



A group of people, including children and adults, are sitting on the ground in a circle, possibly in a field or outdoor setting. The image is overlaid with a dark blue, semi-transparent filter. The text "Case Scenarios + Questions" is centered in white.

Case Scenarios + Questions



Thank you!

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