



BWF Client Partner Series

Betsy Rigby and Shawn Vogen



- 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.

Additional Resources



bwf.com/currentresources

BWF's COVID-19 Resource Page:

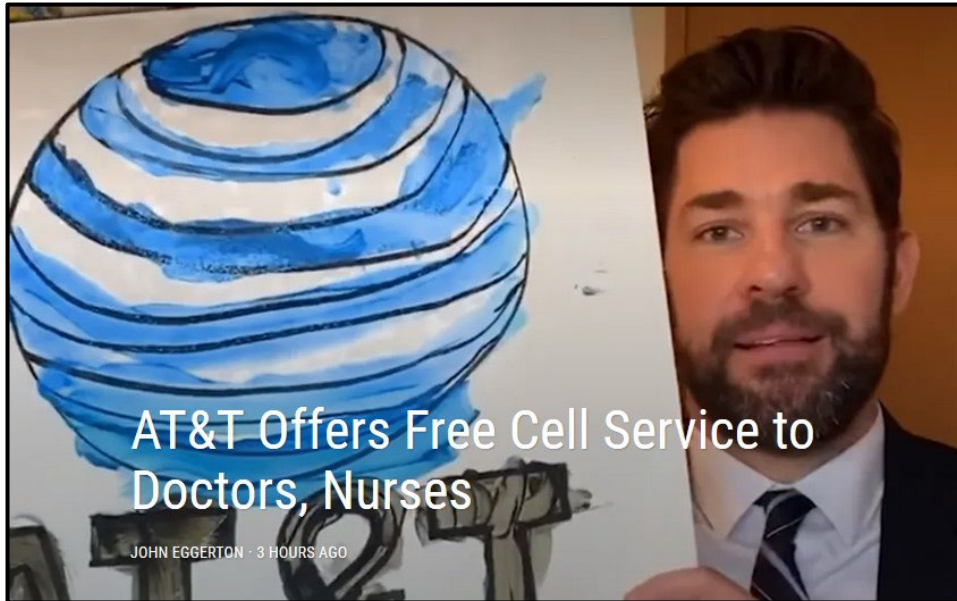
- Client Advisories
- Recordings of previous webinars and upcoming events
- COVID-19 Recovery Services



Strategic Donor Engagement in the Short-term for Long-term Success

April 15, 2020

SGN: *Philanthropy Edition*



Illinois COVID-19 Response Fund distributes first round of \$5.5 million in grants to nonprofits

Submitted by Illinois COVID-19 Response Fund

Daily Herald
Suburban Chicago's Information Source

4/8/2020 5:18 PM

THE CHRONICLE OF PHILANTHROPY

MAGAZINE RESOURCES DATA GRANTS

The Chronicle of Philanthropy

Pfizer Promises \$40 Million for Covid-19 Relief Efforts

APRIL 07, 2020

Should I ask donors for money now?

Foundations and Corporate Funds Announce New Wave of Covid-19 Grants (Coronavirus Grants Roundup)

ARTICLE

APRIL 02, 2020

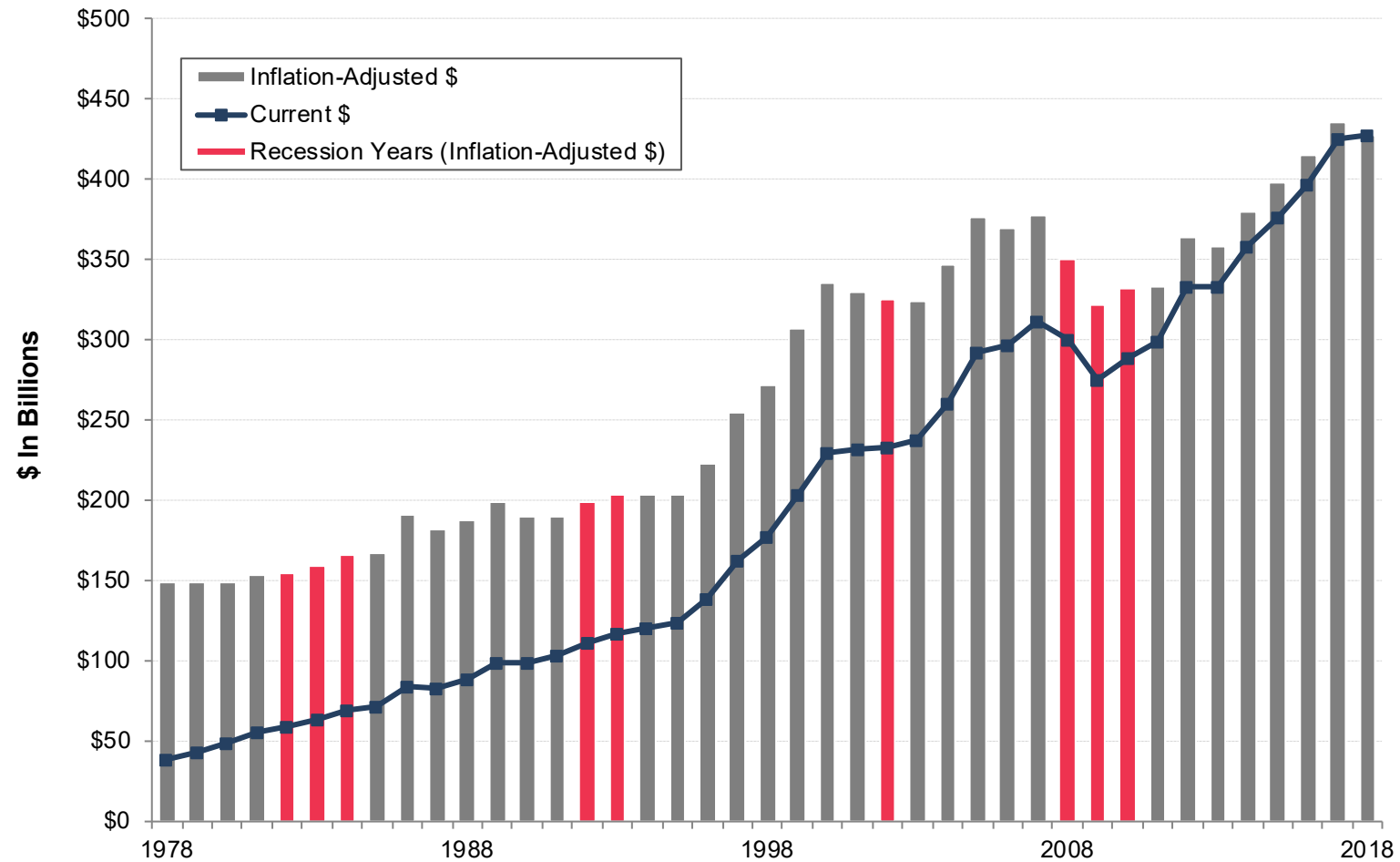


Jeff Bezos Gives \$100 Million to Feeding America's Covid-19 Response Fund

Mayor's Fund to Advance New York City

Debra and Leon Black pledged \$20 million to help employees at hospitals in New York City, which have been hit hard by the coronavirus pandemic. Of the total, \$10 million will match gifts from other donors, and the Robin Hood foundation will manage the matching gifts from other donors.

Philanthropy is remarkably resilient in the long-term.



Total Charitable Giving, 1978 to 2018

Source: Giving USA 2019

Lessons Learned from Previous Economic Events

■ **Take the long view**

- The economy does regain its momentum over time, sometimes surprisingly quickly.

■ **Consistency**

- Organizations that stay focused on philanthropy saw the biggest returns on investment.

■ **Generosity**

- Donors step into the gap to fill critical need of the philanthropic organizations that are important to them.

■ **Mission**

- The world needs its great organizations more during these periods.

What are we hearing from donors?

- "Uncertain, nervous, scared."
- "Not good time to talk about gift not related to COVID-19 relief."
- "Don't launch a campaign."
- "Want to stay in touch, hear if the organization is okay."
- "Keep me updated and engaged."



How have we been responding?

- Establishing funds to support crisis response:
 - Emergency COVID Relief Funds
 - COVID Respond
 - Student Funds
 - Art Funds
 - Community Support Funds
- Sharing stories of impact.
- Personally reaching out to donors by phone and video.
- Stewarding past giving
- Offering flexibility with pledge payments.



What do we focus on for the long-term?

- **Mission**

- Keep your mission up front.
- Stay on your message.

- **Impact**

- What impact are you having to address COVID-19?
- How are you continuing to have impact outside of COVID-19?

- **Innovation**

- How can you use this as an opportunity to try new kinds of engagement?

Mission: NorthShore University HealthSystem

POWERED
BY GIVING



COVID-19 RESPONSE FUND

Please consider supporting NorthShore University HealthSystem's (NorthShore) front-line work battling the rapidly evolving COVID-19 pandemic. NorthShore, a nonprofit community health system, understands the importance of leading boldly at this time. In fact, we were the first hospital in the state to develop and deploy an in-house test, working in conjunction with the Illinois Department of Public Health.

NorthShore has assembled a group of clinical, operational and administrative experts to specifically focus on our response efforts. By combining the best collaborative thinking of our experts with our advanced technological capabilities we're providing our patients, our employees and our communities with the most comprehensive guidance and care available.

"The importance of in-house testing in the diagnosis of our patients and management of our patients cannot be overstated. We simply cannot wait three to five days for results to return from outside labs. We urgently need resources. This is about people, equipment, supplies, and our patients."

Karen Kaul MD, PhD
Duckworth Family Chair, Department of Pathology and Laboratory Medicine
NorthShore University HealthSystem

The COVID-19 Response Fund provides vital support to our operations, with NorthShore anticipating that significant costs will be incurred as we continue to respond to the evolving and dangerous pandemic. Philanthropy will add to NorthShore's own ongoing investment in this effort.

Working together, with crucial real-time input from front-line care providers and operational personnel, NorthShore is already allocating vital resources quickly and effectively to ensure we are best prepared to meet the needs of our patients and communities. Private donations will increase and accelerate our ability to take necessary action.

Thank you for considering being a philanthropic partner to NorthShore in the fight against COVID-19. As was the case in 1891 when we were established in response to a typhoid fever outbreak, NorthShore is determined to provide safe and effective care for the patients and communities we are privileged to serve.

Mission: NorthShore University HealthSystem

- Communicates critical role in COVID-19 response.
- Provides lists of needs and ways to give.
- Reinforces commitment to community to provide comprehensive care.

NorthShore University HealthSystem, Illinois
foundation.northshore.org

Mission

Impact

Innovation

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Mission: Texas A&M Foundation



Bringing the Aggie Spirit to You

Howdy Dennis,

These days our entire global community has been affected by COVID-19. No matter where we live, we are all doing our best to ensure our safety and the safety of others while adhering to the strict precautions directed by our health officials.

While we at the Texas A&M Foundation may be currently restricted from visiting with you in person, we want you to know that our thoughts are with you and that the Aggie Spirit is always among us! To demonstrate this, we would like to send you a little piece of Aggieland. Since we are all practicing social distancing and staying at home, why not take advantage of the situation by catching up on an interesting Aggie read?

As a valued Heritage Member, we would like to send you a complimentary book from our own Texas A&M Press that is sure to keep you entertained. Simply click on the button below to be directed to a form where you can easily choose from some of our favorites and your request will be mailed to your residence.

Mail Me a Book!

Mission: Texas A&M Foundation

- Reinforces educational mission.
- Meets a current need during this time.
- Recognizes partnership between donor and institution.

*Texas A&M Foundation Office of Planned Giving
Outreach to planned giving society members*

Mission

Impact

Innovation



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Mission: Oklahoma State University



Mission: Oklahoma State University

- Reinforces the mission of the university through a COVID-19 filter.
- Supports the OSU community with resources and connections.
- Includes calls to action for OSU alumni and donors.
- Offers choice of resources.

*Oklahoma State University
Alumni Association; Athletics; Foundation
<https://cowboy.family/>*

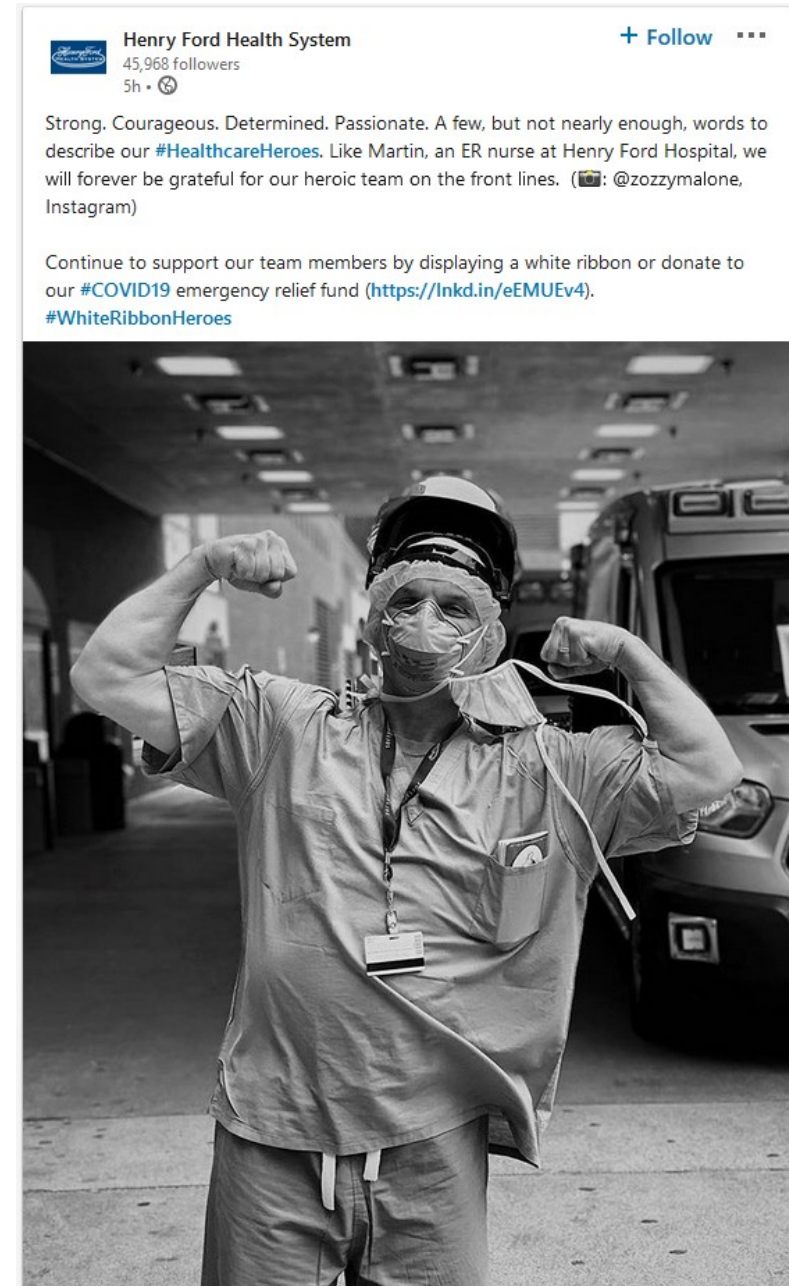


Mission

Impact

Innovation

Impact: Henry Ford Health System



Impact: Henry Ford Health System

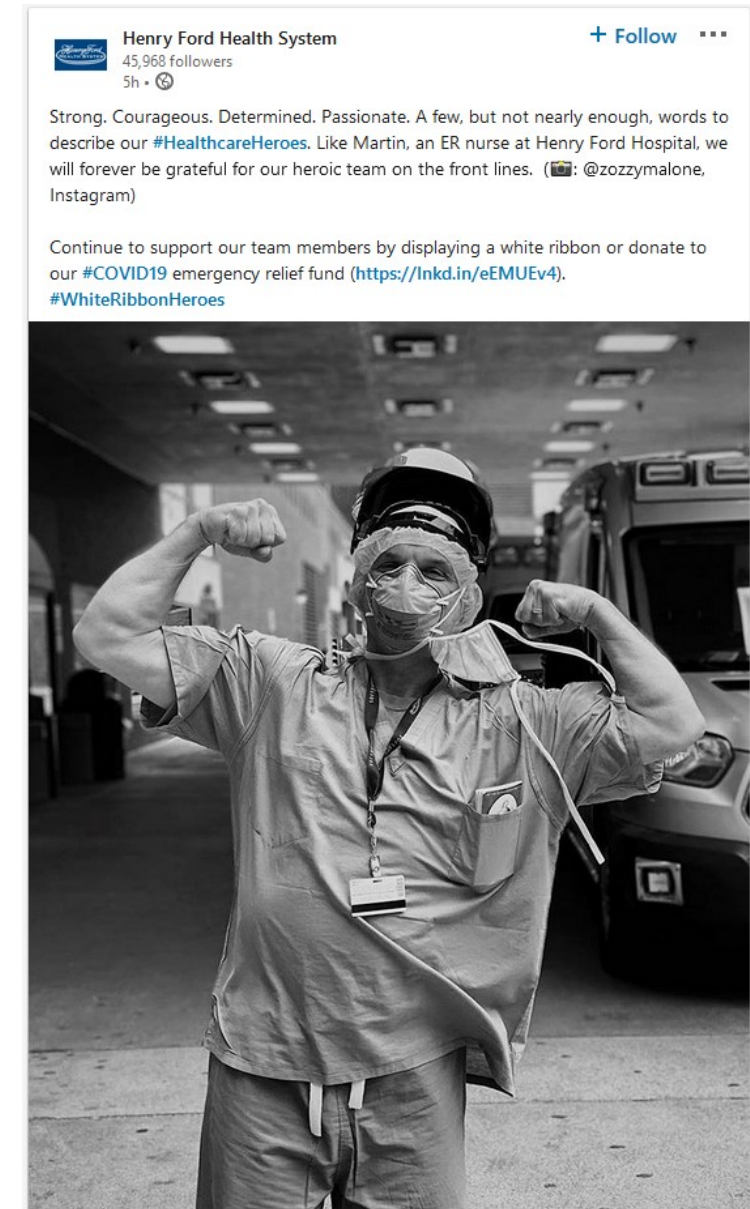
- Choice of calls to action (show of support and financial).
- Includes link to FAQ and assessment tool, sharing resources.
- Connection between commitment of the institution and impact in the community.

Henry Ford Health System
[COVID-19: How to Show your Support](#)

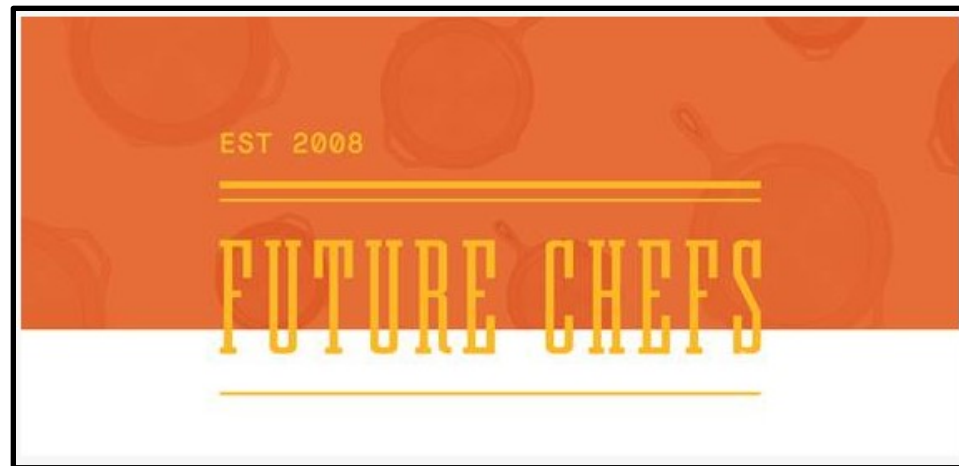
Mission

Impact

Innovation



Impact: Future Chef's



We are staying in touch through calls, texts, and remote activities. We are connecting them with available resources (free lunches, online learning), making sure our students still get their paychecks, helping with family food shopping, strategizing on how they can collect their belongings left at college, and providing emotional support by providing another adult they can lean on in this period of isolation.

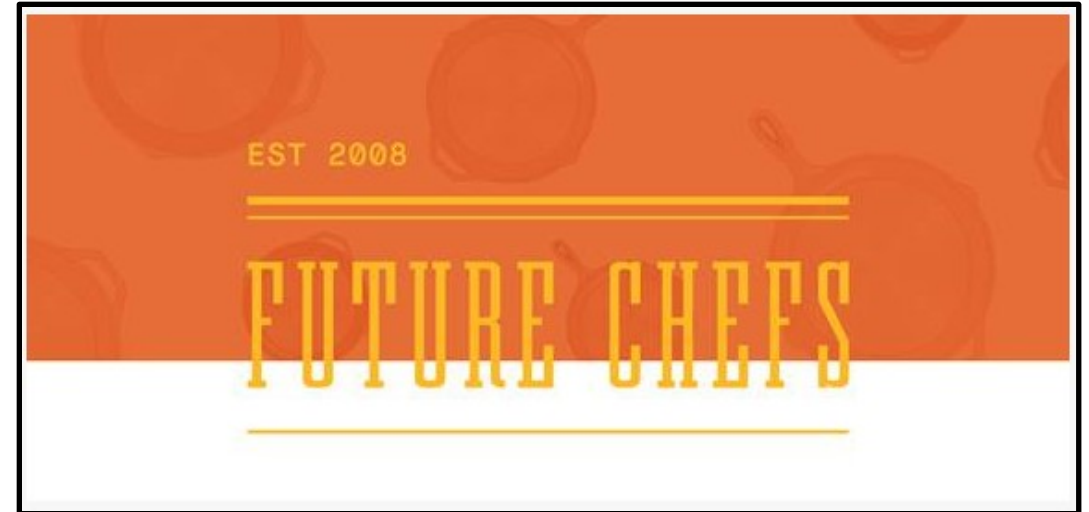
We're ready to pivot when we need to meet emerging needs of our students.

Our message for you in this newsletter is simple: **we're here and we're thinking about you.**

Impact: **Future Chef's**

- Communicates the difference they continue to make though they are closed.
- Reinforces their mission.
- Is a consistent message of student support.

Future Chefs, Boston, MA
[COVID-19 Support and Resources](#)



Mission

Impact

Innovation

Impact: TheatreWorks Silicon Valley

Welcome to our virtual stage | [View in browser](#)

TheatreWorks 50
SILICON VALLEY
2019 REGIONAL THEATRE TONY AWARD®



TheatreWorks from Home

From our homes to yours!

Welcome to TheatreWorks From Home, our virtual stage and your ticket to exclusive content from the artists, artisans, staff, and supporters that make up TheatreWorks Silicon Valley. We'll be updating our website every few days with something new, beamed directly from our homes into yours. We'll also continue to send out a weekly email digest featuring news, highlights, and opportunities to keep theatre in your lives, until we can welcome you through our doors again. Thanks for sticking with us, and enjoy!

Impact: TheatreWorks Silicon Valley

- Moves the mission online.
- Continues to provide even more and new content, expanding its impact.
- Provides choice of content.
- Includes opportunity to donate.

TheatreWorks Silicon Valley
[TheatreWorks from Home](#)

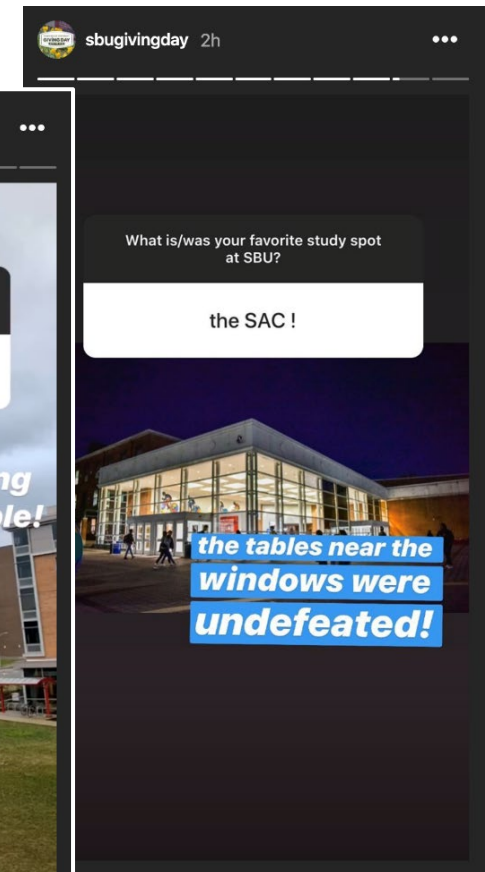
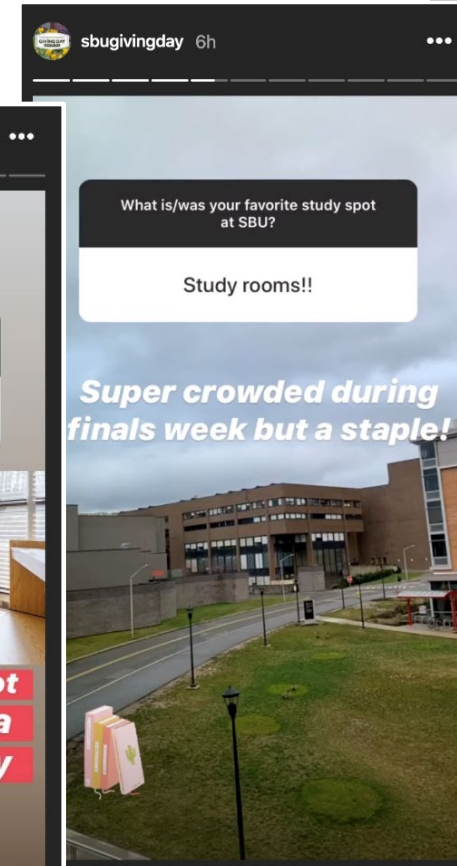
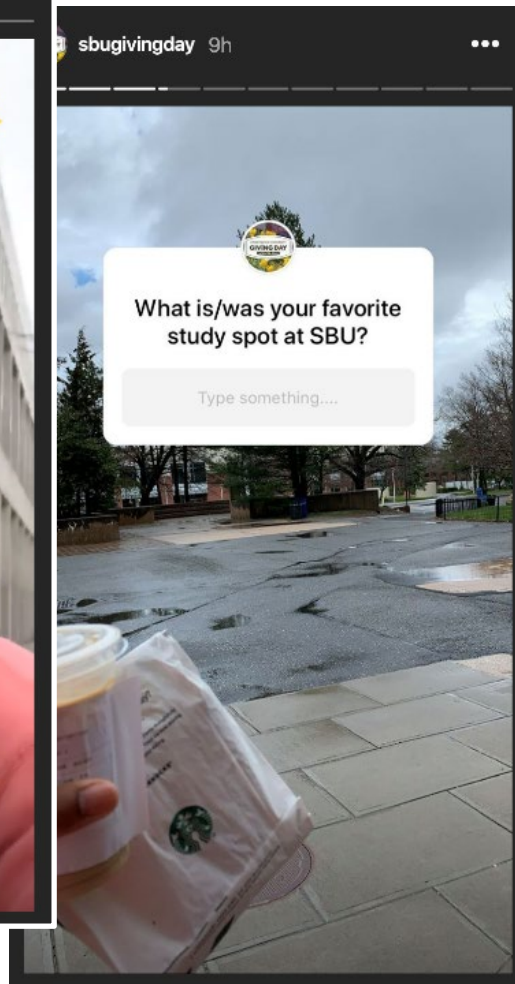


Mission

Impact

Innovation

Innovation: Stony Brook University



Innovation: #SBUTogether

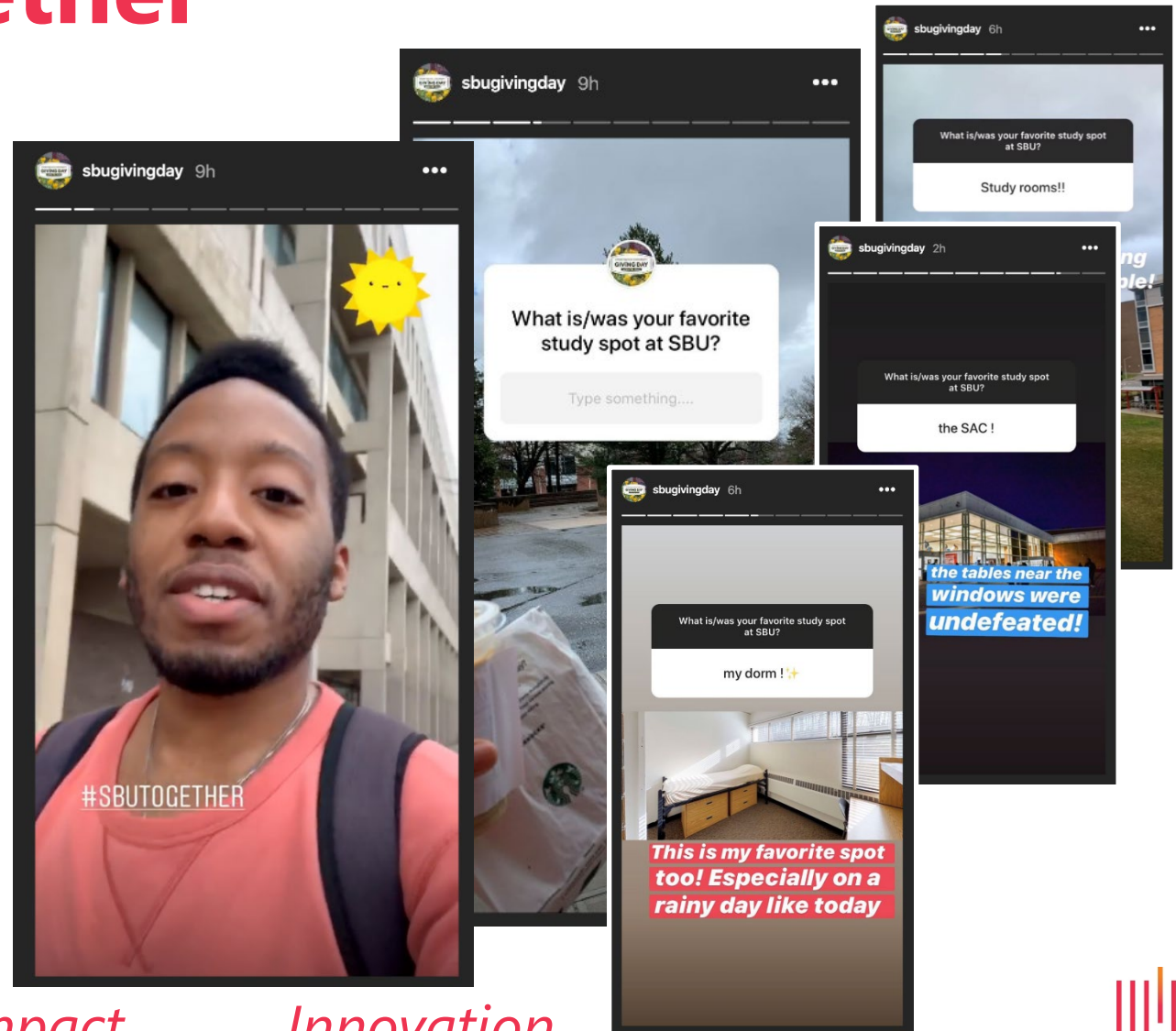
- Cultivates a targeted demographic in advance of a fundraising campaign.
- Reaches a young audience on social media platforms where they already are.
- Reinforces community.

Stony Brook University
#SBUTogether

Mission

Impact

Innovation



Innovation: Gustavus Adolphus College



Gustavus Office of Alumni and Parent Engagement has requested a video from you via ThankView by **03/31/2020**:

Greetings Class Officers,

We hope this message finds you safe and well in these unprecedented times. Utilizing a new tool called ThankView, we're looking to collect words of encouragement from you for current students displaced by the COVID-19 pandemic. They've packed up and gone home early, often without the opportunity to say goodbye to friends, classmates, professors, supervisors, mentors, and others. We want to show them the support of the Gustie community, and remind them that, even though times are tough right now, we're all in this together.

The software is really cool, because we're able to create a mash-up video of messages from all the Class Officers that respond to this request. Please record a brief (no more than 30 seconds) video by following the link below. We'll take it from there, make some minor edits, then compile and send out TO ALL CURRENT GUSTAVUS STUDENTS. Feel free to have fun with it, using creative backdrops or props.

Innovation: Gustavus Adolphus College

- Serves the dual purpose of engaging former class officers and supporting current students.
- Reinforces a sense of community.
- Provides a new opportunity for alumni involvement.

*Gustavus Adolphus College
Office of Alumni and Parent Engagement*

Mission

Impact

Innovation



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Innovation: Shedd Aquarium



Innovation: Shedd Aquarium

- Brings the institution and mission into our homes.
- Educates and informs.
- Engages audience through video.

Shedd Aquarium, Chicago



Mission

Impact

Innovation

Engagement and Outreach Checklist

- ☑ Deliver consistent message.
- ☑ Communicate your impact either in supporting COVID-19 relief efforts or despite COVID-19.
- ☑ Engage constituents using innovative digital outreach.
- ☑ Include a call to action when possible.
- ☑ Reinforce your commitment to your community.
- ☑ Offer donors a choice to support and engage.

Mission

Impact

Innovation

Discussion

Additional Resources



bwf.com/currentresources

BWF's COVID-19 Resource Page:

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Thank you!

Betsy Rigby and Shawn Vogen

Additional Resources Found At:

[Bwf.com/CurrentResources](https://bwf.com/CurrentResources)

