

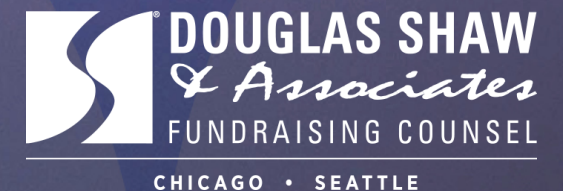


# 2020 ANA VIRTUAL NONPROFIT CONFERENCE

**AUGUST 5-6**



**#ANAnonprofit**



# **Case Study: Overcoming a \$1 Million Loss When COVID-19 Canceled Events**

**August 5, 2020**

**Shelley Cochrane CFRE**

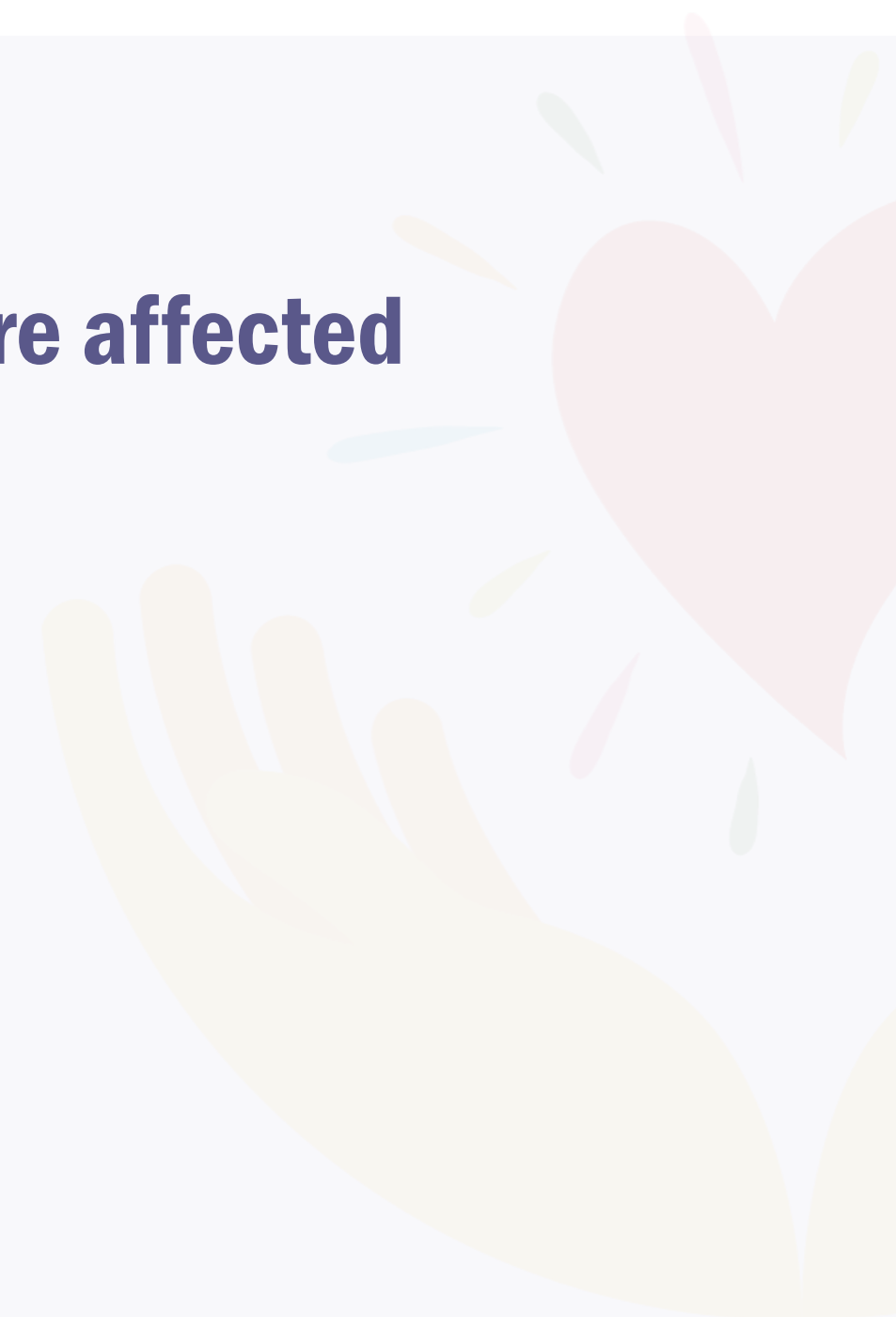
**Amy Sewell**

[DOUGLASSHAW.COM](http://DOUGLASSHAW.COM)



# INTERNATIONAL NONPROFIT

Not on the COVID-19 frontlines but Field Staff were affected



# Signature Major Donor Event, May 2020



# DECISION TO PIVOT QUICKLY

**Pandemic cancels the annual major donor event as well as dozens of regional new donor events.**

1. Decision #1: Communicate more often
2. Decision #2: Communicate across more channels

# PRINT, EMAIL, SOCIAL MEDIA, WEBSITE

## Sequence of Revised Communication Plan

### Add COVID Info

- Registration form update
- Email to cancel event
- Homepage banner
- Donation form update

### Express Concern

- Phone calls to donors and volunteers
- Hand-written notes
- Email to express concern and invite donors to respond on how COVID is affecting them

### Continue Work

- Ongoing email campaign adjusted
- 1<sup>st</sup> print appeal with DVD of event videos, e-appeal
- Digital ad campaign
- 2<sup>nd</sup> print appeal to ask for large event gift

# WHAT HAPPENED

## Made up lost Event revenue through Direct Response.

1. Conveyed genuine concern for donors and volunteers
2. Pressed forward in raising funds for the work
3. Received replacement revenue from a wide group of donors

Even though their work is not on the frontlines of COVID-19, revenue is still climbing despite being forced to cancel multiple annual events.

# WHY IT WORKED

## Major Donors are included in Direct Response all year long.

1. Custom messaging and design is created specific to each channel
2. Analytics interpret donor preferences for data segmentation and personalization
3. Multi-channel integration portrays the brand with cohesive consistency



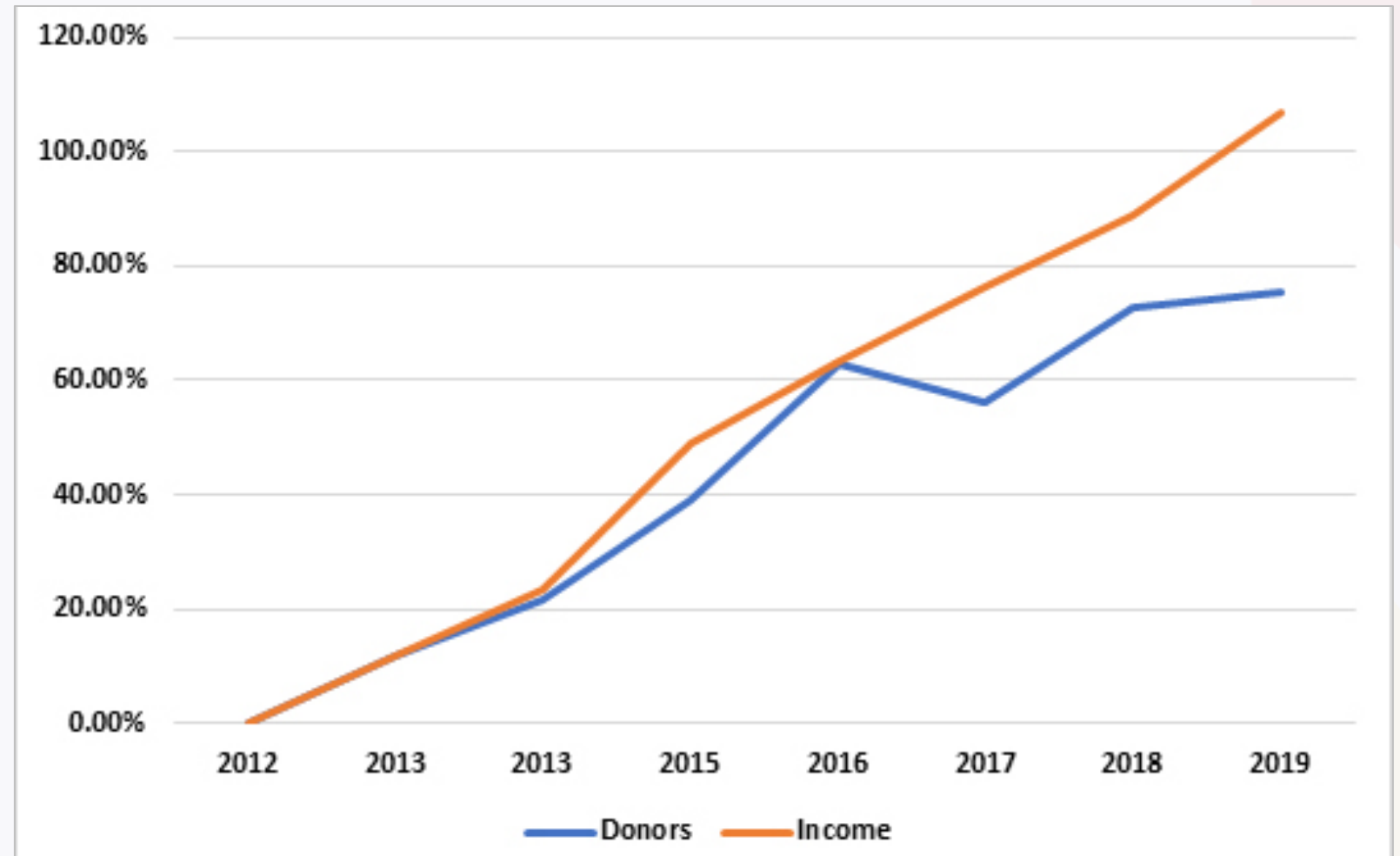


# COMPREHENSIVE DIRECT RESPONSE FUNDRAISING

**A disciplined and data-driven approach has yielded unprecedented growth.**

**Direct Response builds a broad base of donors whose desire to give holds strong, even when they are forced to pivot on how and when they give.**

**Case Study: International Nonprofit**



# INSTEAD OF THE BALLROOM TABLE, THE KITCHEN TABLE

## Direct Response Relationships Hold Strong



# THANK YOU!

**Amy Sewell, VP Digital Solutions**

**Shelley Cochran CFRE, VP Strategic Partnerships**

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