



PHILANTHROCRAT

User Group for Fundraising, Social Marketing & CSR
Professionals



Chicken Soup for the Fundraiser's Soul

Virtual support group for clients, associates & friends

CATALYST
MANAGEMENT



PHILANTHROCRAT

A User Group for Philanthropy, Fundraising, Social Marketing &
Corporate Social Responsibility Professionals

Friday 22 May 2020 @ 4:30 pm

Chicken Soup for the Fundraiser's Soul

Session 9: The view from London Part 3
The time for leadership – giving in the time of coronavirus
Mark Phillips of Bluefrog Fundraising

Facilitated by Lawrence Jackson

**CATALYST
MANAGEMENT**

Thanks to our event partners

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QUT Business School
The Australian Centre for Philanthropy
and Nonprofit Studies



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Guest Presenter:
Mark Phillips
Blue Frog Fundraising, London



Guest Commentator:
Associate Professor Wendy Scaife
Director
Australian Centre for Philanthropy and
Nonprofit Studies
QUT

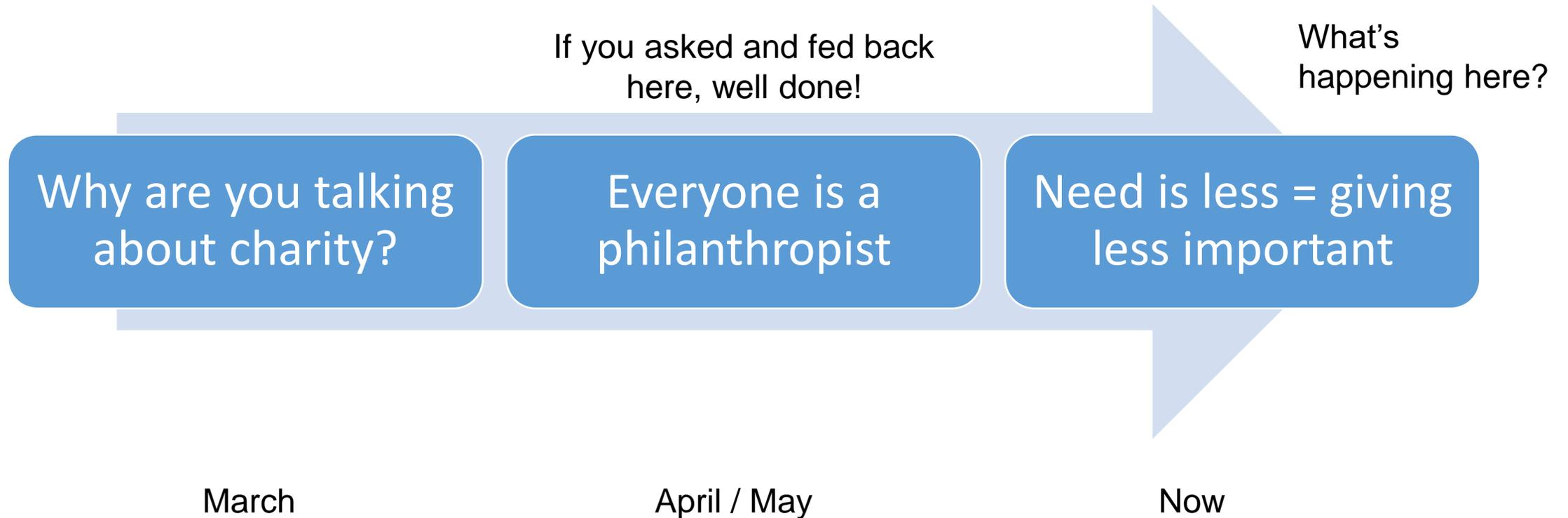


Coronavirus: 100 days on

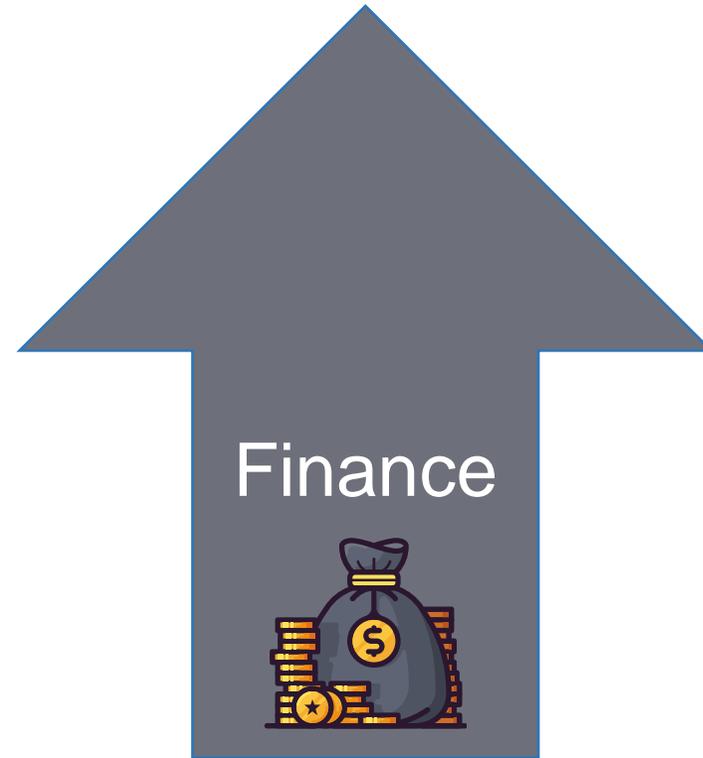
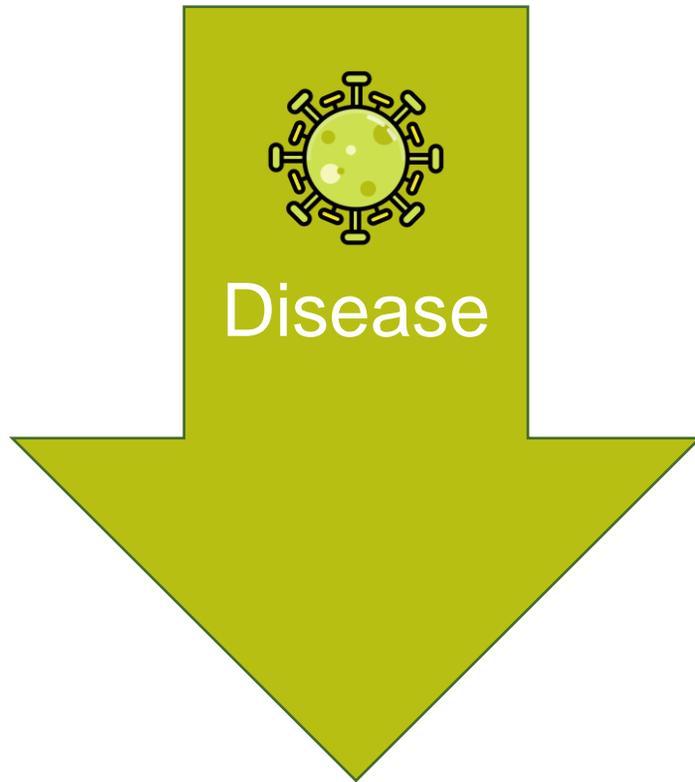
In the eye of the storm



The role of charity



Key concerns have changed



How financially secure am I?

How can I have more control over giving?

Payment holidays

Restricted term RG

How about my children?

How will the recession impact me?

Second wave?

Will this impact my pension?



A need for more control

The excitement is over – so what now?



I like the new-found community spirit

I need someone to organise this for them – I want an excuse to still participate



I'm fed up and want to get Coronavirus done

The sense of limbo. This isn't really an emergency now but there's still a massive problem

22 May

ONE RULE
FOR THE
ELITE...



A photograph of Boris Johnson, the Prime Minister of the United Kingdom, standing behind a wooden podium. He is wearing a dark blue suit, a light blue shirt, and a red patterned tie. Behind him are two Union Jack flags and a wooden door. A bright yellow sign with a green and black hazard border is placed on the podium. The sign contains the text 'STAY ALERT', 'CONTROL THE VIRUS', and 'SAVE LIVES' in bold black capital letters, with small black triangles pointing to the right between the phrases.

**STAY
ALERT** ▶ **CONTROL
THE VIRUS** ▶ **SAVE
LIVES**

A question of leadership

Less than half of Britons now trust the government to provide accurate information on the pandemic

■ 10-14 April ■ 21-27 May

% trust 20 40 60 80

UK government -19 points from 10-14 April



Australia 54%

Politicians -13



News organisations -11



Global health organisations -7



Scientists, doctors, experts -5



National health organisations -4



People I know -1



People I don't know -1



Guardian graphic | Source: University of Oxford's Reuters Institute by YouGov. Change between 10 to 14 April (base: 2,823), and 21 and 27 May (base: 1,771)



73%

Listens to the experts

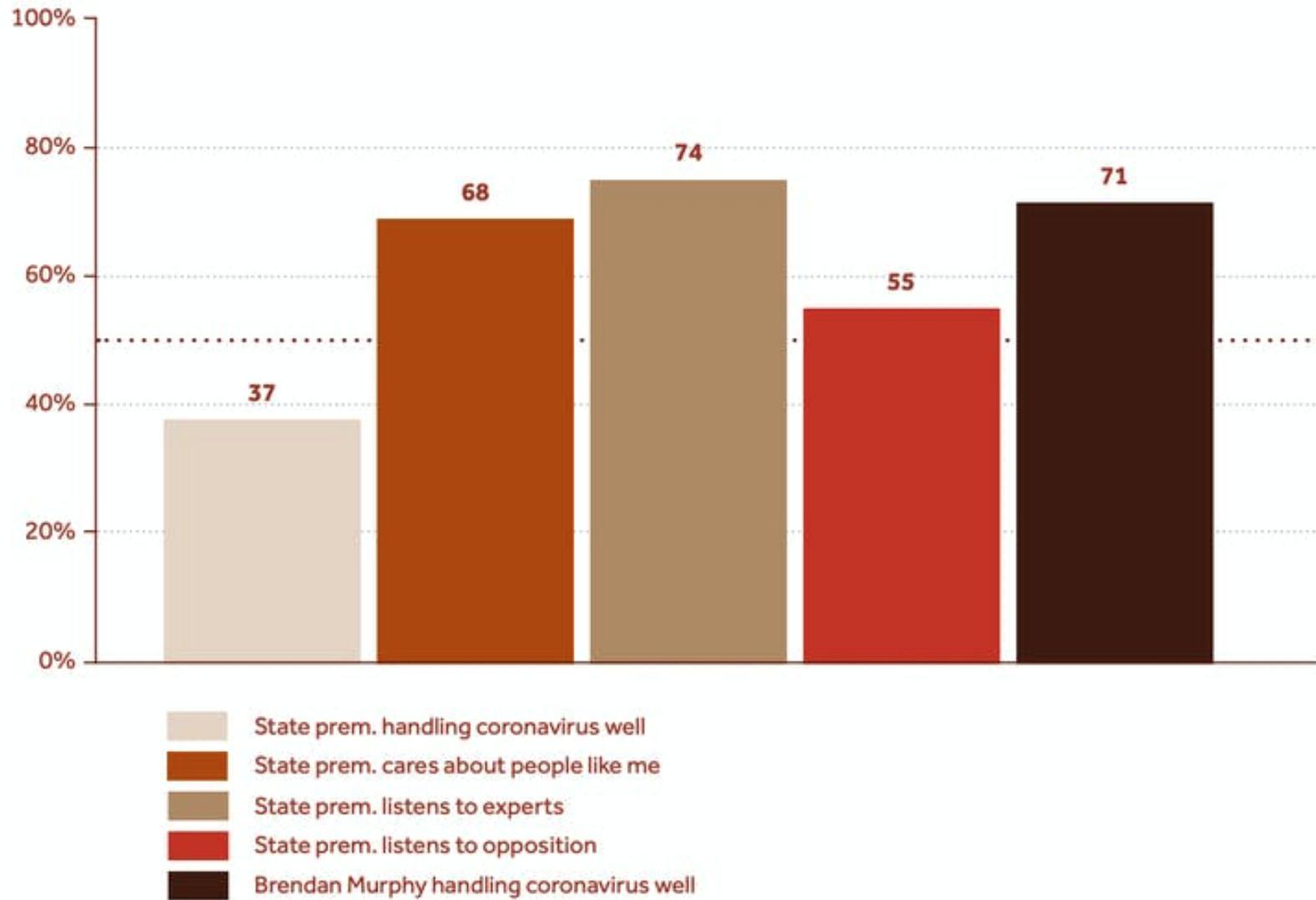
56%

69%

Handling Coronavirus well

33%

Perceptions of the quality of state and territory leadership



Perceptions of the quality of state and territory leadership during COVID-19. Democracy 2025/TrustGov survey; Author provided



THE
POOREST
PERFORMING

GLADYS BEREJIKLIAN
NEW SOUTH WALES

34%

ANNASTACIA PALASZCZUK
QUEENSLAND

28%

MARK MCGOWAN
WESTERN AUSTRALIA

49%

STEVEN MARSHALL
SOUTH AUSTRALIA

44%

THE
HIGHEST
PERFORMING



Figure 9: Perceptions of the short-term economic outlook (%)

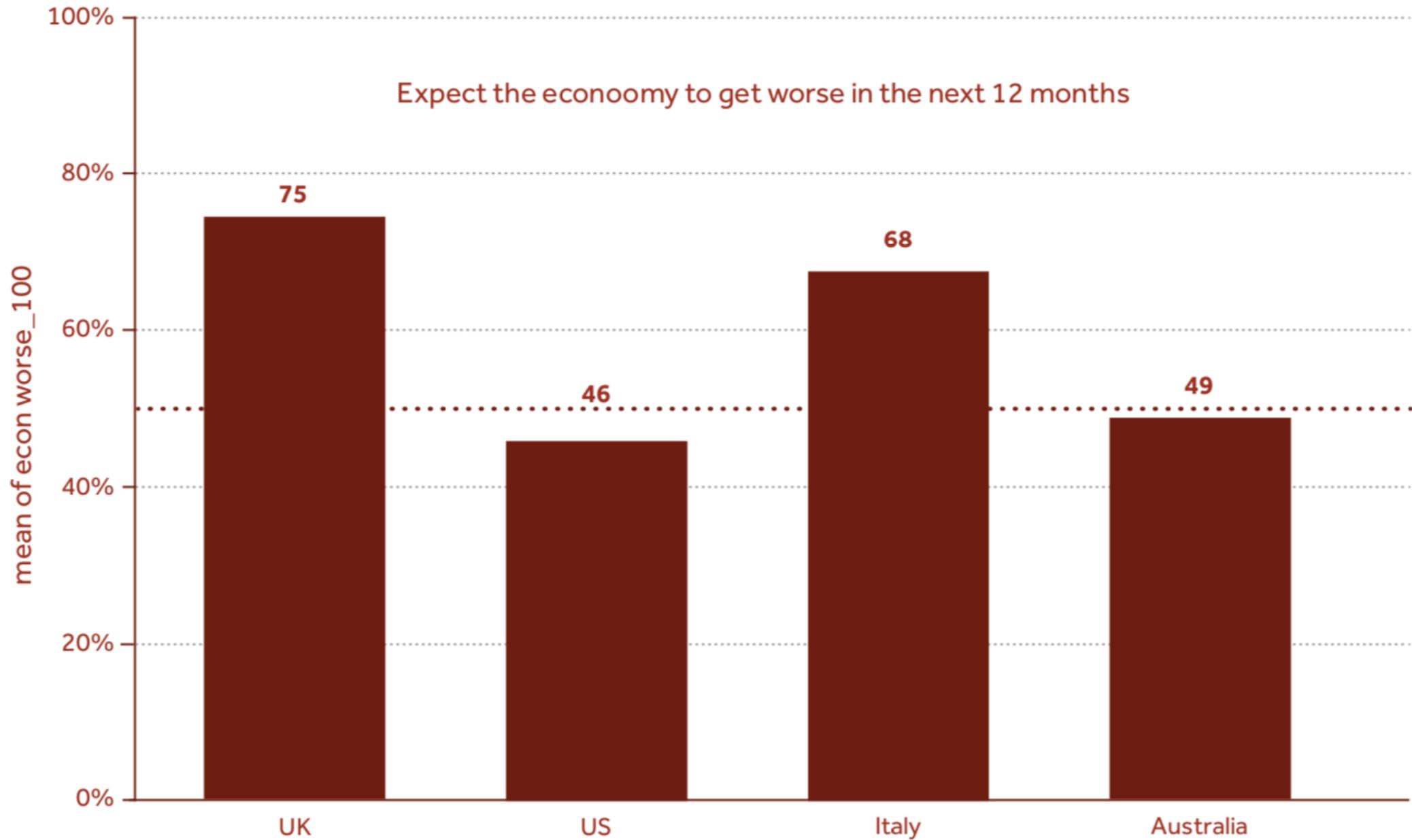


Figure 11a Financial stress by age groups

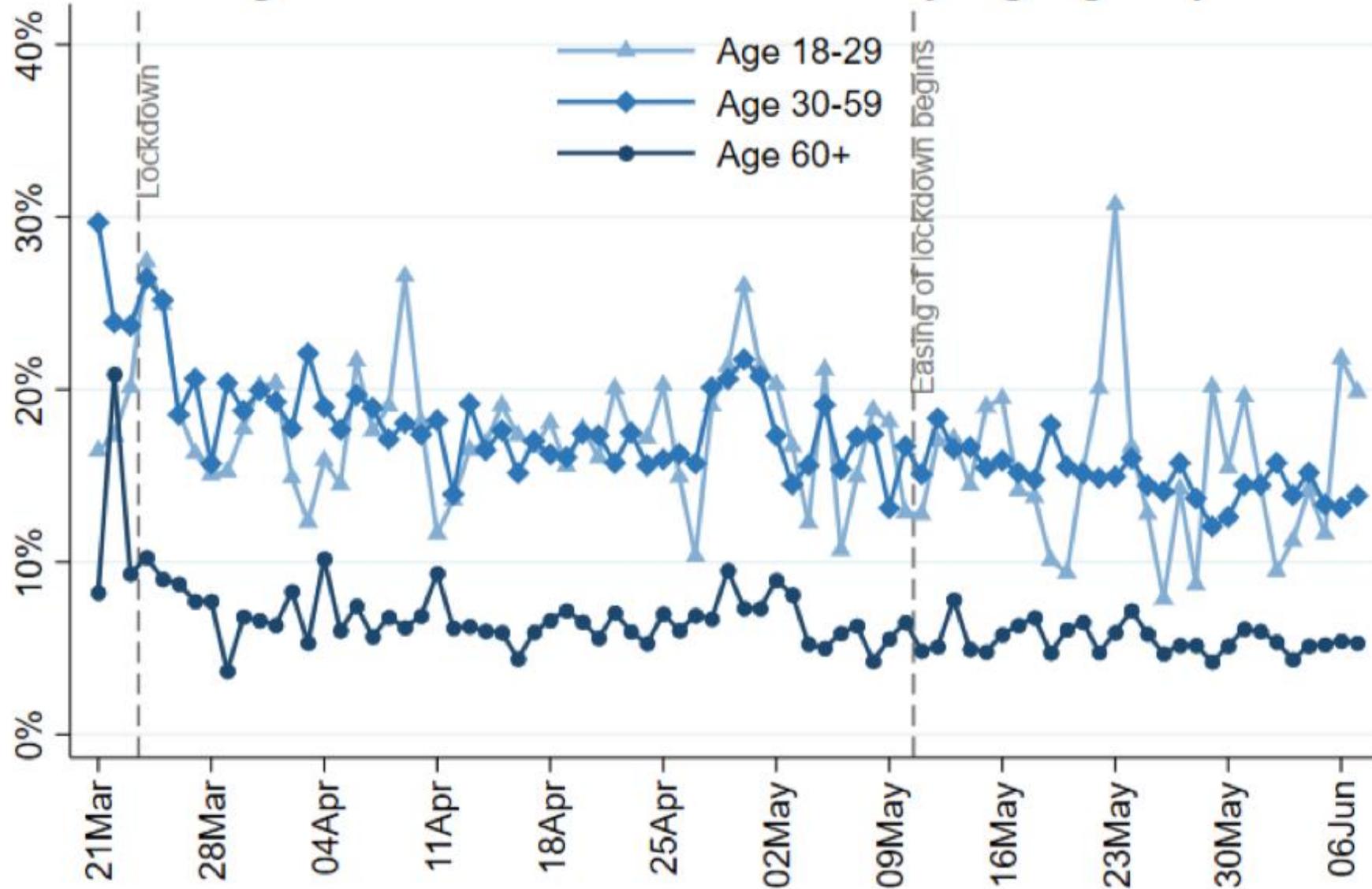
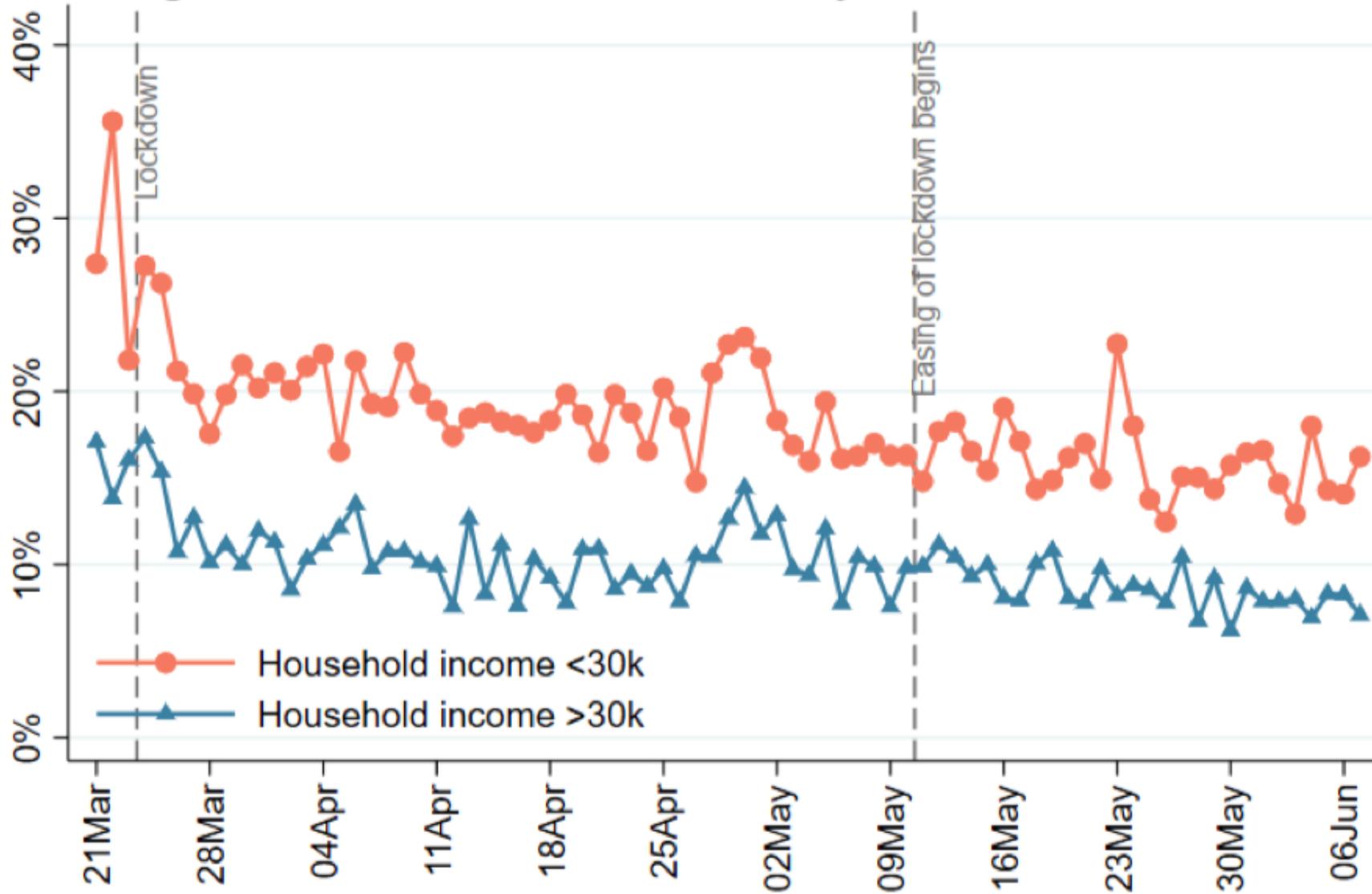
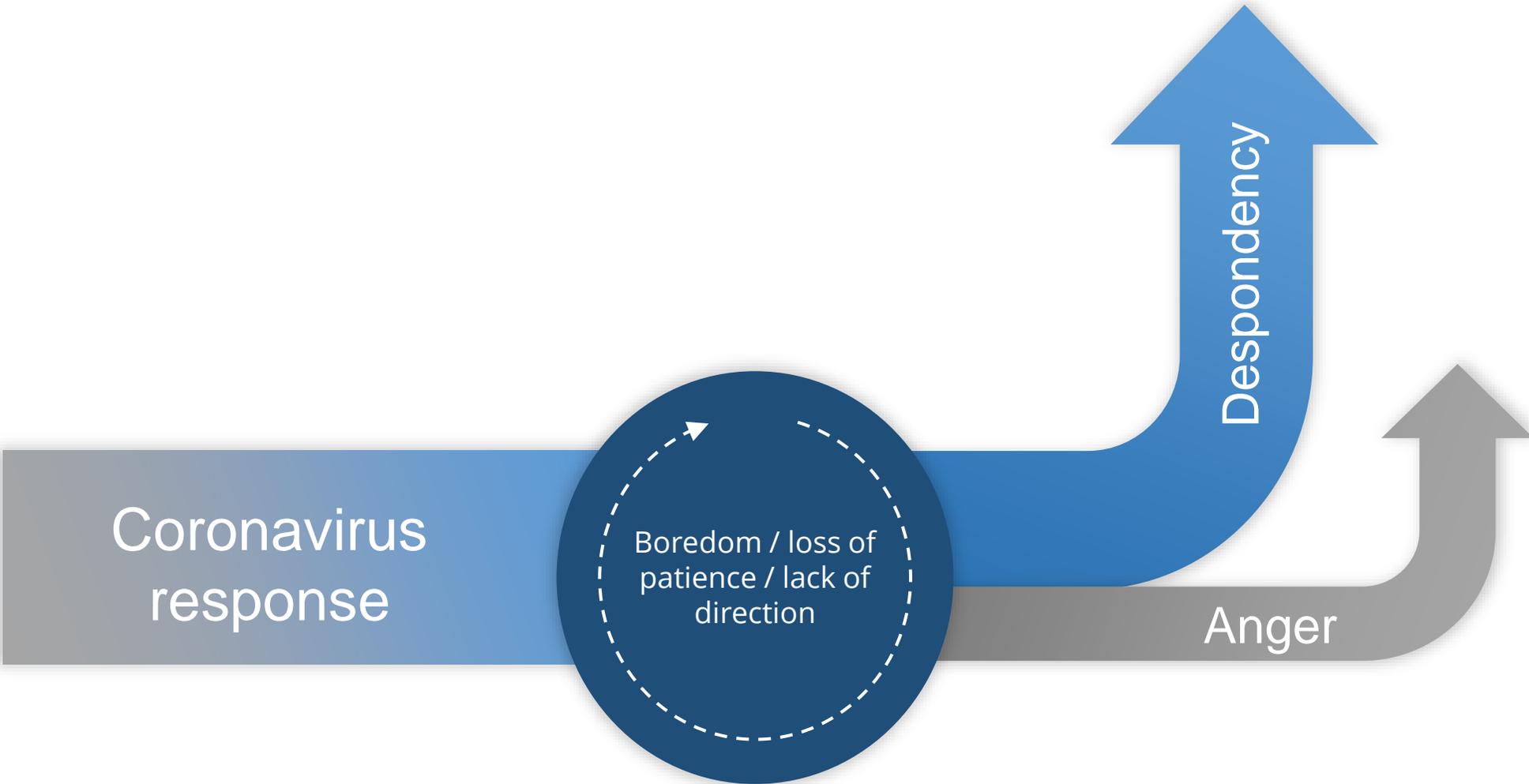


Figure 11c Financial stress by household income





Coronavirus
response

Boredom / loss of
patience / lack of
direction

Despondency

Anger



We have seen a vision of
tomorrow that we like
(but no one is telling us how to get there)

How does this relate to charity?

Need for control rising again

- A feeling of insecurity
- A need to do what's right in a confused time

Donors are reverting to what they know is safe.

- Favourite long-term charities
- Local community – NHS / hospice / shelter
- Pandemic charities – most relevant or most neglected

Dissonance about giving to the NHS

...from a personal perspective I would understand supporting health related charities but (with the NHS) its harder to rationalise because it's making up for a deficit that is political. I wouldn't criticise any of it, but you know.

And things like the NHS quite doesn't compute because we pay our taxes.

I think it's a good idea but on the other hand it's a slightly double edged for me because it brings politics into the equation. We've never spent enough on the NHS. Everyone says it's a bottomless pit, but it's absolute nonsense, if it costs us more then it's never bothered me. I feel very strongly about that

Concern that we have been manipulated

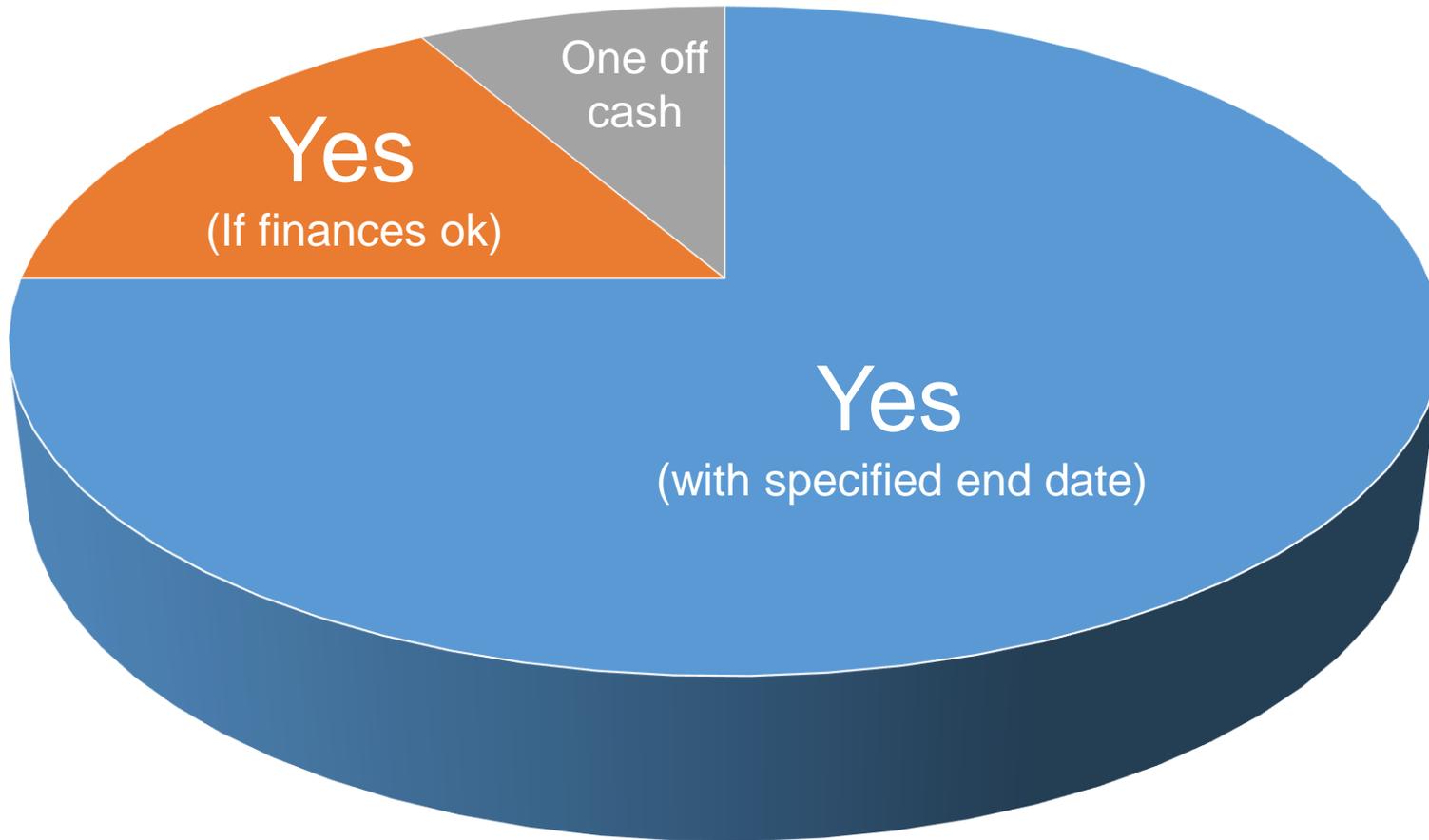
*I find it a bit – suddenly all these things on the bandwagon, if he should have been an honorary Colonel at the time then you should have made him one at the time. **Then everybody jumped on it for their own devices.***

*Tom Moore – I thought really he's raised enough money. I admire the guy don't get me wrong. **The press jumped on top of it to raise everyone's spirits.***

*Tom Moore – I thought it was great. I don't know, looking cynically back if **it was engineered.***



Temporary increase to monthly gift?



With need for control increasing

- This isn't the upgrade '*trick*'
- Honest and authentic
- Justifiable
- No sense of constraint

*“If they said what we’re asking for is an increase for a set amount of time...then automatically we will revert it back to whatever...we can get on board with that. **You can say it’s a bit tough, it’s only three months. But if it helps that charity then I’m willing to give it a go.**”*

***That would appeal to me greatly** because when you watch some of the programmes like Inspector Morse, it’s full of ads for <charity> and they say text now for 3 months and pay recurring. But if they said, ‘we are in trouble, but can you give an extra 20 for 3 months, then it won’t continue, that would be appealing.
And you don’t have to go through the embarrassment of calling up.”*

Are people being asked too much?

NOPE!

- People still think it is odd that just a few charities are asking for help.
 - If you don't ask, then you don't need the money.
- People claim to be giving more to smaller charities - with many people saying they are giving slightly less to large charities.

Are people being asked for help?

*I think charities could be more **upfront** about that. Why now? What has changed for the charity as a result of what's going on economically? that would help. (Tell me) where the money would have most effect.*

*I would have predicted it more from the organisations work with the homeless, and now it will get worse with more poverty... **I don't think (I head from them).***

What's going to happen? Someone said they put people up in hotels, so great, but then what?

How about events and volunteering?

- No one chomping at the bit to do their own. Some people worried about safety. No sense of a social norm.
- People found other ways of helping during the crisis and now it's calmed down. Charities need to insert themselves into people's lives.
- Say hello, remind people of how they can help. Invent ways! Be the vehicle before another one appears and usurps charities again!
- Furloughed volunteers.
- People want to see a local difference. A hospice or local care team is the best placed of everyone to press those buttons meet those donor needs.
- Charities who usually make money via community fundraising need to say what they would have raised normally – and explain what is needed to resolve the impact on beneficiaries.

How about events and volunteering?

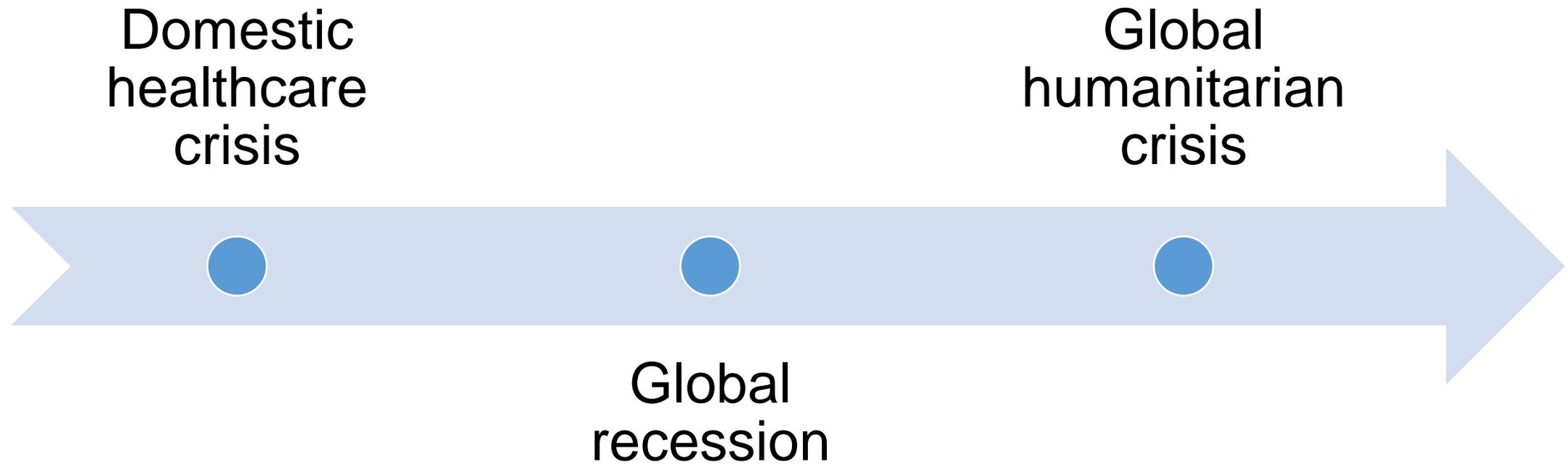
*“They should say **this is what we need to do our work this year**, and we don’t have the cash because of the situation, and there you go”*

*The Peace Hospice are a couple of million down and get only about 25% of their running costs from the NHS. **I think you’ve got to be realistic and truthful about it.** Rather than just a general letter, say, ‘Do you realise it costs this much a day to look after someone?, we have four months care left.’”*

What impact will the economic storm have?



Predicted timeline



Recession doesn't hit everyone

Giving intentions were underpinned by perceptions of financial security.

Over half said that they intended to give more than pre-recession.

But those who were hit...

Give less to
everyone

Favoured those
who suffer most

Second prompt

Favourite charities would be favoured

=

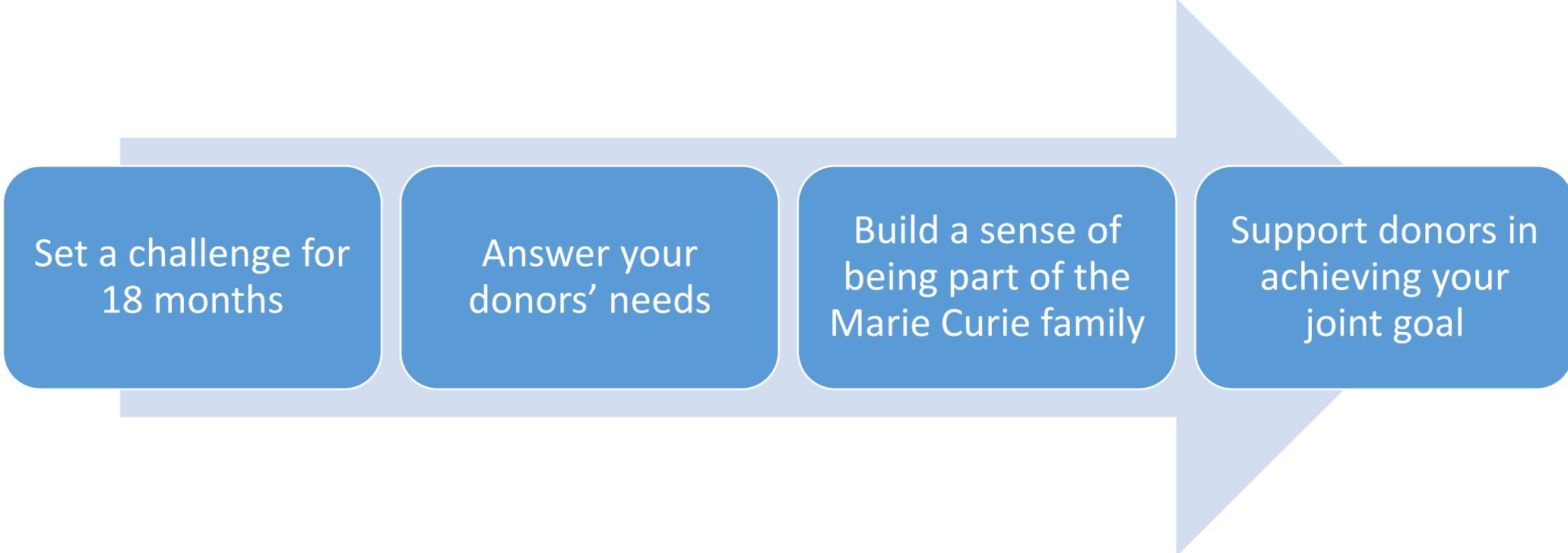
Where there is a connection, where they feel valued

Have you got the right case for support?

- Why you need my help now?
- How does it answer my needs?

Time for a grown-up conversation

It's time for leadership



Set a challenge for
18 months

Answer your
donors' needs

Build a sense of
being part of the
Marie Curie family

Support donors in
achieving your
joint goal

A valued member of a
valued group

I'm supporting
Marie Curie Nurses



Marie
Curie

Care and support
through terminal illness

Full research available at queerideas.co.uk

