Capital Fundraising in Times of Crisis

Webinar
March 27, 2020
WELCOME & INTRODUCTIONS
Today’s Speakers

Today’s moderator –

• **Sarah Jones**, *Project Manager and Consulting Service Coordinator*

Today’s presenters --

• **Gianfranco Grande**, *Executive Vice President*

• **Joshua Castaño**, *Director, Community Engagement Services*
Partners for Sacred Places was founded in 1989 as the only national, non-profit, nonsectarian organization devoted to supporting America’s older religious properties and congregations and strengthening the communities they serve.
Key Themes of Partners Work

✓ Building Care and Stewardship
✓ Community Engagement
✓ Training and Capacity Building
✓ Community-Wide Fundraising
"We make a living by what we get, but we make a life by what we give"

Winston Churchill
TODAY’S CHALLENGES
Today’s Challenge

✓ Will we lose touch with our pledgers and donors?
✓ Will donors make smaller gifts or be unable to fulfill their giving commitments?
✓ What does this mean for our current or upcoming capital campaign?
Times of Uncertainty and Crisis

There have been several recessions in the last 100 years

- Recession of 1945
- 1973-75
- Early 1990s Recession in the US
- Early 2000s Recession
- Great Recession
Times of Uncertainty and Crisis

2018 Contributions by Source

$427.71 Billion total

68% Individuals
$292.09 billion

18% Foundations
$75.86 billion

9% Bequest
$39.71 billion

5% Corporations
$20.05 billion
Times of Uncertainty and Crisis

Total Giving over past 40 years (in $billions)

Adjusted for inflation
HOW DO WE RESPOND AND ADAPT?
How do we respond and adapt?

- **Slow down, but do not quit!**
- **Remember the Asset-Based approach**
- **Adapt to new realities – what can you learn?**
- **Communicate and connect! Listen to donors!**
- **Adjust your strategy and timelines**
- **Be creative!**
Slow Down, but don’t quit!

• Adjust pledge timelines
• Discuss gift commitments with donors
  – One on one conversations (while practicing appropriate social-distancing)
  – Be honest and candid
  – Listen!
  – Be realistic – *the sacrifice to maintain a commitment may be greater now, but more meaningful to the donor and your congregation*
Asset-Based Approach

**Cycle of Scarcity**
- We have less money to support the congregation and ministry
- Money appears scarce
- We act to protect our money from competing needs

**Cycle of Abundance**
- We share larger blessings in community
- We recognize abundant gifts
- We share gifts in action with others
Asset-Based Approach to the COVID-19 Crisis

• How can you continue to serve your community?
• Are there new partnerships possible – with hospitals, public agencies, or other nonprofits?
• What ways can you adapt existing ministries that serve?
Communicate with Members and Donors

- *People need to hear from you and feel like they are connected*
- This is the time to get social media and tech right
- Work on the case statement
- Create a communications strategy and put the time into it
The Case Statement

• **What it isn’t:**
  
  – A case statement *is not a resume, CV, or comprehensive list of every program that's hosted on your site*
  
  – A case statement *is not a grant application, identifying your needy-ness*
  
  – A case statement *is not a comprehensive history of your church, or its building, or its ministers*

• **What it is:**
  
  – A strong and compelling narrative that focuses on the themes that have defined you and your relationship to the community – your DNA
  
  – A case statement includes highlights of your history by speaking to their significance and importance
  
  – A case statement casts a vision of the future that is rooted in the past and the present
Communicate with Members and Donors

- Social Media Strategy
  - Engage the people, congregations, organizations, and businesses you already know.
  - Focus on what others are posting about topics that matter to you and share.
  - Keep it personal and authentic! Engage with others and being sure to ask *and* answer questions.
Adapt to new realities

• Keep your campaign alive, but *be realistic*
• Think about *matching gifts*
• Remember to *manage internal stewardship*
• Potentially *phase a campaign* – break a larger goal into smaller phases/goals over a longer period of time
• Consider a *holistic campaign* – that goes beyond capital needs
Adapt to new realities

• More than ever, a community-wide approach is strongest!

• Connect with tenants and other organizations or programs that use your space. Can you raise funds collaboratively?

• Consider joint efforts with other congregations

• Think about community-wide projects or efforts you can convene or help lead. People will remember how your congregation pitched-in during a crisis
What can we learn?

• Who is our audience, and how has it changed?
• How do we communicate with our audience?
• Are there new ways for us to connect or serve?
• What other ways can we use our building and financial assets?
• How do we adjust our fundraising techniques and strategies?
• Are we finding long-term lessons for how we work and fundraise after the crisis is over?
"Success is not final, failure is not fatal: it is the courage to continue that counts"

Winston Churchill
Questions?

Gianfranco Grande
ggrande@sacredplaces.org

Joshua Castañojcastano@sacredplaces.org

Visit Us:
www.sacredplaces.org