



## **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

**Tuesday 7 April 2020**

## **Chicken Soup for the Fundraiser's Soul**

Session 3: "The view from London: an international perspective on  
COVID-19 from one of the world's leading fundraising experts"

**Facilitated by Lawrence Jackson**

**CATALYST  
MANAGEMENT**

# Thanks to our event partners



The Professional Body for Australian Fundraising



THE FUNDING NETWORK  
AUSTRALIA





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Guest Presenter:  
Mark Phillips  
Blue Frog Fundraising,  
London





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# Panelists

Associate Professor Wendy Scaife

Director of Centre QUT Business School,  
Accountancy, Aus. Centre for  
Philanthropy Nonprofit Studies



Katherine Raskob

Chief Executive Officer of  
Fundraising Institute  
Australia





A photograph of a weathered, light-colored wall. At the top, a black rectangular street sign with white text reads 'MONTPELIER TERRACE'. Below the sign, the words 'Stay Home' are written in large, black, cursive script. To the left of the wall, a person is walking, their figure blurred by motion. They are wearing a dark jacket and light-colored trousers. To the right of the wall, there is a dark green hedge. The ground in the foreground is paved with grey and reddish-brown tiles.

MONTPELIER TERRACE

Stay Home

Fundraising during the Coronavirus Crisis  
What do donors want and need?

Mark@bluefroglondon.com  
queerideas.co.uk



# Methodology

- Conversations on phone with donors
- Up to an hour in length
- Started 9th March – ongoing
- Randomised age spread
- Mix of men and women





I'm invincible.  
This won't affect me.



I've got the kids and  
parents to look after.



I've seen this before.  
It's just another thing.



## Thoughts

This is happening in China!

Realisation that this could be serious.

I need to take control – GET MORE TOILET ROLL!

I'm safe at home though I can see others sacrificing. But I don't want to catch the virus

## Role of Charity

Why are you asking about Coronavirus?

Coronavirus is an issue but I've not thought about charity

Charities are part of the solution to the Coronavirus. Can I volunteer?

I've not been asked but I'm stuck at home. I want to do my part by giving

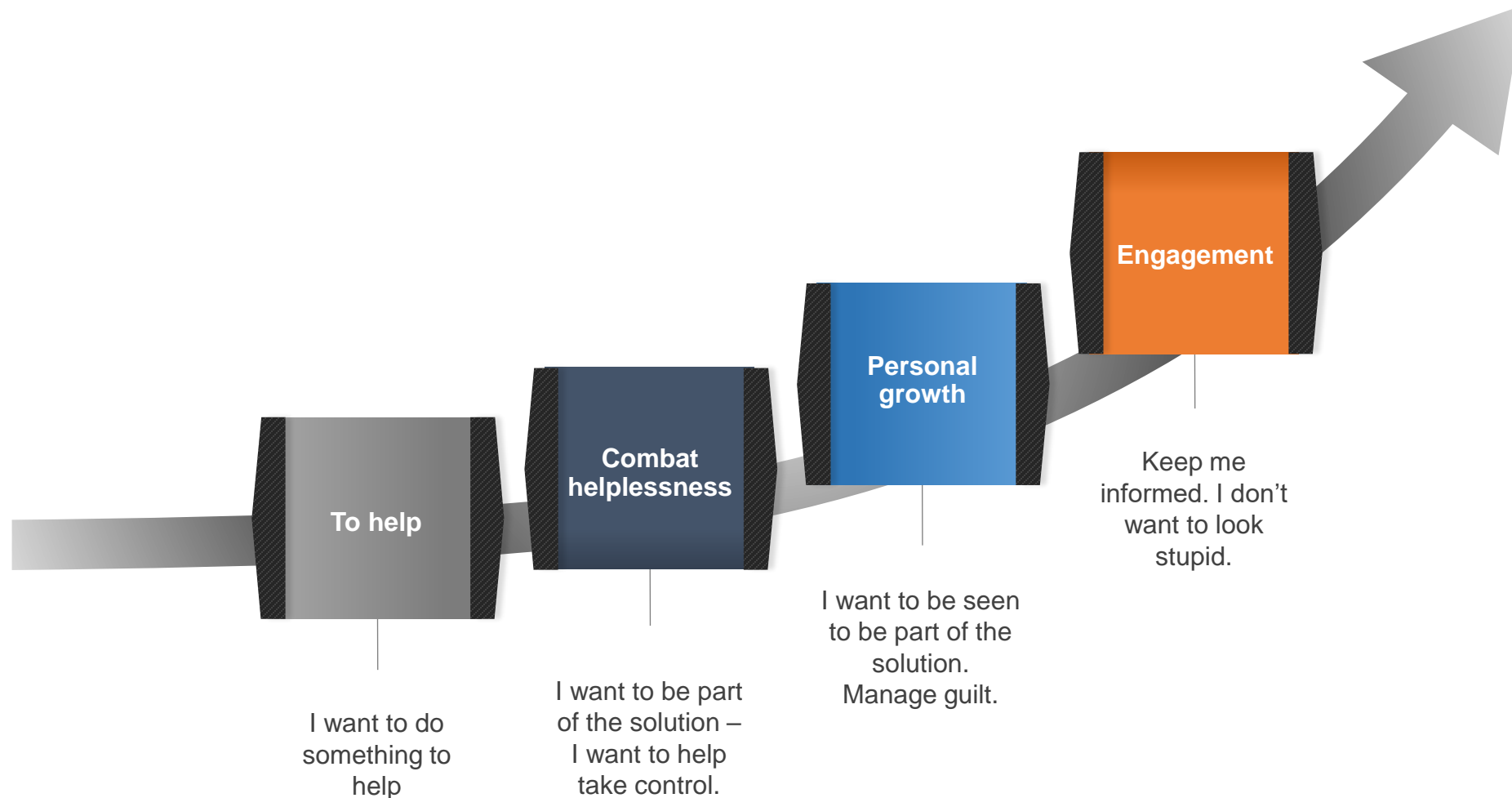
Up until the 13th

14 – 23

24 - 28

29th - today

# Coronavirus need states



# Why you should ask

- Unless you ask, people won't think you need help.
- Those who are secure financially will give to trusted, favoured charities *"Why would I stop?"*
- Those who are secure financially will give more to tackle the pandemic. Front of mind:
  - Medical charities – take pressure off health service
  - Elderly people
  - Children who are vulnerable or from poor / dysfunctional homes
  - Developing treatments



# How to be relevant

- How beneficiaries are impacted
- How your charity has been impacted
- Don't forget to talk about staff and what they are doing
- Avoid disingenuous references
- Build trust - demonstrate authenticity and human emotions
- This is as much about WE as it is YOU – build a community!

Cold

Coronavirus & Refugees: Emergency Bulletin No.1

# HELP UNHCR REACH THE MOST VULNERABLE

Refugees and the host communities around them need your support now. Many refugees already live in cramped, overcrowded conditions, often with very limited access to healthcare or clean water. In many locations, generations of the same family share a single room. Self-isolation is near impossible. UNHCR, the UN Refugee Agency, teams are on the ground in multiple locations, doing everything we can to help the most vulnerable, working with national governments and local partners on preparations to protect people from coronavirus and limit the spread.

## WHAT UNHCR IS DOING NOW

At the time of writing, 79 refugee-hosting countries have reported local transmission of coronavirus. They include:

**Bangladesh** – In Cox's Bazar, where 855,000 Rohingya refugees live side-by-side, the first local case has just been confirmed. UNHCR is currently training community health staff, increasing the number of hand-washing facilities and undertaking a mass public education campaign.

**Sudan** – UNHCR has distributed soap to 260,000 refugees and displaced people, while also providing handwashing stations and water tanks. We are currently developing a refugee-specific preparedness and response plan to prevent and slow down infection.

**Syria** – First local cases confirmed. After nine years of war, the health system is in disarray. UNHCR is supporting 14 Primary Health Centres for displaced families, distributing basic items and stepping up education and awareness-raising campaigns.

## YOU CAN HELP FIGHT THE THREAT OF CORONAVIRUS IN REFUGEE SETTLEMENTS

This crisis has turned life in the world's wealthiest countries, like our own, on its head. It is now reaching warzones and countries where there are already humanitarian emergencies. Refugee communities are amongst the most at risk and least able to access healthcare or to isolate.

UNHCR is determined to help every refugee we can, wherever they live, but we do not currently have funding to reach them on the scale needed. By supporting this appeal today you can help UNHCR airlift aid materials to countries in need, distribute soap, masks and protective equipment, increase hand-washing facilities and establish quarantine and isolation arrangements in camps. This is a huge challenge, but with your support we can limit the spread and save lives.

**£78 COULD PAY FOR LIFESAVING SOAP SUPPLIES FOR 50 REFUGEE FAMILIES.**

GIVE NOW TO SAVE LIVES AT

**unhcr.org/stopthespread**

Call 0800 029 3883, or fill in and return the form below.

Post to: **Freepost UNHCR**. You do not need a stamp.

Please accept my gift of: ☐ £78 ☐ £156 ☐ £234 ☐ Other £

Please debit my: ☐ Visa ☐ MasterCard ☐ Maestro

Card no.

Valid from

Expiry date

Issue number

Moestro only

Signature

Date

Moestro only

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Moestro only

Moestro only

Moestro only

Moestro only

Moestro only

Moestro only

Moestro only

Moestro only

Title First name

Last name

Address

Postcode

Email

Phone

Please tell us if you are happy to hear about UNHCR's work: ☐ By email ☐ By phone

Your donation will directly fund UNHCR's coronavirus response.

Please follow Government isolation and distancing guidelines if posting.

UNHCR The UN Refugee Agency

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We want you involved beyond this appeal

We are sharing what we know

You can be part of the solution

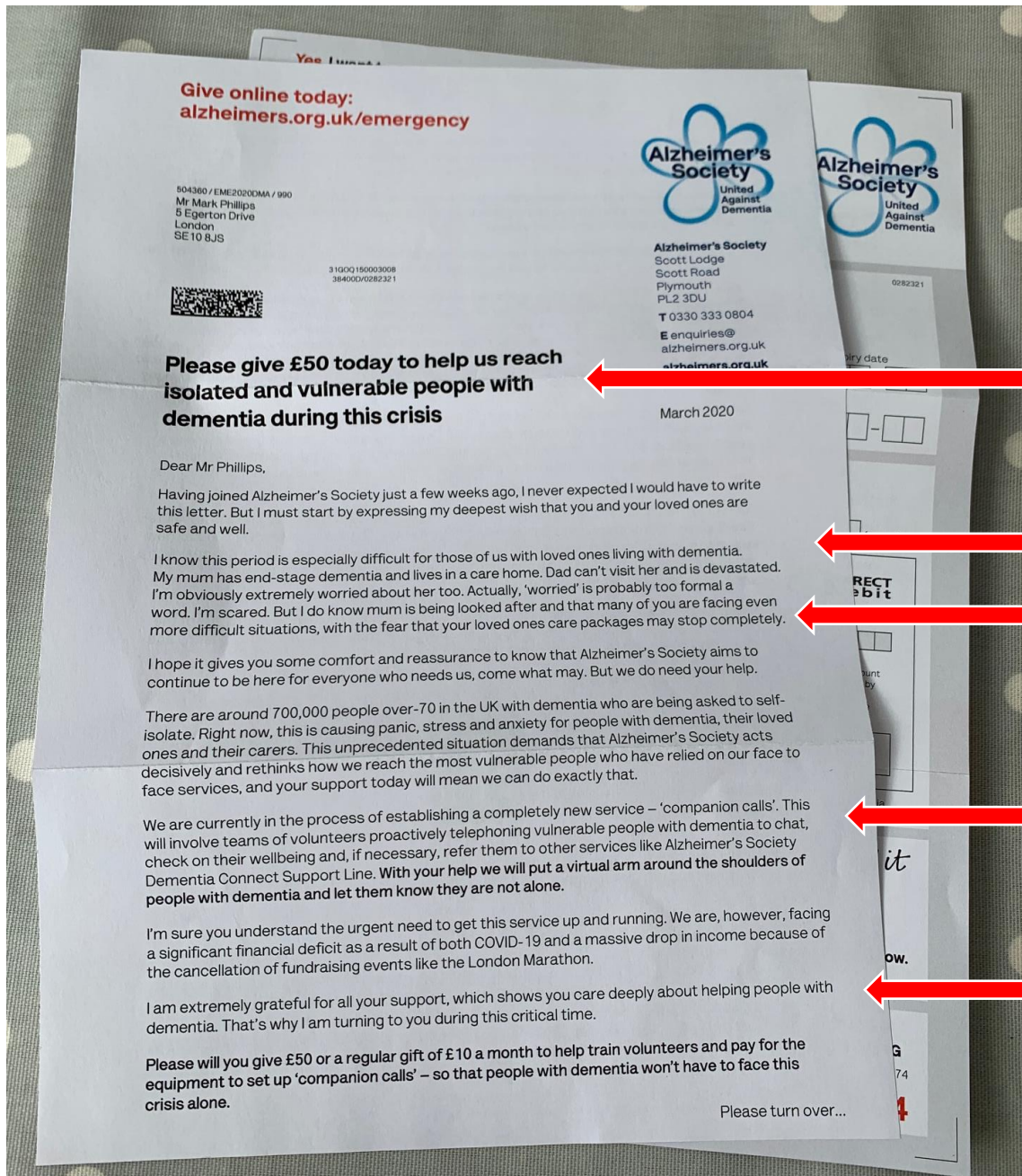
This is what you can do

Average gift = £110 (\$220)

ROI – 1.44

Keep to the rules

# Warm



What we need you to do

We are part of the same community

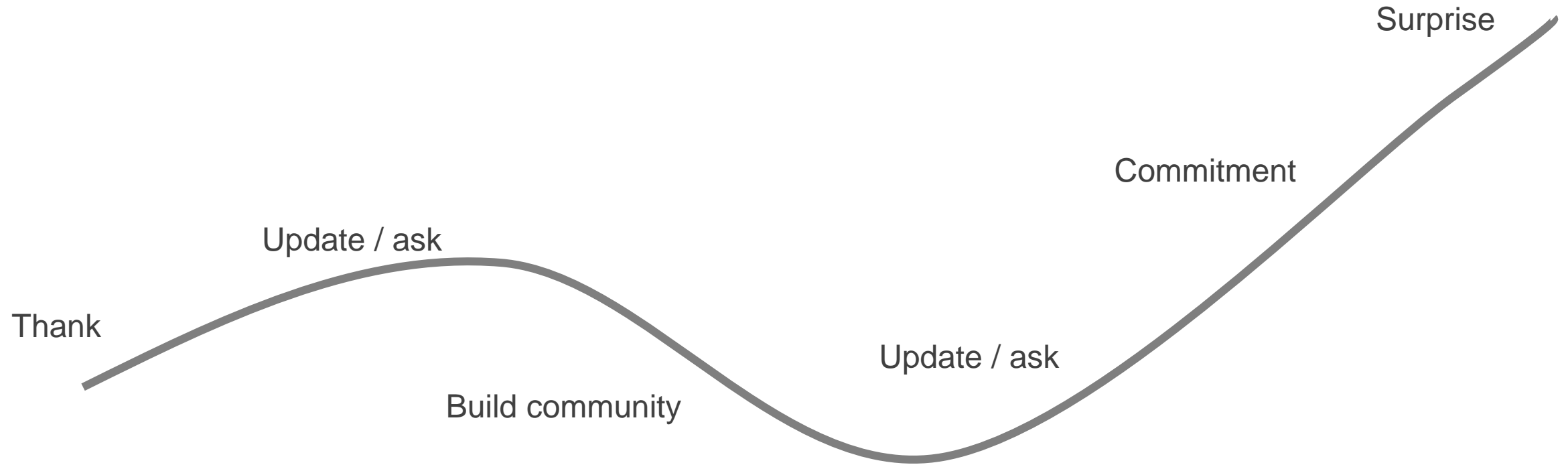
We are like you – Scared!

This is what we can do with your help

You can take control



# Build a three-month engagement cycle



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