



Economic Impact

October 15, 2008

The background features several horizontal, wavy bands of light blue and teal colors, creating a layered, water-like effect. The bands are separated by white space, and the overall design is clean and modern.

Tom Harrison
President

Perspective

- We're in the midst of the worst financial collapse since the Great Depression
- The stock market's decline last week was the worst in history
- Unemployment is up. Consumer confidence has plummeted

What to expect this Fall

- Acquisition will suffer more than cultivation
- Direct Mail cultivation income should soften but not collapse
- We should be prepared to bring in fewer new donors than planned, at a higher cost per donor
- Capital Campaigns may need to be lengthened and pledged gifts may take longer to fulfill
- In the last 40 years, the worst one-year decline in giving occurred during the 1973-74 oil embargo. Giving fell 5.4%

Mistakes to AVOID

- Do not cut back on acquisition
 - Costly downward spiral that will take years to recover from
- Don't stop asking
 - Keep cultivating your donors
 - Acknowledge their pain, share your needs, thank your donors
- Don't stop communicating to Board
 - Keep them informed of the reality of the economic downturn
 - Keep board leaders closer than ever
- Diversified fundraising programs

Demonstrate your faith

Demonstrate your faith through the news media

- Press conferences
- Interviews
- Op-ed pieces
- Letters to the editor

Your partnership with Russ Reid

We stand ready to serve you faithfully through good times and bad times



Steve Ruppe
Director of Public Relations

Public Relations tips

- Look for newsworthy stories
 - Keep up with your statistics
- Current economic stories
- Follow up to empty pantry
- Follow up to election 2008

Tips to boost awareness

- Use the economic impact key message in all interviews through end of year
- Look for newsworthy tie-ins
- Do frequent updates and follow-ups
- Signs, banners, logos

Getting the editors to listen

- Tie to story they are already doing
 - Stock market drop, foreclosure reports, unemployment reports, other economic news
- Invite candidates to visit, and use the opportunity to talk about need
- Homeless issues are newsworthy
- Compelling need is newsworthy

Ask for help

- Be specific
 - If you need food/blankets/jackets, whatever, tell what you need and where it should go
 - If you need money most, remember that donors may be hurting too, remind that small donations will help
 - Ask for volunteers
 - Ask for prayer
- Thank those who help

Do follow-ups

- Let the media know of the response
- Use your website and email to report back to donors
- Keep the need levels current
- Use statistics to base your reports

The background features several horizontal, wavy bands of light blue and teal colors, creating a layered, water-like effect. The bands are separated by white space.

Lori Burns
Executive Vice President

Fundraising success during this time

- Middle and Major donor focus
 - View donors as investors who require constant reassurance that their funds are being used efficiently
 - Now is the time for dedication to building relationships
 - Don't wait for year end calls – call now!
 - Thank, thank, and thank again
 - Consider asking donors and board members to make calls

Fundraising success during this time

- New donor communication
 - Secure that 2nd gift
 - Timely thank you
 - Welcome brochure
 - Give update on how their gift has helped
 - Include donors in press releases
 - Thank you calls to high end donors

Fundraising success during this time

- Committed donors
 - Feel their pain
 - Call
 - Communicate urgent need
 - Don't stop asking
 - Prayer requests

Thank You

Open for Questions



