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**Fundraising & Advocacy Strategies
for Nonprofits: *Pandemic Response***

April 3, 2020



Moderator

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fund•raise

YOU'VE GOT A CAUSE.
LEARN HOW TO **FUND IT.**

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TODAY'S PRESENTER:

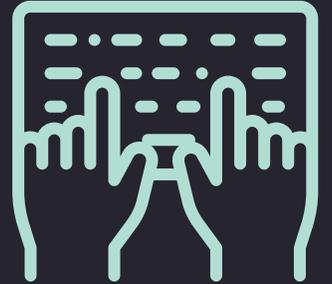
Katie Adams Farrell

Co-Founder & CFO
Kerredyn Collaborative



POLL:

What industry does your nonprofit serve?



**Arts &
Culture**

Education

**Health &
Human
Services**

Environment

Other
*(tell us in the
chat!)*

POLL:

Has your nonprofit gone through layoffs or considering?

Yes

No

**We are
looking at
all options**

Other
*(tell us in the
chat!)*

POLL:

Are you familiar with federal relief programs for nonprofits?

Yes

No

**We just
started
looking into
this option**

Other
*(tell us in the
chat!)*

COVID-19 Relief and Stimulus

- **Coronavirus Preparedness and Response Supplemental Appropriation Act 2020 (H.R. 6074)** *signed into law January 3, 2020*
- **Families First Coronavirus Response Act (H.R. 6201)** *signed into law March 18, 2020*
- **Coronavirus Aid, Relief, and Economic Security Act, or the CARES Act, (S. 3548)** *signed into law March 27, 2020.*
- **Additional legislation is expected**

AGENDA

- Understand what financing opportunities are available to your nonprofit **immediately**
- Know what resources are available to **your employees**
- Learn about **legislative** efforts underway to offer relief
- Explore **communications** strategies during uncertain times
- Begin to **form a plan** for recouping lost revenue
- **Connect with others** who share your concerns

Nonprofits are an **economic engine**

- The nonprofit sector accounts for 5.4% of the country's GDP.
- It employs more than 10% of the nation's workforce.



From service interruptions to lay-offs, COVID-19 is taking an enormous toll on the sector.

Financing Opportunities



Loans



Grants



Individual Donors



Tax Credits

A sound financial strategy will use a combination of revenue streams.

Identify the Gap (Cash Position)

- What income have you lost/will you lose in the next _____?
- What are your receivables? Don't include those you might need to write off. When will they come in?
- What are your projected expenses in the next _____?
- What reserve funds are available? What is the time frame in accessing these reserve funds?
- What non-essential expenses can be eliminated?

	Q4	April	May	June
Cash on hand	\$16,000			
Earned income	\$0	\$0	\$0	\$0
Contributed income - receivables	\$57,000	\$2,000	\$10,000	\$45,000
Contributed income - projected	\$17,000	\$5,000	\$5,000	\$7,000
Other	\$400	\$400		
Subtotal income	\$74,400	\$7,400	\$15,000	\$52,000
Expenses	\$108,000	\$36,000	\$36,000	\$36,000
Gap 1 = Subtotal income - expenses	-\$33,600			
Reserve	\$10,000	\$0	\$10,000	\$0
Gap 2 = Gap 1 + Reserve	-\$23,600			
Non-essential expenses	\$6,000	\$2,000	\$2,000	\$2,000
Gap 3 = Gap 2 + Non-essential expenses	-\$17,600			

Focus on Impact - Matrix Map





Paycheck Protection Program – SBA

Loans for nonprofits and small businesses to **pay staff and cover some operating expenses** for two months.

Loans may be forgiven in whole or part if employers **maintain employment or rehire employees**.

Apply via local lender.



Economic Injury Disaster Loan (EIDL) program – SBA

Interest Rate: 2.75%

Eligible nonprofits: Nursing homes, food kitchens, educational facilities, senior citizen centers, daycare centers, playhouses, shelters, and some others.

Apply via the SBA website.

Mid-size Loan Program – Treasury Department

Interest Rate: TBD

Eligible for: Businesses, including nonprofits, with between 500 and 10,000 employees.

Apply via local lender.



Other Provisions for Nonprofits

- Tax day delayed to **July 15**.
- Charitable giving incentive extended to non-itemizing taxpayers **up to \$300**.
- **Employee Retention Payroll Tax Credit**
 - Refundable payroll tax credit of up to \$5,000 for each employee.
 - *Ask your tax attorney.*

Provisions for Employees

Direct Payments

- \$1,200 or less and \$500 per child.
- Payments are less for incomes about \$75,000 and ends at \$99,000.

Expanded Unemployment

- Increases payments by \$600 per week on top of state benefits.
- Includes coverage for workers who are furloughed, gig workers, and freelancers.

Provisions for Employees

Paid Sick Leave

- Employers with fewer than 500 employees must provide their employees two weeks of paid sick leave up to \$511 per day if they are sick and up to \$200 per day to care for a sick family member or child whose school is closed.
- Employers can claim a refundable tax credit.

Provisions for Employees

Emergency Family Leave

- Up to 12 weeks of job-protected leave. After the first two weeks of paid sick leave, employees will be paid 2/3 of regular pay up to \$200 per day.
- Excludes businesses with fewer than 50 employees.



- **NEA, NEH, IMLS** – 40% disbursed by state arts agencies.
- **Chronicle of Philanthropy** – Coronavirus Grants Roundup

Tip – Subscribe to newsletters.

Advocacy – Information and Action

- **Open lines of communication with your representatives.**
They need to know how this crisis is affecting the sector. Be kind and firm.
- **Participate in local government efforts.**
Task forces, committees, and community tables
- **Follow the advocacy efforts of organizations.**
Like the Council of Nonprofits
- **Speak out against acts of discrimination.**
Look up anti-stigma resources.

When It's Necessary to Fundraise

- **Think twice** about mass fundraising appeals (*unless you are on the front lines of the crisis*).
- Stay the course, with **sensitivity**.
- Take time to do extra **personalized stewardship**.
- Tell **uplifting** stories.
- **Be proactive** in outreach to grantors.
- **Target, target, target.**

The Cause Selling Cycle



Phase One
Phase Two
Phase Three

Who to Target

- Are there **Board members** or **loyal individual donors** that would be responsive to an urgent ask?
- Are there funding **opportunities** associated with taking programs and events **online**?
- Approach **family foundations** with which you have a relationship.
They often have shorter or informal grant cycles.
- Develop **relationships** with your local government **representatives**.
Relief will come through them



Stay Connected

- Take care of each other.
- Join a Facebook group.
- Webinars, online courses, podcasts - do them all.
- Think and plan for the future.



Questions?

Please send them in the chat!





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Thank you

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— collaborative

For additional resources:
<http://kerredyn.com/covid19/>



BE AN AGENT OF CHANGE.
**CHANGE THE
STATUS QUO.**

Learn how to develop and nurture donor relationships to advance your cause in today's giving landscape with *Cause Selling the Sanford Way: A Guide to Relationship-Driven Fundraising*.

LEARN MORE AT [CAUSESELLING.ORG](https://www.cause-selling.org)



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Harassment & Misconduct: It's not just a
"For-Profit" Issue

April 15, 2020

11:00am – 12:00pm PST

2:00pm – 3:00pm EST

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Thank you

TAKE **YOUR CAUSE** AND
CREATE IMPACT.

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