



THE GLOBAL CENTER
FOR NONPROFIT EXCELLENCE

CRISIS RESPONSE FUNDRAISING PLAN

FOR A SUCCESSFUL EXIT FROM COVID-19

Andrew Olsen, CRFE
Partner & Senior Vice President
Newport ONE

Forward by Bob Lipps, Attorney and CPA, and Marc Stein, MBA
Co-Founders of The Global Center for Nonprofit Excellence®

02

Copyright Information

Plan Contents © 2020 Andrew Olsen • All Rights Reserved

Prepared and Published by The Global Center for Nonprofit Excellence®

This Plan is designed to provide helpful information in regard to the subject matter covered. While the publisher and author have used their best efforts in preparing this report, they make no representations or warranties with respect to the accuracy or completeness of the contents of this report and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional when appropriate. Neither the publisher nor the author shall be liable for any loss of profit or any damages, including but not limited to special, incidental, consequential, personal, or other damages.

FORWARD

Andrew Olson recently told us his “first recommendation is always to plan for a crisis before it happens. Moving forward, do the tedious work of planning for a crisis so you can have confidence in your ability to execute when the time comes.”

After joining other fundraising, marketing and communications experts to contribute to our Nonprofit Triage in the Midst of COVID-19 series, Andrew generously offered his proprietary Crisis Response Fundraising Plan to be published and shared freely through The Global Center for Nonprofit Excellence. We are grateful for Andrew's leadership. He is a true professional and we are proud to call him one of our Recognized Experts.

Bob Lipps, Attorney and CPA, and Marc Stein, MBA
Co-Founders of The Global Center for Nonprofit Excellence®

INTRODUCTION

When a disaster or crisis strikes, quickly securing the public's attention and support is critical.

However, attaining first mover status requires intentional pre-planning to ensure you can successfully execute in the immediate aftermath of a crisis.

Ultimately, disaster response strategies will:

- Strengthen the organizational brand;
- Allow you to deliver on your mission, especially to those most in need during a critical period;
- Create advantage over your competition;
- Capture unexpected market share;
- Provide unique opportunities for donor impact; and
- Create a platform for ongoing engagement with key supporters



SIX PRIMARY STEPS

FOR A SUCCESSFUL EXIT FROM ANY CRISIS

There are six primary steps for developing an organizational disaster response plan:

1. Assess internal capacities and expectations;
2. Design a strategy and corresponding executional plan;
3. Prepare public-facing messages and designate those who will speak for the organization;
4. Train key players, communicators, and those who may interact with the public and media;
5. Identify and inform key partners (i.e., media outlets, digital and print vendors, call centers); and
6. Evaluate performance and optimize.



05

POTENTIAL MEDIA VEHICLES

TO GET YOUR STARTED

- Text-2-Give
- E-Mail Acquisition / Cultivation
- Website
- Search Engine Marketing (SEM)
- Display Campaigns
- Social media
- Telemarketing
- Radio
- Direct Mail
- Newspaper/Space Ads
- Insert Media
- Television (Paid & PSA)



SAMPLE PROJECT OUTLINE:

Use this outline to get everyone on the same page.

Preparation

- Identify key players / assign point person(s).
- Establish disaster response team and corresponding roles and responsibilities.
- Provide contact information – 7 days a week, 24 hours a day.
- Establish process milestones.
- Set expectations for turnaround times of all major activities.
- Determine budget levels and spending authorities based on the magnitude of the crisis.
- Track the process during an emergency for future evaluation and improvement.

Implementation

- Negotiate TV Spots / TV clips / video footage.
- Submit space ads to predetermined national and local publications / newspapers.
- Set up broadcast interviews with key staff and appropriate experts.

Deploy Email, Social, Display, and Search tactics.

07

SAMPLE PROJECT OUTLINE:

Continued from previous page.

Implementation (cont.)

- Activate phone center partners and launch telemarketing campaigns.
- Mail all direct response materials.
- Create specific “on hold” telephone message regarding the emergency response.
- Provide script outlines for customer service and donor rep phone calls.
- Solicit partnerships from broadcast outlets, local banks and businesses.
- Determine what / if GIK will be accepted.
- Prepare other collateral for awareness and involvement.
- Supply partners video and/or speakers
- Seek government funding and matching opportunities when appropriate

Follow-up

- Send sincere and timely thank you letters that are custom to your disaster response efforts
- Provide timely and relevant disaster updates
- Secure email addresses for the purpose of sending cost-efficient disaster updates

08

SAMPLE OVERVIEW OF IMMEDIATE ACTION PLAN

The objective of a Strategic Disaster Response Plan is two-fold:

- (1) To maximize immediate revenue for disaster relief efforts; and
- (2) to convert newly acquired donors into ongoing supporters.

DAY 1: WITHIN FIRST 24 HOURS

Convene an immediate Emergency Response briefing. At this meeting you will:

- Categorize the size of emergency;
- Determine which media vehicles and what messages will be used;
- Create digital acquisition and cultivation plans;
- Create and submit key word list for approval along with the assignment of tracking links.

09**DAY 1 (CONT.)**

- Create print acquisition and cultivation plans;
- Secure photo and story resource from the field;
- Identify staff available for interviews;
- Review approved media schedules and cost estimates for placement;
- Create print advertisements;
- Contact publications regarding placement;
- Write and execute email, display, paid search, web, telemarketing, and direct mail copy and creative;
- Notify suppliers regarding timeline for using the preprinted emergency envelopes, letterhead, et al.

**DAY 2:
WITHIN FIRST 48 HOURS**

- Reassess status and impact of the crisis.
- Review decisions made in light of most current information.
- Determine acceptable spend level.
- Review any additional avenues for response and exposure.

10

DAY 3: WITHIN FIRST 72 HOURS

Determine all appropriate channels for donor acquisition and cultivation.

- Deploy “on the ground” digital video updates.
- Begin airing radio and TV spots.
- If applicable, initiate acquisition list rental to support new donor acquisition efforts.
- Write and design an email treatment stream for new donor welcome and ongoing. update/stewardship of both new and existing donors who give to the crisis response efforts.

DAY 10:

- Plan and execute high dollar donor phone engagement (either using in-house or outsourced calling teams)
- Report on your crisis response efforts, check-in on donors, and if appropriate, make asks.

11

DAY 20:

Determine all appropriate channels for donor acquisition and cultivation.

- Deploy direct mail welcome mailing.
- Thank you/affirmation.
- Emergency-specific.
- Focus on your crisis response work that is in-process, what has already been accomplished, and what may be on the horizon for the organization and those you serve.
- Include an e-mail opt-in.
- Incorporate a strong call-to-action for 2nd gifts, and consider including an invitation to join your monthly gift program to provide ongoing support during the time of crisis and beyond.

DAY 30:

- In-depth report and disaster follow-up.
- Report back on progress made, unmet needs, and any emerging concerns or opportunities
- • Strong ask for additional support

12

DAY 40:

- Donor receives organization's newsletter or impact report acknowledging gift and providing update on how the money is benefitting those in need (use compelling stories and photos).

DAY 60:

- Donors receive a combination of regular donor communications and special communications tailored to their commitment and giving capabilities.

DAY 90:

- Ongoing cultivation appeals (best of).
- Include updates on the crisis situation and any ongoing work.
- If appropriate, include information about your disaster preparedness efforts (for future crises).

12

DAY 120:

- Classic multi-touch campaign focused on continuing needs of disaster victims.
- Strongly reinforces organization's value proposition and donor's impact.
- Appropriately large offer relating to providing support for victims in the area.

SIX MONTHS:

- On-line: E-mail blast drives donor to special report highlighted what gifts have accomplished. Includes on-site video update.
- Mail: Report on what donations have accomplished. Includes newsletter, letter from a grateful recipient of help.

ONE YEAR LATER:

- Anniversary mailing: "One year ago, you sent a gift to help save lives. Find out how you've helped make a difference."
- Mail: Special one-year report/update.
- E-mail: links donor to site with special report and from the field video updates.

13

CONCLUSION:

This Crisis Response Fundraising Plan gives you a broad overview of the process necessary to be prepared to effectively respond to any crisis situation. A comprehensive and tailored review and strategic plan would drill deep into key messages and tactics, determining delivery vehicles across all media types and associated budgets. Preparing at this level provides a solid foundation for an organizational emergency response that is timely, relevant, and effective.



14

ABOUT THE AUTHOR

Andrew Olsen, CFRE • Two-time Best Selling Author and Host of Top-Rated Show, The Rainmaker Fundraising Podcast

Andrew is a two-time best selling author (101 Biggest Mistakes Nonprofits Make and How You Can Avoid Them, and Rainmaking: The Fundraiser's Guide to Landing Big Gifts), and host of the top-ranked show, The Rainmaker Fundraising Podcast.

He is Partner/SVP at Newport ONE, a direct response fundraising agency exclusively serving nonprofits. An award-winning fundraiser, Andrew has helped hundreds of nonprofit partners raise over \$300 Million in his 20-year career.

ABOUT THE PUBLISHER

The Global Center for Nonprofit Excellence® is an orchestrated network, like Uber® or Airbnb®, that helps Nonprofits, Funders and Industry Experts work better together for the greatest impact.

We have vetted professionals and service providers in all six area of nonprofit operations and refer at no charge to Nonprofits and Funders. Our cornerstone offering is the suite of OpX360® Smart Tools to help Nonprofits measure and improve their effectiveness.

We are passionate about elevating the operational excellence in the nonprofit community.

CONTACT INFORMATION

PLEASE LET US KNOW IF WE CAN HELP YOU IN ANY WAY.

For additional information, or to get help developing your organization's crisis fundraising plan, contact:

Andrew Olsen, CFRE

Senior Vice President

Newport ONE

aolsen@newportone.com

(612) 201.1967

Marc Stein

Co-Founder & Principal Advisor

The Global Center for Nonprofit Excellence®

marc.stein@theglobalcenter.net

(650) 246-9935



CRISIS RESPONSE FUNDRAISING PLAN

FOR A SUCCESSFUL EXIT FROM COVID-19

Andrew Olsen, CRFE
Partner & Senior Vice President
Newport ONE

Forward by Bob Lipps, Attorney and CPA, and Marc Stein, MBA
Co-Founders of The Global Center for Nonprofit Excellence®