



BWF Client Partner Series

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- Welcome! We are glad you have joined us.
- Use the Q&A Feature to ask questions.
- Any unanswered questions will be addressed individually after the webinar.
- Share your thoughts with us by using **#bwfwebinar**.
- For technical challenges, support is available by emailing bwf@bwf.com.

Upcoming Webinars



All webinars are at 2pm EST/1pm CST.

- Wednesday, March 25-***Positioning Information Strategy Teams During Mandatory Remote Work***, hosted by Jason Boley and Merrell Milano
- Thursday, March 26-***The Remote Development Office – Maintaining the Mission***, hosted by Jeff Hilperts and Katrina Klapproth
- Monday, March 30-***Sustaining Optimal Board Leadership in Times of Crisis***, hosted by Dennis Prescott and Jan Cady
- Wednesday, April 1-***Reviewing Philanthropic Priorities and Alignment with the Current Marketplace***, hosted by Mark Marshall and Josh Birkholz
- Thursday, April 2-***Understanding Your Engagement Index: Priming Your Organization for Current and Future State***, hosted by Alex Oftelie

Remote Donor Engagement During Physical Distancing





The shifting landscape
of today...

One thing we know from experience— relationships matter.

**Your donors need you
at this moment...**

**...don't let them
down by not
connecting.**



Going Remote for Development Officer Work



DDO Programs—No Longer a Luxury

A handful of fundraising shops have already launched “Digital Development Officer” programs...

...but many others have remained in “wait and see mode.”



Continued

DDO Programs—No Longer a Luxury



“Wait and see” mode has come to an abrupt stop...

...remote, digital donor engagement is all you have.

Fortunately, we have been doing this for years—we’ll share some tips today to help you get started.

Start or Expand Partnerships with Producers

**Connect with your marketing
and/or video team...**

**...what content do they have that
might align with your
donors' interests?**



Continued

Start or Expand Partnerships with Producers

**Now is the time to surface
good stories.**

- Focus on impact of giving and stewardship—keep your mission front and center.
- Personalized video outreach—
Have gift officers record 10-second
personal intros to repurposed
video content.



Continued

Start or Expand Partnerships with Producers

Brainstorm with your creative partners.

- What videos have you always wanted, but never had time to produce? Now might be the time.
- Ask the creatives about their favorite fundraising videos.
- Be mindful to match the tone with the time...but don't be afraid to experiment!



Pursuing “Virtual Visits”



University of St. Thomas (MN) takes the lead.

- Great results with known, familiar prospects and donors.
- Works well to break down geographical barriers.
- Allows for easier peer-to-peer + gift officer engagement.
- Supplement face-to-face in better times...all we have right now.

Trust yourself



We've been rehearsing for this...



Back to Basics: Development Fundamentals

- Make time
- Build a routine
- Listen
- Connect
- Be yourself



Invest in Storytelling

Video is Everything

57 percent of everyone who watches a nonprofit video...

...goes on to give to that nonprofit.



Digital Storytelling Drives Giving

Most nonprofits do not invest enough in quality, video-driven storytelling...

...now is our chance to change that.





This is new for everyone.
Yet as has always been true,
our work supports great
missions. Now is no different!

Discussion

