



2020 ANA VIRTUAL NONPROFIT CONFERENCE

AUGUST 5-6



#ANAnonprofit

FACE-TO-FACE
WHAT TO DO
NOW?

FACE-TO-FACE: WHAT TO DO NOW?

Meet your Panelists



Keira Costic
Defenders of Wildlife



Sherry Bell
Professional F2F
Fundraising Association
(PFFA)



Daniel Karp
Covenant House
International

FACE-TO-FACE: WHAT TO DO NOW?

30 Minutes – A lot to discuss

Why do organizations choose F2F?

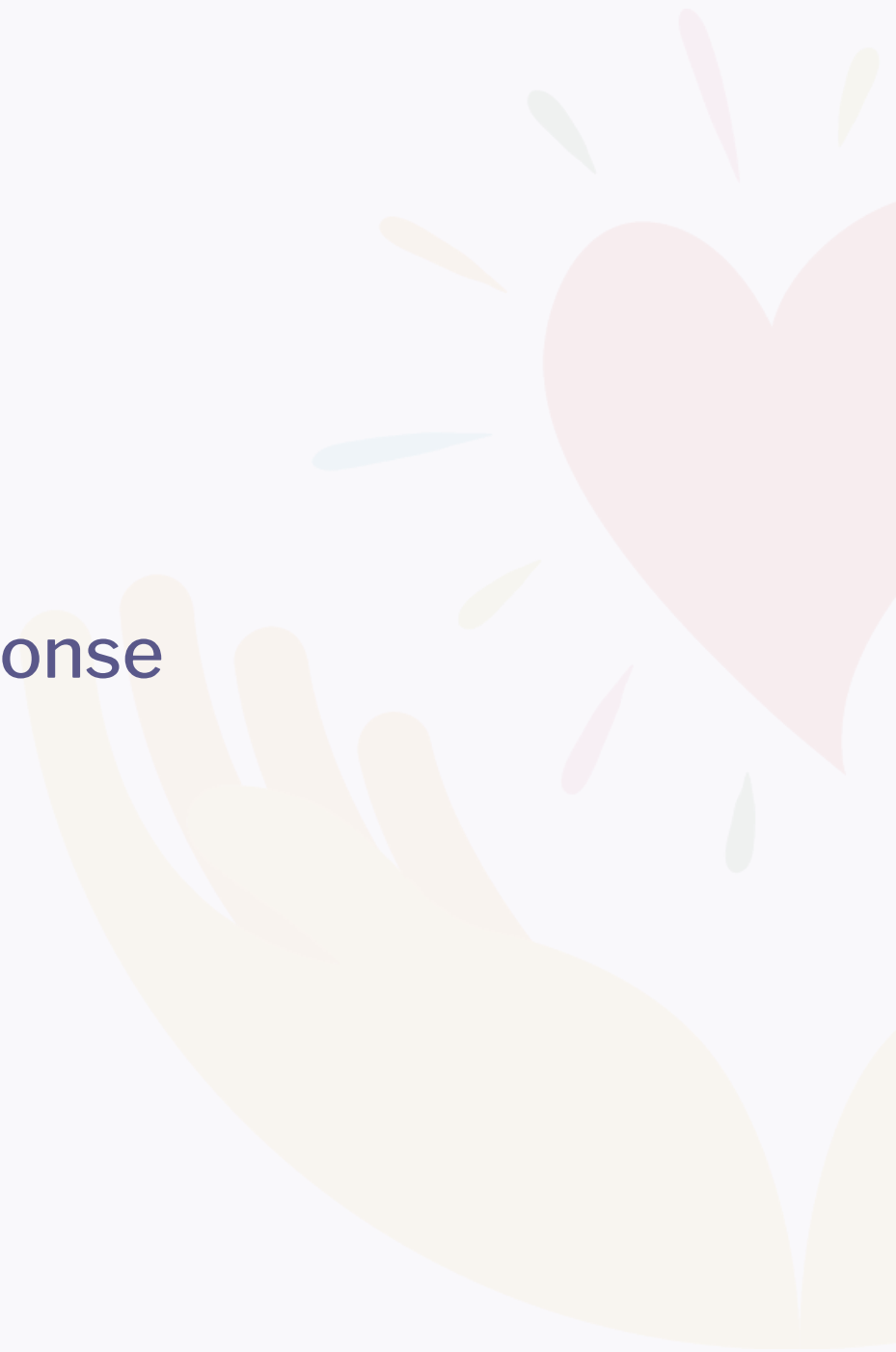
Impact of Coronavirus on F2F (US and Abroad) & the Response

Internal Challenges/Concerns – NPO Context

Plan's Decision to Join Early Relaunch Phase

Plan B for NPO's Staying on the Bench

Any Silver Linings?



FACE-TO-FACE: WHAT TO DO NOW?

Why did these organizations choose F2F?

	Predictable Cost Structure	Reach New Audiences	Scalable	Competitive ROI
Defenders of Wildlife	✓	✓	✓	✓
Covenant House International	✓	✓	✓	✓

FACE-TO-FACE: WHAT TO DO NOW?

How COVID Hit Us & the Industry's Response

- **Initial Channel Impact**

- Cessation of F2F
- Budget reallocation
- Revenue impact
- Staff/resource retention

- **Pivots and Responses**

- Investment diversification
- Testing
- Program and process review
- Emergency response vs. proactive planning

FACE-TO-FACE: WHAT TO DO NOW?

What's Top of Mind Right Now

	Community & Fundraiser Safety	Predictability/ Stability	Brand Risks	Launch Criteria	Future of Channel	Budget Risks
Defenders of Wildlife	✓	✓	✓	✓		✓
Covenant House International	✓	✓	✓	✓		✓
PFFA	✓	✓		✓	✓	

FACE-TO-FACE: WHAT TO DO NOW?

What is the plan for forward movement now?

- **Market Criteria**

- Stable criteria (cases, etc.)
- Limit team size
- Agency footprint
- Legal and public health restrictions

- **Safety**

- “Covid safe”
- Priorities
- Adaptability
- Avoid crowds

- **Targets**

- KPIs
- Stability

- **PR**

- Prepared
- Proactive
- Internal and external

FACE-TO-FACE: WHAT TO DO NOW?

Plan B – Indefinite Pause?

Defenders of Wildlife

- The current status is not to launch until there is a vaccine or very big drop in cases
- Trying reactivation on the phone with canvassing firm
- Shifting to email leadgen
- ConnectedTV

Covenant House International

- Launch criteria a moving target
- Focus on keeping the F2F donors we have/lost
- Increasing spends elsewhere to track against targets

FACE-TO-FACE: WHAT TO DO NOW?

Silver Linings Playbook?

PFFA

- Diversification
- Program evaluation & review
- Collaboration
- Testing

Defenders of Wildlife

- Launched canvassing on the phones
- All backend is set up
- Street materials ready to go
- Have the cultivation plan set up

Covenant House Intl.

- Deferred data & process maintenance
- Innovation
- Maturity of industry (PFFA)



FACE-TO-FACE: WHAT TO DO NOW?

Thank you! Now what can we answer for you?!



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THE END



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