

PHILANTHROCRAT

User Group for Fundraising, Social Marketing & CSR Professionals



Chicken Soup for the Fundraiser's Soul

Virtual support group for clients, associates & friends





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 8: "The view from London Part 2: an international perspective on COVID-19 from one of the world's leading fundraising experts"

Facilitated by Lawrence Jackson



Thanks to our event partners







The Professional Body for Australian Fundraising

















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

Guest Presenter:
Mark Phillips
Blue Frog Fundraising,
London







PHILANTHROCRAT

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

Panelists

Charlotte Grimshaw
Director
Fundraising Research and
Consulting



Belinda Dimovski Director of Engagement and Support Australian Red Cross



David Knowles, Partner Head of Philanthropy & Social Capital Koda Capital





Fundraising during the time of Coronavirus

What do donors want and need? Part two of an ongoing study

Amber Nathan Head of Research

Mark Phillips CEO

@markyphillips queerideas.co.uk bluefroglondon.com

things@bluefroglondon.com

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.

At first



I'm a bit bored with all this now.



This is a stressful time. I'm exhausted.



I'm doing what's right.



Are some donors cutting back?

- Some supporters are genuinely frightened. They are cutting back and cancelling because they have to.
- Payment holidays are appreciated but they need to include 12 months+ options.
- DDs are being cancelled BUT peer to peer gifts are being made.
- Growing sense that least relevant and least in need will go first.
- Considered DD cancellations still to come as impact of the recession becomes understood!
- But most donors are still giving very generously

Who is doing what?

Personal Disposable Income

down up

Civic Core

pandemic

Giving behaviour prior to the

Middle

ground

Zero givers

Prioritisation of giving to C-19, emergency or most valued charities. Temporary cutbacks possible to DD. Possible increase of peer to peer giving.

Cutbacks to least valued / non C-19 charities. Higher DD cancellation rates. Possible increase of peer to peer giving.

Unlikely to give directly. Possible peer to peer giving.

Social norming of giving is likely to have positive influence on giving – particularly peer to peer, C-19 causes.

Giving more to more

charities – particularly C-19 causes and peer to peer

asks.

Less likely to give / may give less

Likely to give more



Front of mind

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

Thoughts about helping

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 – early April

Front of mind

This is going to have an economic impact beyond the disease.

> "If that charity goes under, the staff can go and work for the other charity up the road."

Thoughts about helping

It's the work that is important, not individual charities

Early April to 10th

11 – 21

22nd - today

Front of mind

This is going to have an economic impact beyond the disease. I'm thinking much more about what is good and bad. I want to be seen as good. Information overload. Things are very different and our personal rules and systems for work and life need to reflect this. I now feel more sense of control.

Thoughts about helping

It's the work that is important, not individual charities

Philanthropy has moved to the foreground. 'I am giving more - and so are my friends.' The way I organize my giving might need to change.

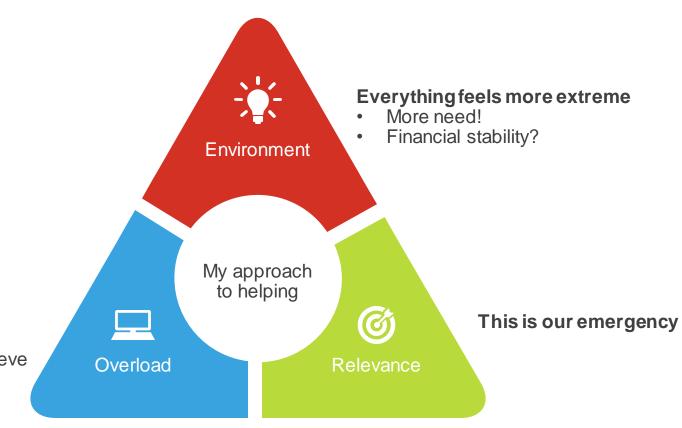
'I'm starting to think about switching charities.'

Early April to 10th

11 - 21

22nd - today

Three key forces



More information and emotions to manage

Driving the need to achieve resolution.

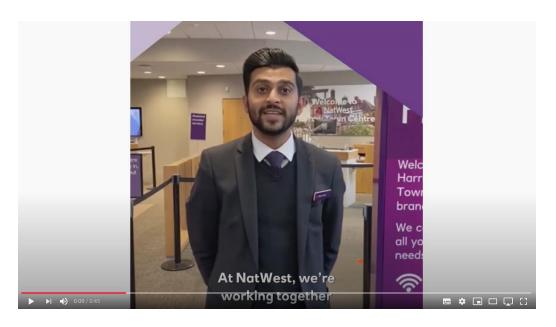
Most charities were very slow

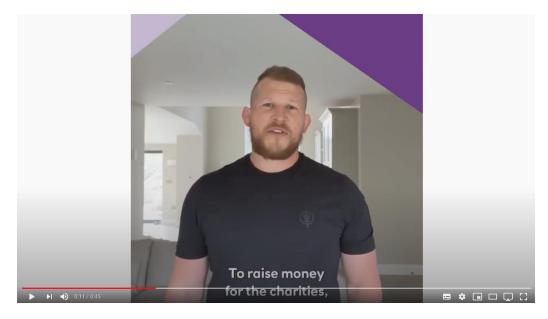
- Appeals were pulled
- Asks were not made
- Most appeals people have seen are digital younger target audience
- Few charities asked their most valuable donors
- Some evidence people are giving to new charities because they have offered the chance to 'do something'
- More appeals have been seen over the last few weeks
 - But these are not necessarily from charities

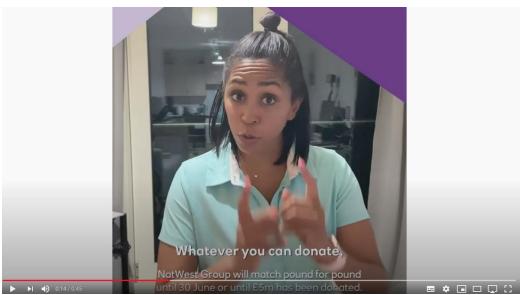


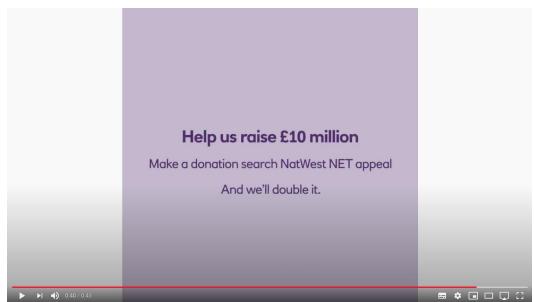
The return of the citizen fundraiser

- The need to do something to engage with the fight of the virus was very powerful.
- Charities left a vacuum, which donors filled themselves.
- Fundraising or sponsoring friends or even philanthropic celebrities allows people to join a community.
- It is not political, easy and doesn't require much thought.
- No one knows where the money will go and few people care.
- NHS is a an attractive but very broad target. Any relevant charity could take this position.









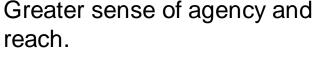
Beneficiaries – not the brand

Being small is not a reason for support in itself.

Work matters. Not the organization.

Closure not seen an important issue unless service will be lost to a specific and relevant group – care home.





Make it clear you need help to fund work – not just to fund the organization.





"If it's a hospice and it could close or something that is just awful so, I get that. But there are so many charities who do the same thing. They should be coming together now. This is the time, so I don't think people will react well and give just because you are facing closure."

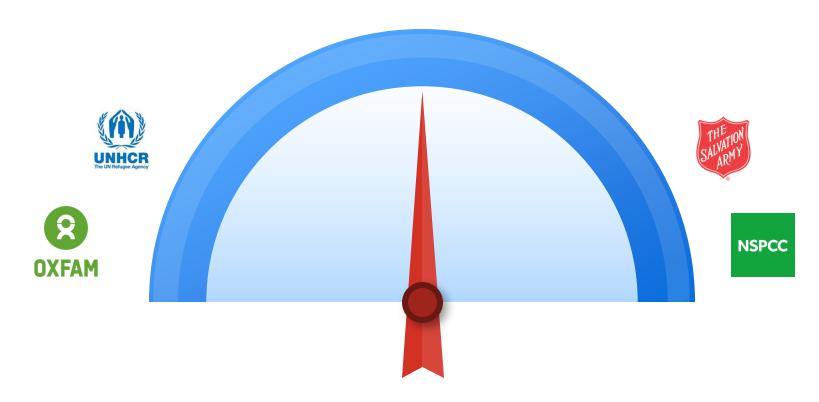
"They sent an emergency appeal. I don't want them to fail, but I'm well aware if I throw them 40 quid that's not going to save them. I know every penny ads up but is my help going to be any help if they are going to go under anyway?"

New rules for support

- For many this is the first time they have been motivated to think about this area of their behaviour and/or values for a long time
- This depends on underlying motives
 - I don't need to stick to my 'normal' charities as they are not relevant
 - · My favourites are now the 'underdogs' so I can give them more
 - Arts, culture will soon see a bounce (celebrity driven)
 - I need to focus on who is making the most effective change
 - I need to support popular causes
 - What are other people doing?
- Giving (and asking) is good



Coronavirus is reinforcing attitudes



International

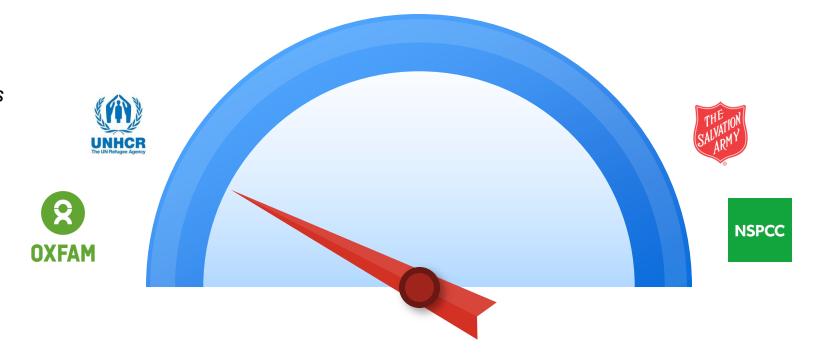
What matters is helping people without our level of wealth.

Home

It's what is needed here that matters most.

Coronavirus is reinforcing attitudes

"I think there are enough resources in this country."



International

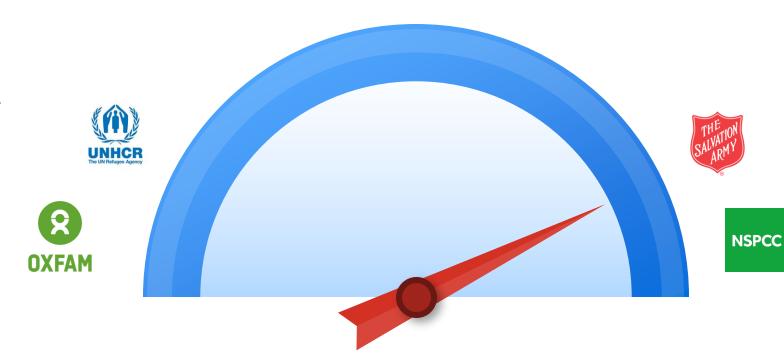
What matters is helping people without our level of wealth.

Home

It's what is needed here that matters most.

Coronavirus is reinforcing attitudes

"I think there are enough resources in this country."



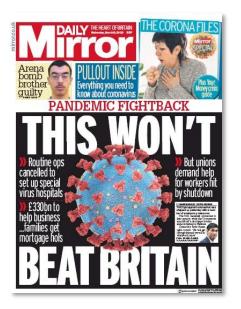
"I'm seeing the same ads for sending money abroad for 20 years and it doesn't seem to have changed anything."

International

What matters is helping people without our level of wealth.

Home

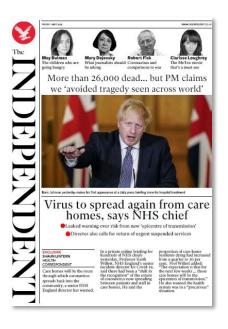
It's what is needed here that matters most.

















Considered uncertainty

- Things are changing so quickly that you don't know what is happening.
- We know that things will become worse, but we do not know when or to what extent.
- It is good to say, 'We don't know, but this is what we are doing...'
- Focus on empathy, relevance and your work that donors value most at this time.
- Innovation in service delivery is valued it demonstrates money is being used well.

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 UNHER IS DOING NOW

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

See this newspaper next week for an update on UNHCR's response.

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 – <u>First local cases confirmed</u>. 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 the least able to a

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.

unhcr.org/stopthespread

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

other events. You can read more about how we use your data in our Privacy Policy www.unher.org/uk/privacy-policy

You can got out of any communications at any time by emailing supportercare #unhcr.org or by calling 0800 029 388;

Post to: Freepost UNHCR. You do not need a stamp.	Title First name
Please accept my gift of: £78 £156 £234 Other £	Last name
Please debit my: Visa MasterCard Maestro	Address
Card no. Moestro only	Postcode
Valid from Expiry date Issue number	Email
I Maestro only	Phone
Signature Date	Please tell us if you are happy to hear about UNHCR's work: U By email UBy phone
/ /	Your donation will directly fund UNHCR's (In) UNHCR
I enclose a cheque or postal order made payable to UNHCR (Currently CAF cheques cannot be accepted)	directly fund UNHCR's coronavirus response. The UN Refugee Agenci

Please follow Government isolation and distancing guidelines if posting.

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

Keep to the rules

Coronavirus & Refugees: Emergency Bulletin No.1

HELP UNHCR REACH THE MOST VULNERABLE

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

See this newspaper next week for an update on UNHCR's response

Bangladesh - In Cox's Bazar, where 855,000 Rohingva 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

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 nere are already humanitarian emergencies. Refugee communities are amongst the most at risk and least able to access healthcare or

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

£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.	Title First name
Please accept my gift of: \$\infty\$ \$\frac{\circ}{\circ}\$ \$\c	Last name
Please debit my: Visa MasterCard Maestro	Address
Card no. Moestro only Valid from Expiry date Issue number	Postcode Email Phone
Signature Date	Please tell us if you are happy to hear about UNHCR's work: By email By pho
, ,	Your donation will directly fund UNHCR's WN UNHCI
I enclose a cheque or postal order made payable to UNHCR (Curently CAF cheques cannot be accepted) Re will use your details to process your denation and to keep you up to date with our work, fundations activities and	coronavirus response. The UN Refugee Ager
we will use your details to process your consistion and to keep you up to date with our work, fundatising activities and other events. You can read more about how we use your clate in our Privacy Policy www.unher.ore/ak/onlivey-policy.	Manual fall of the control of the co

Coronavirus & Refugees: Emergency Bulletin No.2

ACT NOW TO SAVE REFUGEES' LIV

coronavirus now in nearly every country, refugee families living side-by-side in overcrowded settlements remain at grav risk. Many have no direct access to soap or water, no means of isolating themselves, no hope of seeing a doctor nearby should they fall ill. Protecting ourselves from coronavirus in the UK is hard enough, in countries where there are already humanitarian gencies, it is harder still. The next few days are critical, UNHCR is determined to help every refugee, but we do not currently have funding to do so. With your support we can slow the spread with measures like installing handwashing stations, establishing quarantine and isolation arrangements and training health workers. It is not too late to save lives, but we must act NOW.

WHERE YOUR SUPPORT IS NEEDED

Countries where UNHCR, the UN Refugee Agency, needs more resources to step up preventative

Check back next Saturday for further undates

Afghanistan - The spread of the virus in neighbouring Iran has seen tens of thousands of frightened refugees return home, putting intense strain on the fragile health system. UNHCR teams are at the border and transit points providing handwashing stations and sanitation facilities.

The Democratic Republic of the Congo (DRC) - Soap distributions are taking place and handwashing stations are being installed in refugee camps. Isolation facilities that helped to tackle last year's Ebola outbreak are being repurposed.

Syria and neighbouring countries - Coronavirus has now been confirmed in countries hosting over 5 million Syrian refugees: Jordan, Lebanon, Iraq and Turkey. UNHCR is working with governments to train health workers, expand intensive care hospital provision and establish isolation procedures

YOU CAN HELP PROTECT REFUGEES FROM CORONAVIRUS

Last Saturday, scores of Guardian readers responded to UNHCR's first Emergency Bulletin with lifesaving donations. Thank You. With coronavirus now hitting even more countries. we urgently need your support. You could help by giving £84 to fund handwashing stations. Where refugees don't have access to running water in their shelters, the soap

£84 COULD HELP PAY FOR LIFESAVING HANDWASHING STATIONS IN REFUGEE CAMPS

UNHCR Is prov

unhcr.org/stopthespread

Please accept my gift of: \$\infty\$ £84 \$\infty\$ £168 \$\infty\$ £252 \$\infty\$ Other £_____ Please debit my: Visa MasterCard Maestro Card no. Expiry date Issue numb

I enclose a cheque or postal order made payable to UNHCR currenty CAF cheques carrot be

Title FISCISHIE	
Last name	
Address	
	Postcode
Email	T OSILOVE
Phone	
Please tell us if you are happy to hear	about UNHCR's work: By email By pho
Your donation will directly fund UNHCR's coronavirus response.	UNHCF

Coronavirus & Refugees: Emergency Bulletin No.3

HELP ROHINGYA REFUGEES FIGHT CORONAVIRUS

UNHCR teams in race against time to prepare for 'Day X'

As you read this, UNHCR teams are working round-the-clock to prepare for what aid workers in some countries are calling 'Day X': the day the first coronavirus case is confirmed in a refugee camp.

Cox's Bazar, Bangladesh, is home to over 800,000 Rohingya men, women and children who fled neighbouring Myanmar in fear of their lives. The number of people per square kilometre is 46,000 - in London it's 5,590. Families live in tiny makeshift shelters and share water taps and toilets. Social distancing and elf-isolation are a huge challenge. When 'Day X' comes, just one single case of coronavirus could quickly lead to catastrophe.

There are as yet, thankfully, no confirmed cases of Rohingya refugees with coronavirus - but there are 1,572 confirmed cases in Bangladesh, with 60 deaths.

UNHCR, the UN Refugee Agency, needs your support to work with our partners to take urgent protective measures including: improving access to water and sanitation, training health orkers and establishing social distancing. Crucially, we're also aiming to build a series of Isolation and Treatment Centres. to initially provide 1,000 desperately-needed hospital beds. The construction of the first Centre has begun, but we urgently need funding to provide the full 1,000 beds.



- which is very durable
- this Centre will have 150 beds. There are currently only 350 hospital beds for the entire population.

YOU CAN HELP PREVENT A CATASTROPHE AMONGST REFUGEES

This is a race against time. If we do not take urgent action now, thousands of lives could be lost. But this is not inevitable. With your help today, we can build new Centres and save lives. Thank you to Guardian readers who have already supported UNHCR

£86 COULD HELP BUILD ISOLATION AND TREATMENT CENTRES FOR ROHINGYA REFUGEES.

Check back next Saturday for updates.

work: By email By phon UNHCR

GIVE NOW TO SAVE LIVES AT unhcr.org/stopthespread

can occo ozo ozos, or an ar and retain the form ber	
	Title First name
Post to: Freepost UNHCR. You do not need a stamp.	
Please accept my gift of: £86 £172 £258 Other £	Last name
Please debit my: Visa MasterCard Maestro	Address
Card no. Moestro only	Postcode
Valid from Expiry date Issue number	Email
CD / CD Moestro any	Phone
Signature Date	Please tell us if you are happy to hear about UNHCR's work: By email
organical of the control of the cont	Your donation will directly fund UNHCR's
I enclose a cheque or postal order made payable to UNHCR (Currently CAF cheques connect be accepted	coronavirus response. The UN Refug
We will use your details to process your clonation and to keep you up to date with our work, fundaising activities and other awards. You can read more about how we use your data in our Privacy Policy www.unihor.org/uk/privacy-policy.	Please follow Government isolation and distancing guidelines if posting.

PROTECT REFUGEES



MAY 2020



WILL YOU HELP FIGHT CORONAVIRUS IN SOME OF THE MOST OVERCROWDED PLACES ON EARTH?

By Astrid van Genderen Stort UNHCR Chief of Emergencies PSP



In Europe, coronavirus has aimed tens of thousands nd affected eve

hitting warzones and countries where there are already humanitarian emergencies.

The majority of the world's displaced people live in those countries. Many don't have access to clean water to wash their hands, let alone sanitiser. They have limited access of refugees lives to health services should they need and sanitation treatment. And many are already struggling to survive in overcrowded settlements. where generations of the

mily live in a single room ether. Self-isolation and dis cing are near

ne UN Refugee needs your support the decisive action can help prevent a catastrophic loss of life

Please give £84 to help pay for an emergency handwashing station in a refugee camp - giving people the vital ability to protect themselves and their loved ones.

This is a race against time. Just as the UK was a few weeks behind Italy and Spain in seeing a rise in infections and deaths from the

virus, so many of the countries with large refugee populations are a

few weeks behind us.

Right now, UNHCR teams are on the ground, working with national governments and local partners to limit the spread. On page 2 we report from Bangladesh, where over 800,000 Rohingya refugees are preparing not only for coronavirus, but also the deadly monsoon season. On page 4 you can read about UNHCR's critical preparations to protect refugees from Syria and the Sahel, two of the gravest humanitarian

We need your help to continue to airlift aid materials to countries in need, distribute soap, masks and protective equipment, establish quarantine and isolation arrangements and train health workers.

emergencies in the world.

To date during this crisis, a total of 6.4 million masks, 850,000 gowns, 3,600

oxygen concentrators and 640 ventilators have been delivered by UNHCR to 25 countries. But we need to do much more. Providing emergency handwashing stations. amongst many other things, is crucial - it will give vulnerable and impoverished refugees the critical ability to protect themselves.

This crisis requires the best of all of us. It requires decisive action, fuelled by our common humanity, our solidarity and our compassion. With your help we can prevent the virus from decimating refugee communities. Together, we can save lives.

Please give now

Nisit unhcr.org/fightcovid19 Fill in the form on page 3 Call 0800 029 3883

UNHCR, the UN Refugee Agency, is a global organisation dedicated to saving lives, protecting rights and building a better future for refugees, forcibly

HELP ROHINGYA REFUGEES FIGHT CORONAVIRUS



ox's Bazar, Bangladesh, is home to over 800,000 Rohingya men, women and children who fled neighbouring Myanmar in fear of their lives. The number of people per square kilometre is 46,000 - in London it's 5,590. It's one of most overcrowded places on earth and just one single case of coronavirus could quickly lead to catastrophe.

At the time of writing there have been no confirmed cases amongst refugees, but there have been thousands in the Bangladeshi community, with the number growing fast. Rohingya refugee Saidul Hoque explains how people are dealing with the fear, uncertainty and lack of resources:

"We know everyone is facing difficulties due to the pandemic, even European countries with their strong economies and advanced treatment facilities. So you can imagine what

"We live in very small houses with too many people. Seven members of my family are sharing an 8x10 foot shelter. Everyone is asking us to maintain social distance, but how can we?

"To protect ourselves we need to wash our hands frequently, but we don't have enough water to meet our basic needs. We are all totally dependent on help from outside, because we are not able to protect ourselves from this virus."

As of April 2020 there were just 350 hospital beds for the entire population. With your support today we can build a eries of Isolation and Treatment Centres, to initially provide 1,000 desperately-needed hospital beds. The construction of the first Centre has just completed, but we urgently need funding to provide the full number of beds

£100 could help fund a bed in an Isolation and Treatment Centre. Please give what you can to help save Rohingya refugees' lives.

YOU CAN HELP **UNHCR REACH THE** MOST VULNERABLE

live. But we need your support. These are just some of the countries where a gift from you today could help save lives

Afghanistan: The spread of the virus in neighbouring return home, putting intense strain on the fragile health providing handwashing stations and sanitation facilities.

in refugee-hosting areas across the Aegean islands, where 35,000 refugees live in overcrowded sites.

Yemen: UNHCR is deeply concerned about people in a country where, after five years of war, the health system as been all but destroyed. We are currently working to distribute hygiene kits, train health workers, install pumping stations and improve water and sanitation infrastructure.

Venezuela: UNHCR is working with partners to improve access to clean water in medical facilities, help establish isolation procedures and provide basic hygiene items to families. Less than 1% of UNHCR funding comes from the United Nations. To make a decisive difference on the scale needed we depend on voluntary donations from people like you.

Please visit unhcr.org/fightcovid19, call 0800 029 3883, or fill in the form

YOU CAN HELP LIMIT THE SPREAD

faced challenges, and many of us have at times felt overwhelmed by so much suffering, yet can do little

By supporting UNHCR today, you make a difference in the fight millions of refugees around the themselves for the full impact of

and will be an act of solidarity with directly towards UNHCR's coronavirus protection work. Thank you.



Head of UK Fundraising, UNHCF



ive fill in and ret	urn this form, call 0800 029 3883 or visit unhcr.org/fightcovid19
1) Yes, I will give:	Esta to help instalt lifesoving handwoshing stations Esta to help provide five hygiene kits Esao to help provide three beds at an isolation and Treatment Centre OR My own choice of
	l enclose a cheque made payable to UNHCR (Currently CAF cheques connot be occepted) I would like to make a donation by debit/credit card
ease debit my:	□Visa □ MasterCard □ Maestro
ard no.	Maestro only
alid from	Expiry date - Issue no. Maestro only
gnature	Date / /
3) Your details:	Don't forget to fill your details in so we can say thank you.
Address:	
Address:	Postcode:
	Postcode:
Address: Telephone: Email:	

You can help refugees survive coronavirus. Fill in the form or visit unhcr.org/fightcovid19



Dear Mr Phillips,

Thank you so much for being with us during this tough time by supporting our coronavirus Emergency Appeal. I know Marie Curie Murses are incredibly grateful to have you by our side.

Your support has already made such a difference, helping us to adapt quickly. Our Information and Support Line is now open seven days a week with Marie Curie Hurses available over the phone. This is a huge comfort to so many families at this time. And of course our nurses are still providing their expert, compassionate care for people living with a terminal illness, in their homes and at our hospices. We look forward to sharing more updates in our next edition of by our side.

There are so many amazing frontline staff who are bravely working to help people through this scary time - from Marie Curie Nurses, to the cleaners, cooks, maintenance and support staff who keep our hospices running. I know that your generosity means so much to all of them.

Thank you so much for all you continue to do,

Matthew Reed Chief Executive PS You may like to stick this rainbow postcard in your window as an emblem of your support.

If you or someone you know would like to donate, visit: mariecurie.org.uk/emergency



Precycle

If undelivered please return to:

Marie Curie, Bumpers Way, Bumpers Farm, Chippenham, SN14 6NG

Marie Curie is a registered charity in England and Wales (207994) and Scotland (SC038731).

Registered as a company limited by guarantee in England & Wales (507597).

Registered Office: 89 Albert Embankment, London SE1 7TP. DM5924

WOLVES FACE MASKS

£8

PRE-ORDER NOW

ALL PROFITS TO NHS CHARITIES



Why you should ask

- Unless you ask, people won't think you need help.
- Many who are secure financially will give to trusted, favoured charities "Why would I stop?"
- BUT NOW there is a growing sense that budgets are being reallocated to releveant causes:
 - Medical charities take pressure off health service
 - Elderly people
 - Children who are vulnerable or from poor / dysfunctional homes
 - Developing treatments
 - International charities important to those that care
- Media will drive what is relevant moving forward.

How to be relevant

DO

- Show how beneficiaries (or the cause) are impacted
- Talk about staff and what they are doing
- Build trust demonstrate authenticity and human emotions
- This is as much about WE as it is YOU – build a community!

DON'T

- Make how the charity is suffering the central point of the appeal
- Be disingenuous or exaggerate your importance

Future planning



Domestic healthcare crisis



International humanitarian crisis
Global recession

Things that a charity wants to tell a donor

Things that a donor wants to hear from a charity

That our shops have been closed

That our budgets have been seriously hit

How you can support us

We can beat

Coronavirus

That our events have been cancelled

Our beneficiaries are in need

We have been forced to furlough staff

We've been in the news

Why we are needed more than ever

How you can find us on social media

About our brand

What you are doing with my money

This is not business as usual so we are changing our approach

Why I made the right decision to support you

Why you are still relevant

That you are still helping those in need

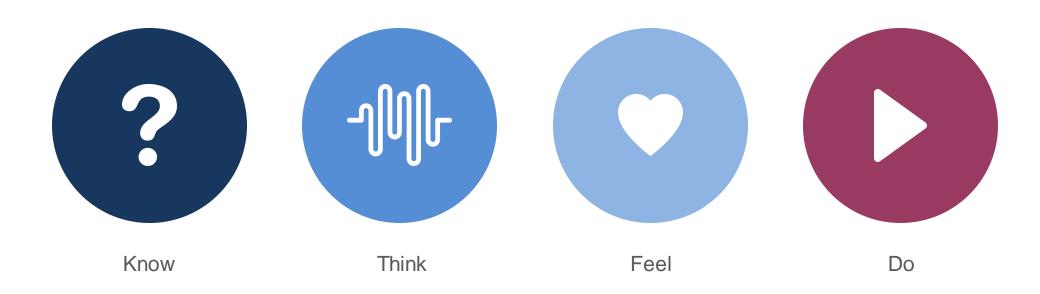
That you realise that I want to do and give you more

That you realise that or I may have to give less for a while

That you value and need me more than ever



Know, Think, Feel, Do



How I can mitigate the impact Coronavirus has had on something that I care about or value.

By giving to <charity>
I can be part of the solution to Coronavirus.

Powerful and valued.
I'm managing
uncertainty

Give as a means to protect ourselves and sustain others.



- Keep fundraising
- Keep relevant
- Keep giving people the chance to do good
- Keep answering your donor's needs
- Keep safe

@markyphillips queerideas.co.uk things@bluefroglondon.com