

# Nonprofit Fundraising During COVID-19

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Within this report you will find data and responses collected from Spokane County, WA nonprofits related to their experiences fundraising during the COVID-19 pandemic. We hope this document will serve as an educational planning tool for nonprofits and their communities.



**Did your organization find itself making adaptations to its fundraiser because of COVID-19?**

Well, you are in good company because 100% of the organizations that responded had to adapt their fundraisers too!

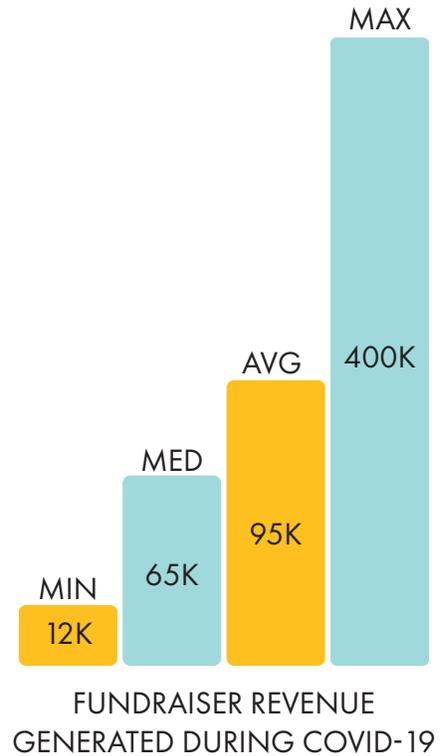
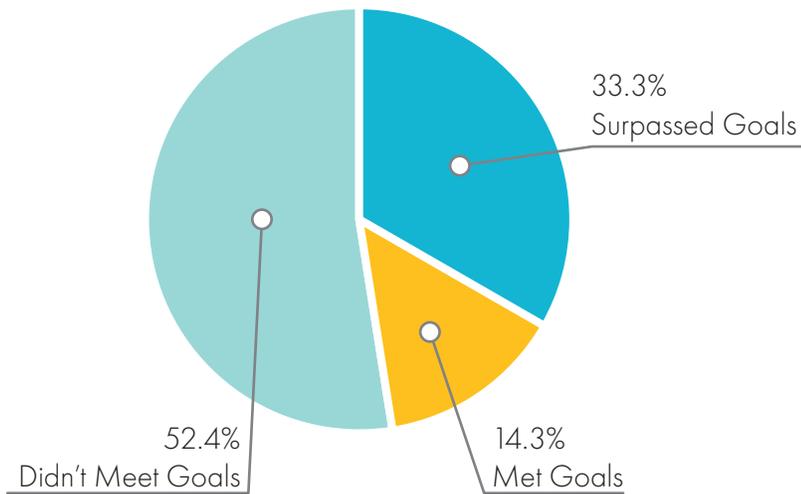
Unfortunately, 18% of those had to cancel entirely.

***"We partnered with another non profit in holding our virtual fundraiser. We made more together than we would have going it alone and it expanded our reach!"***

***-Respondent***

# Fundraising Highlights

## FUNDRAISERS HELD DURING COVID-19



47 ↓

Respondents saw decreases in fundraising compared to previous years

2 ↑

Respondents saw increases in fundraising compared to previous years

***"We were devastated that we had to cancel our fundraiser at the last minute. We just asked people to give what they could. We made more than we expected had we held the event. Our community came through."***

***-Respondent***

# Popular Platforms & Successful Events



Others: Greater Giving, ILF Media Studio, Snowball Fundraising, Vimeo.



Shorter events were advantageous.

Collaborate and coordinate with other organizations to assure your event isn't in competition. Together share the weight.

Re-evaluate your corporate sponsors and seek those in a position to give.



Be transparent. Clearly and simply state how COVID-19 impacted your organization and what your resulting need is.

Holding a live virtual event has proven tricky. Consider pre-recording your event.

Instead of focusing on one single event, expand to include a fundraising campaign over a period of time to increase your odds of success.

Communicate and inform donors using multiple methods. Utilize not only email but social media and personal calls.



Pair the virtual event with an interactive element.

Share throughout your event on how to donate, not only at the end.

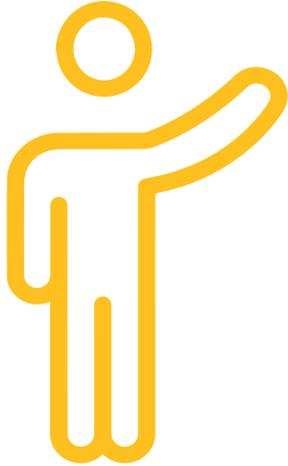
***“We couldn't hold our event because of COVID-19 so we sent out letters asking people to give and clearly stated our need. We were so encouraged that we raised enough to cover those needs.”***

***-Respondent***

***“We cancelled our event and just asked donors to give. We made budget!”  
-Respondent***

# Advice from Organizations Like Yours

## SHARING MOMENTS FROM ORGANIZATIONS LIKE YOURS



Provide a variety of ways for people to donate, whether it be by credit card, mail check, text.

Have a backup plan if the technology does not work.

Engage your audience by having somebody actively monitor chat, text, or phones to engage and recognize donors.

Utilize your network. Listen, learn, and share strategies that did or didn't work for you with your network, while learning from the lessons of others.

Accommodate donors with varying technological skill sets.

Adapt, be flexible, and think creatively.

## LEARNING MOMENTS AND COMMON PITFALLS ORGANIZATIONS FACED

“We thought we’d do a live event to keep people excited. The technology had problems; our speakers forgot their lines. We’ll definitely prerecord next time.”

“We put on a fabulous virtual fundraising event with several performances! The technology performed flawlessly until the end when it cut out right when we were sharing how to donate. We should have been sharing throughout the event how to donate and not waiting until the end.”

“Donors needed to pick up supplies for the virtual fundraiser. Everyone showed up at once and it was hectic and a potential COVID risk. We should have scheduled time slots for people to pick up their items.”

“Our fundraiser was on Facebook Live. It kept stopping and we would have to restart. Every time we restarted; we could see we were losing people. We started with over 100 people and by the 5th restart we were down to 40.”

“We moved the annual auction online to a new platform we had never used before. We initially sent out the wrong link to the auction so our donors couldn't bid. Then, by accident, the auction ended early so we had to give away expensive items for a tiny percentage of what they were worth. We should have tested and retested everything ahead of time and sought advice from other organizations who had already done this type of fundraiser.”