



## **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 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**

**CATALYST  
MANAGEMENT**

# Thanks to our event partners





**PHILANTHROCRAT**

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

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**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.

At first



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



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





I'm a bit bored with all  
this now.



This is a stressful time.  
I'm exhausted.



I'm doing what's right.

Now

# 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?

Giving behaviour prior to the pandemic

Civic Core

Middle ground

Zero givers

Personal Disposable Income	
down	up
Prioritisation of giving to C-19, emergency or most valued charities. Temporary cutbacks possible to DD. Possible increase of peer to peer giving.	Giving more to more charities – particularly C-19 causes and peer to peer asks.
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.



Likely to give more

Less likely to give / may give less





How we are helping is still changing



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.

Thoughts  
about helping

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

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

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.'*

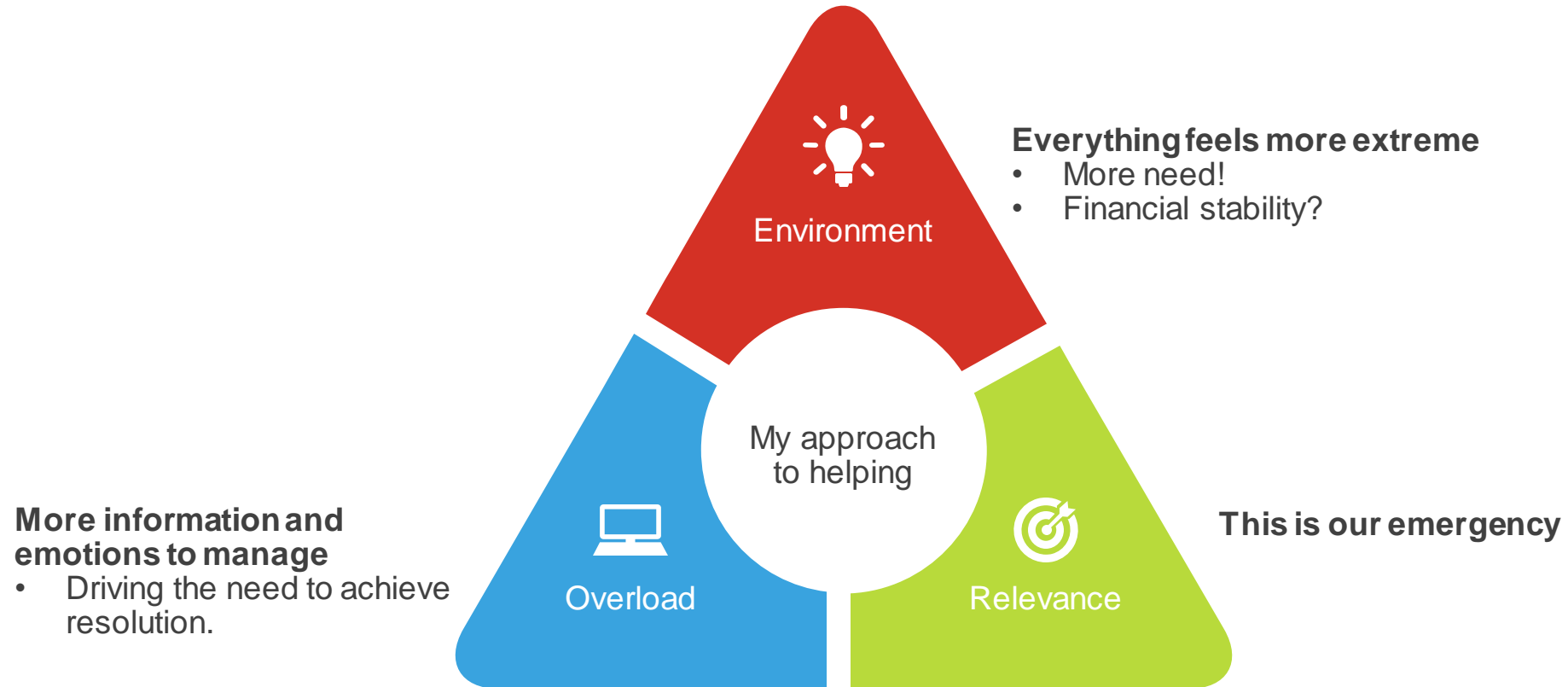
The way I organize my giving might need to change. *'I'm starting to think about switching charities.'*

Early April  
to 10th

11 – 21

22nd – today

# Three key forces





# Most charities were very slow

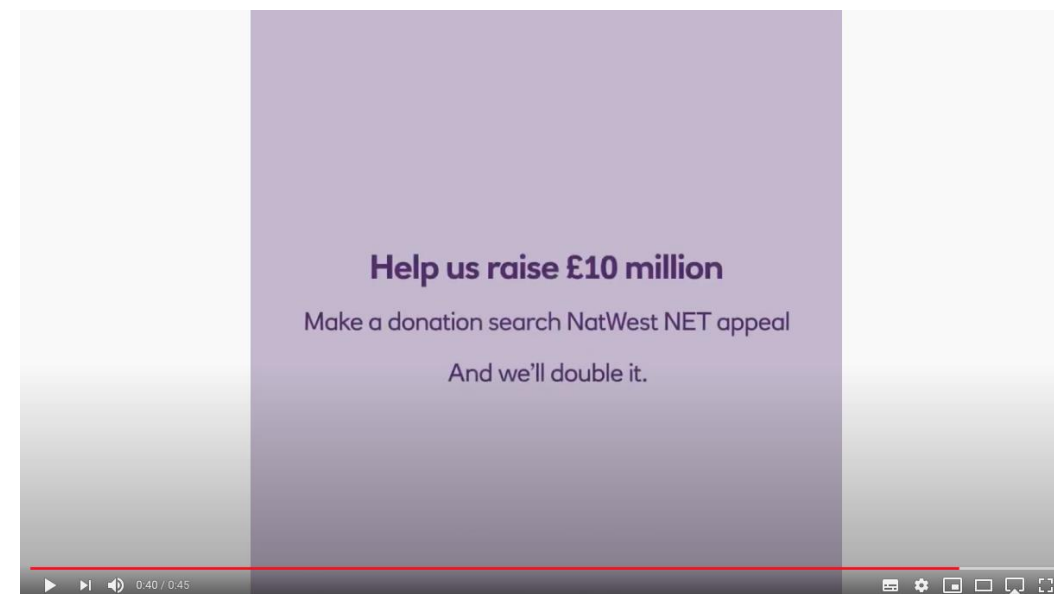
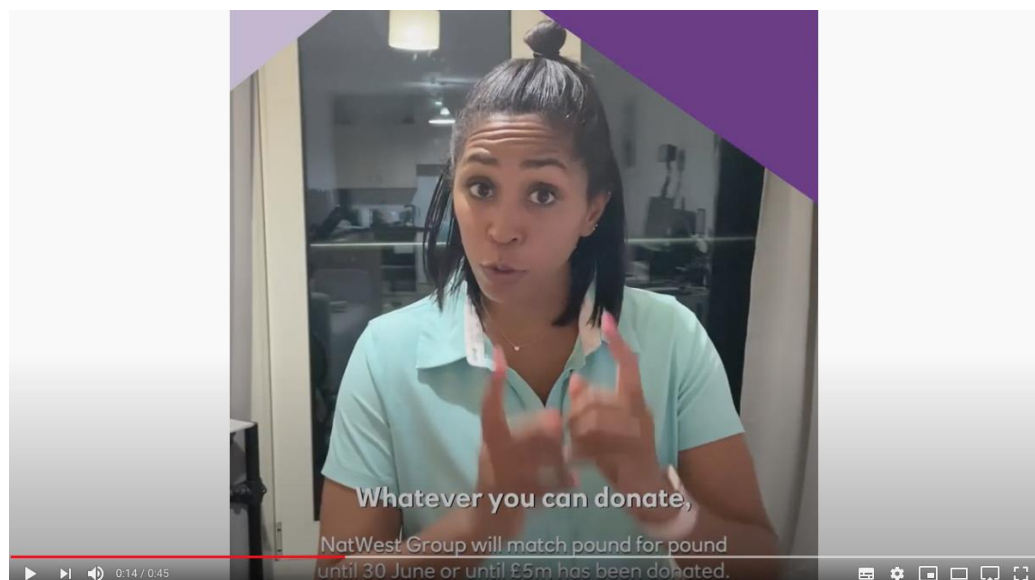
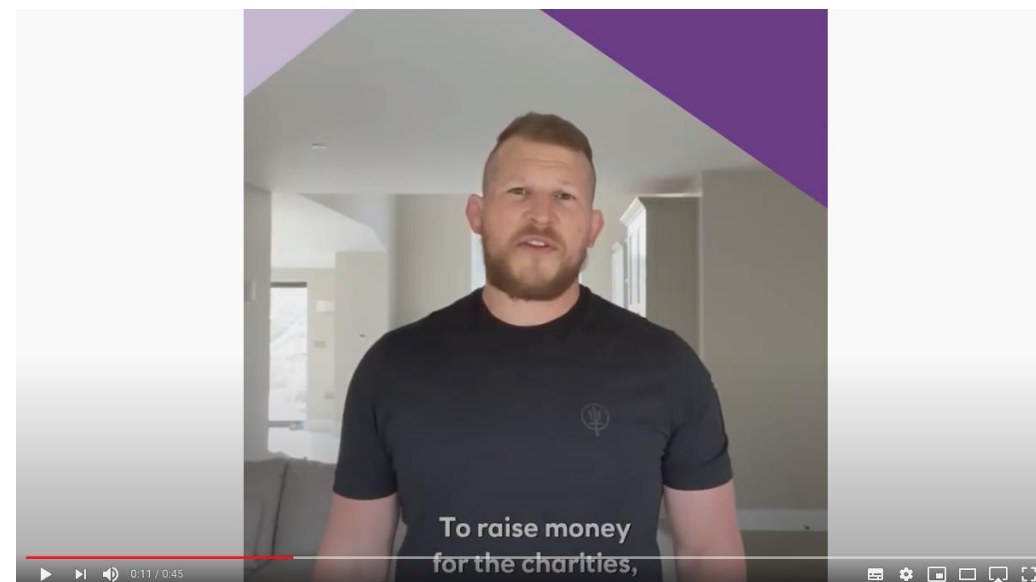
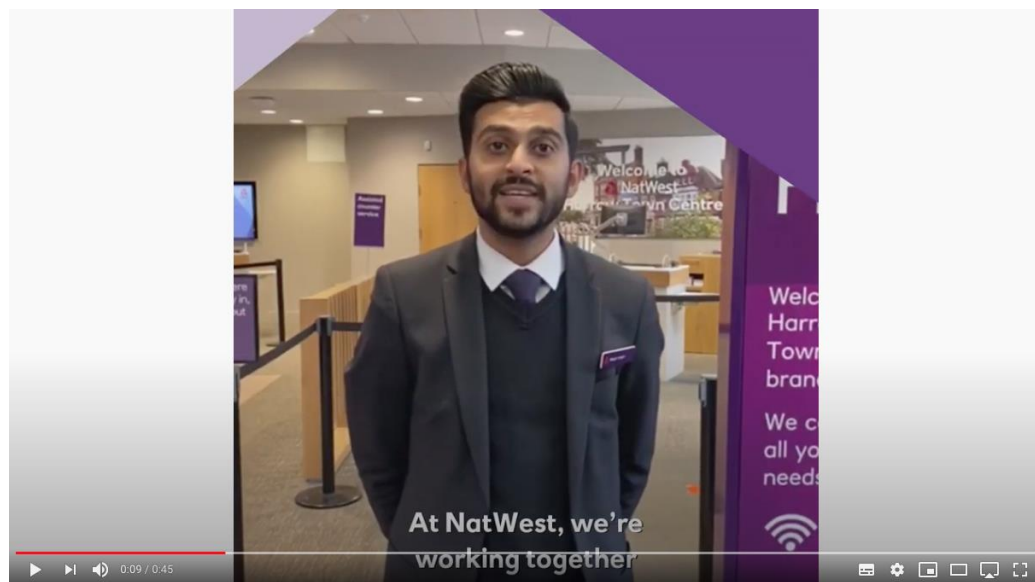
- Appeals were pulled
- Asks were not made
- Most appeals people have seen are digital – younger target audience
- Few charities asked their most valuable donors
- Some evidence people are giving to new charities because they have offered the chance to ‘do something’
- More appeals have been seen over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



*“It is because it’s someone at an  
extreme age with wisdom.  
The compassion we have for older  
people kicks in – It’s admiration.  
How can someone that old do  
something like that? Maybe it kicks in  
guilt for some people?”*

# 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

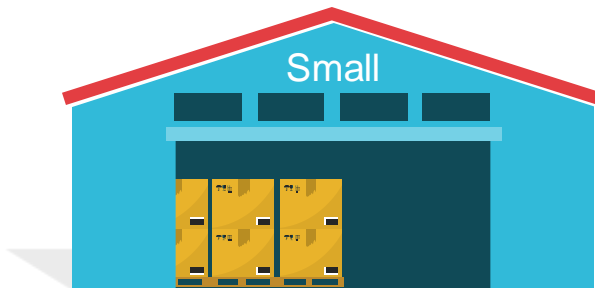
Being small is not a reason for support in itself.

Work matters. Not the organization.

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

Greater sense of agency and reach.

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 adds 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**

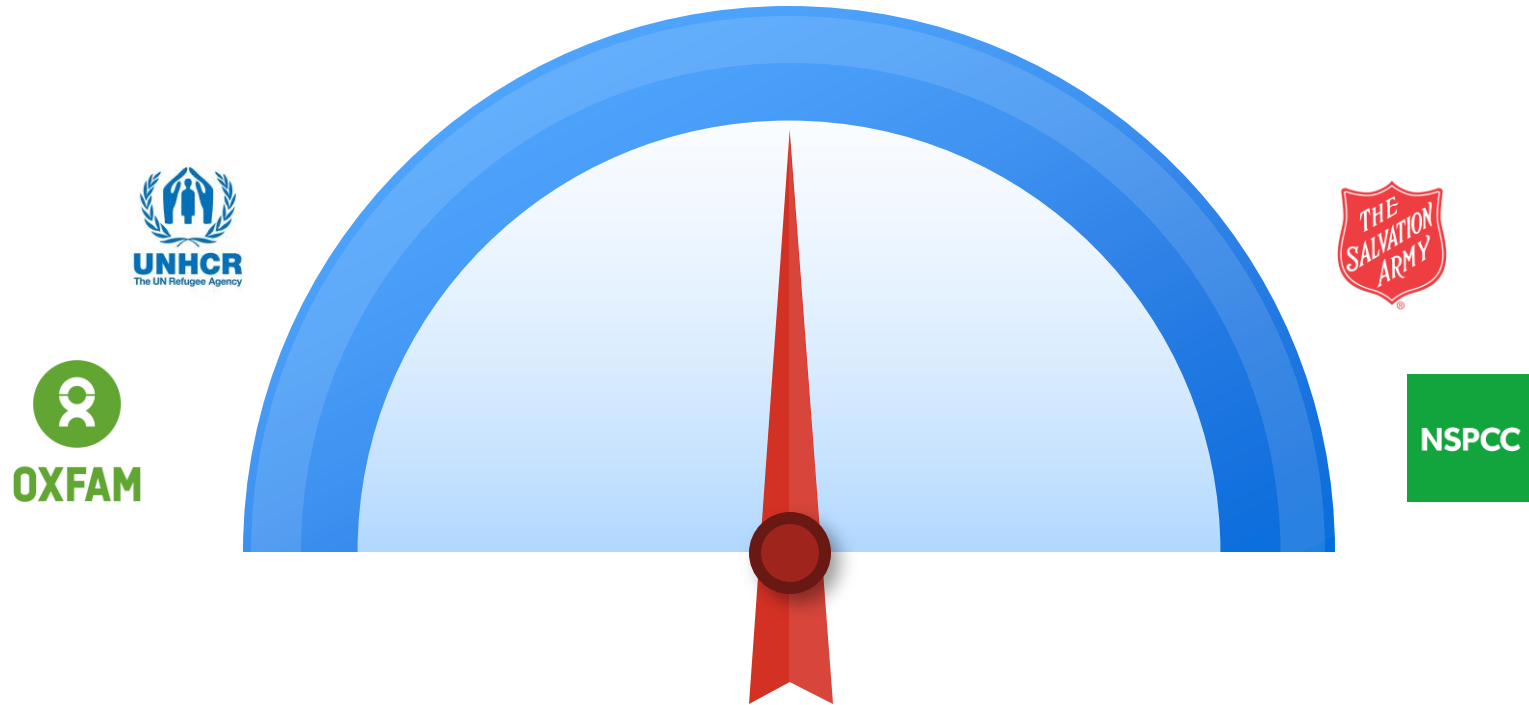


# Giving to development





# Coronavirus is reinforcing attitudes



## International

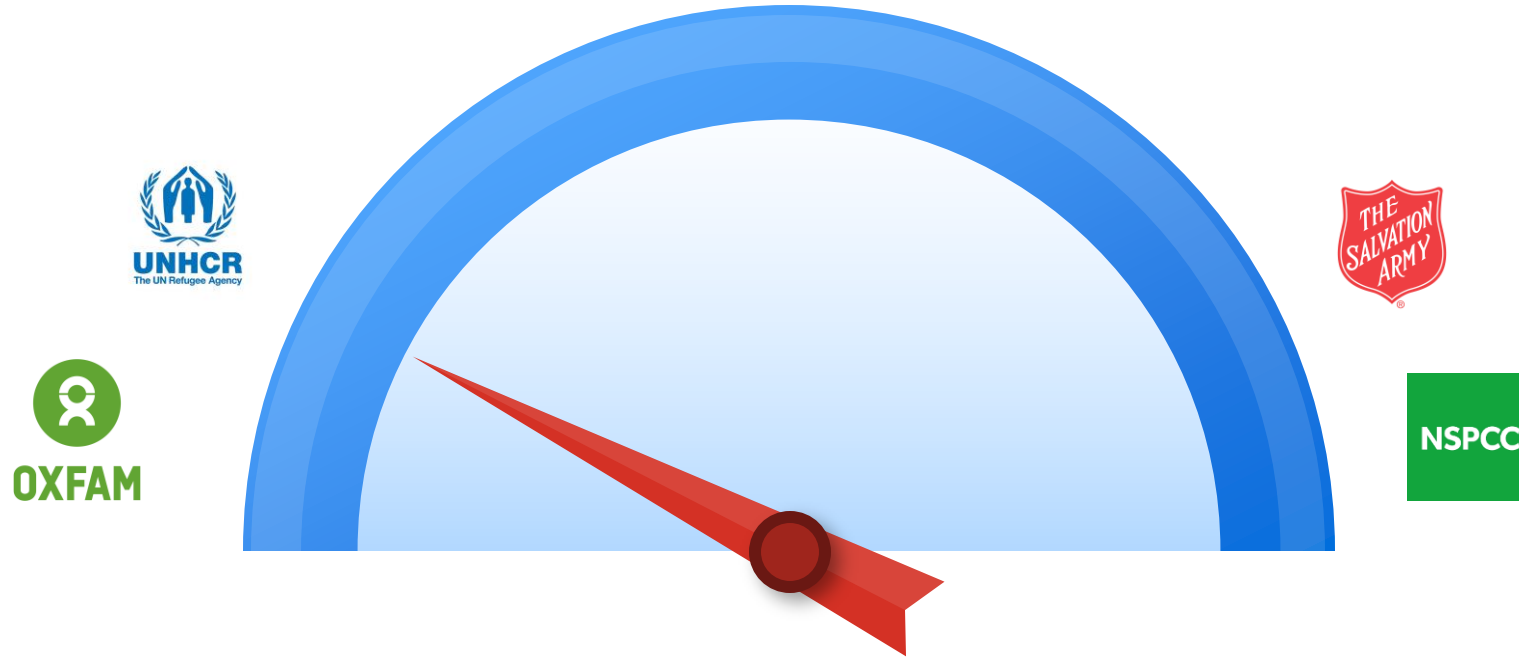
What matters is helping people without our level of wealth.

## Home

It's what is needed here that matters most.

# Coronavirus is reinforcing attitudes

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



## International

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## Home

It's what is needed here that matters most.

# Coronavirus is reinforcing attitudes

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



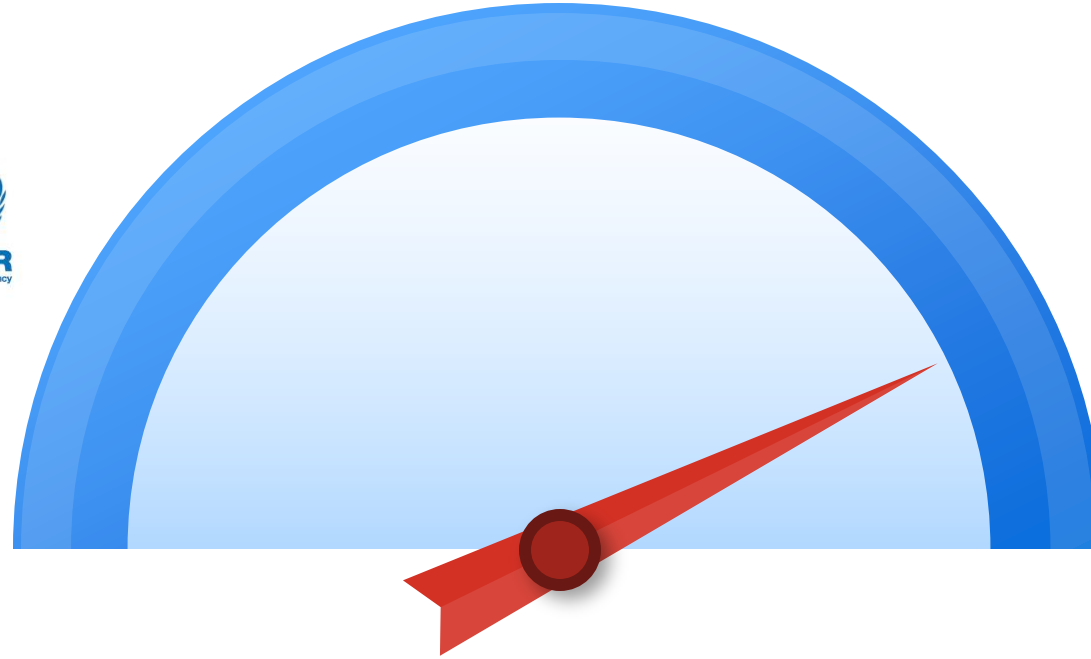
*"I'm seeing the same ads for sending money abroad for 20 years and it doesn't seem to have changed anything."*

## International

What matters is helping people without our level of wealth.

## Home

It's what is needed here that matters most.



**DAILY MIRROR** THE HEART OF BRITAIN  
Arena bomb brother guilty  
PULLOUT INSIDE Everything you need to know about coronavirus  
Plus: Your Money crisis guide

**THE CORONA FILES**

**PANDEMIC FIGHTBACK**

**THIS WON'T**

» Routine ops cancelled to set up special virus hospitals  
» £330bn to help business... families get mortgage hols

» But unions demand help for workers hit by shutdown

**BEAT BRITAIN**

Free delivery for six weeks  
Get the Guardian sent to your home, with no delivery charge

Salmond cleared of sexual assault

**The Guardian**

PM: 'Stay at home, this is a national emergency'

» Johnson drastically restricts movement to combat coronavirus  
» Gatherings of more than five people to be prohibited  
» Police given powers to disperse groups and enforce lockdown

» Johnson says 'stay at home' order is a 'national emergency' and 'this is a national emergency'...  
» Johnson says 'stay at home' order is a 'national emergency' and 'this is a national emergency'...

**Inside**

» Johnson says 'stay at home' order is a 'national emergency' and 'this is a national emergency'...

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**CARE HOMES CATASTROPHE**

92 new outbreaks in 24 hours ++ 2,200 homes now stricken ++ 30 deaths over Easter ++ Ex-minister says elderly abandoned like lambs to slaughter

» The scale of the care home catastrophe is 'unprecedented'...  
» The scale of the care home catastrophe is 'unprecedented'...

**Harry finding life abroad 'challenging', says friend**

» Prince Harry is 'finding life abroad challenging'...  
» Prince Harry is 'finding life abroad challenging'...

**Evening Standard**

AN AUDIENCE WITH ATTENBOROUGH  
WORKING YOUR OUTDOOR HOUR

**£550k IN 72 HOURS TO HELP FEED LONDON**

» FOOD FOR LONDON NOW  
» A HUGE BOOST FOR STANDARD APPEAL TO SUPPORT VULNERABLE DURING VIRUS CRISIS

**Dominic Cummings is latest in No10 high command to self-isolate**

» Dominic Cummings is the latest in No10 high command to self-isolate...  
» Dominic Cummings is the latest in No10 high command to self-isolate...

**DAILY EXPRESS**

FREE HOME DELIVERY FOR SIX WEEKS

» PM to lead minute's silence at 11am today  
» £60k for loved ones after Express crusade  
» Incredible 407,000 apply for jobs in NHS

**IN MEMORY OF THEIR SACRIFICE**

» PM to lead minute's silence at 11am today...  
» PM to lead minute's silence at 11am today...

**The INDEPENDENT**

» May Bulman: The children who are going hungry  
» Mary Dejevsky: What journalists should be asking  
» Robert Fisk: Coronavirus and comparisons to war  
» Clarissa Loughrey: The McFinnis that's a must see

**More than 26,000 dead... but PM claims we 'avoided tragedy seen across world'**

**Virus to spread again from care homes, says NHS chief**

» Leaked warning over risk from new 'epicentre of transmission'  
» Director also calls for return of urgent suspended services

» In a private oblique briefing for hundreds of NHS chiefs yesterday, Professor Keith Bundred, NHS England's senior incident director for Covid-19, said there had been a 'shift in the recognition' of the extent of coronavirus now 'spreading' through a senior NHS England director has warned.

**Evening Standard**

HAPPY HOUR - AN A-LIST LOCKTAIL GUIDE  
RISHI'S PLAN TO GET BRITAIN WORKING

**£3.5m TO HELP THE HUNGRY**

But crisis gets worse

» PHOEBE WALLER-BRIDGE TAKES FOOD TO VULNERABLE FAMILIES

**£500k TO FEED LONDON NOW**

» PHOEBE WALLER-BRIDGE TAKES FOOD TO VULNERABLE FAMILIES

**Fleabag star hits road on Standard's 'rescue mission' for London**

» PHOEBE WALLER-BRIDGE TAKES FOOD TO VULNERABLE FAMILIES

**The Daily Telegraph**

A NEW BABY for CARRIE and THE PM

**Johnson to dash lockdown hopes**

» Baby boom for the PM and Carrie...  
» Baby boom for the PM and Carrie...

**BAME workers could be pulled from NHS front line for protection**

» BAME workers could be pulled from NHS front line for protection...  
» BAME workers could be pulled from NHS front line for protection...



# 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 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.

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

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

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

Signature Date

☐ I enclose a cheque or postal order made payable to UNHCR (currently CAF cheques cannot be accepted)

We will use your details to process your donation and to keep you up to date with our work, fundraising activities and other events. You can read more about how we use your data in our Privacy Policy [www.unhcr.org/uk/privacy-policy](https://www.unhcr.org/uk/privacy-policy). You can opt out of any communications at any time by emailing [support@unhcr.org](mailto:support@unhcr.org) or by calling 0800 029 3883.

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.

# HELP UNHCR REACH THE MOST VULNERABLE

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

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**unhcr.org/stopthespread**

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

Please debit my gift of: ☐ Visa ☐ MasterCard ☐ Maestro

Card no.

Valid from  /  /  Expiry date  /  /  Issue number

Signature  Date  /  /

☐ I enclose a cheque or postal order made payable to UNHCR. Current UK cheques cannot be accepted as we are unable to process your donation and to keep you safe we do not wish your bank details and other details. This changed so now how we use your card via our Privacy Policy [www.un.org/en/governance/privacy-policy](#)

☐ I am paying by credit/debit card. Please allow 4-6 weeks at most time for sending supporting documents on the mailing label (UK SPS).

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.

 **UNHCR**  
The UN Refugee Agency

Please follow Government isolation and distancing guidelines if posting. GUVCAPV

# ACT NOW TO SAVE REFUGEES' LIVES

Check back next Saturday  
for further updates



This diagram shows the simple handwashing station UNHCR is providing in camps. The soap and water it contains will save lives.

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

**unhcr.org/stopthespread**

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

Please accept my gift of: ☐ £B4 ☐ £168 ☐ £252 ☐ Other £

Please debit my: ☐ Visa ☐ MasterCard ☐ Maestro

Card no.


Valid from  Expiry date  Issue number

Signature  Date

☐ I enclose a cheque/postal order made payable UNHCR. Currently UK cheques cannot be accepted as we have to provide postal transfer notes for all payments. If you are sending a cheque or other means, you can check more about how we take our money on our Privacy Policy [www.unhcr.org/privacy-policy](#)

Your donation will directly fund UNHCR's coronavirus response.

Please follow Government isolation and distancing guidelines if posting.


**UNHCR**  
 The UN Refugee Agency

# HELP ROHINGYA REFUGEES FIGHT CORONAVIRUS

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 during this crisis, but to help refugees prepare for what's to come, we must do more. Please give £86 or whatever you can today.

Check back  
next Saturday  
for updates.

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

**unhcr.org/stopthespread**

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

Please accept my gift of ☐ £86 ☐ £172 ☐ £258 ☐ Other € \_\_\_\_\_

Please debit my: ☐ Visa ☐ MasterCard ☐ Maestro  
Card no. \_\_\_\_\_ Months only \_\_\_\_\_

Valid from \_\_\_\_\_ Expiry date \_\_\_\_\_ Issue number \_\_\_\_\_  
☐☐☐☐☐☐☐☐☐☐☐☐ Months only \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_ / \_\_\_\_ / \_\_\_\_

☐ enclose a cheque or postal order made payable to UNHCR (Cheques cannot be accepted)


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Title \_\_\_\_\_ First name \_\_\_\_\_  
Last name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_

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.

 **UNHCR**  
The UN Refugee Agency

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GURAVENCY.COM









**I'm supporting  
Marie Curie Nurses**



Marie  
Curie  
Care and support  
through terminal illness



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 Nurses 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 Nurses 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](http://mariecurie.org.uk/emergency)

Delivered by



C9 10031



If undelivered please return to:

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

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# WOLVES FACE MASKS

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ALL PROFITS TO NHS CHARITIES



**NEW**

# 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 **relevant** 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

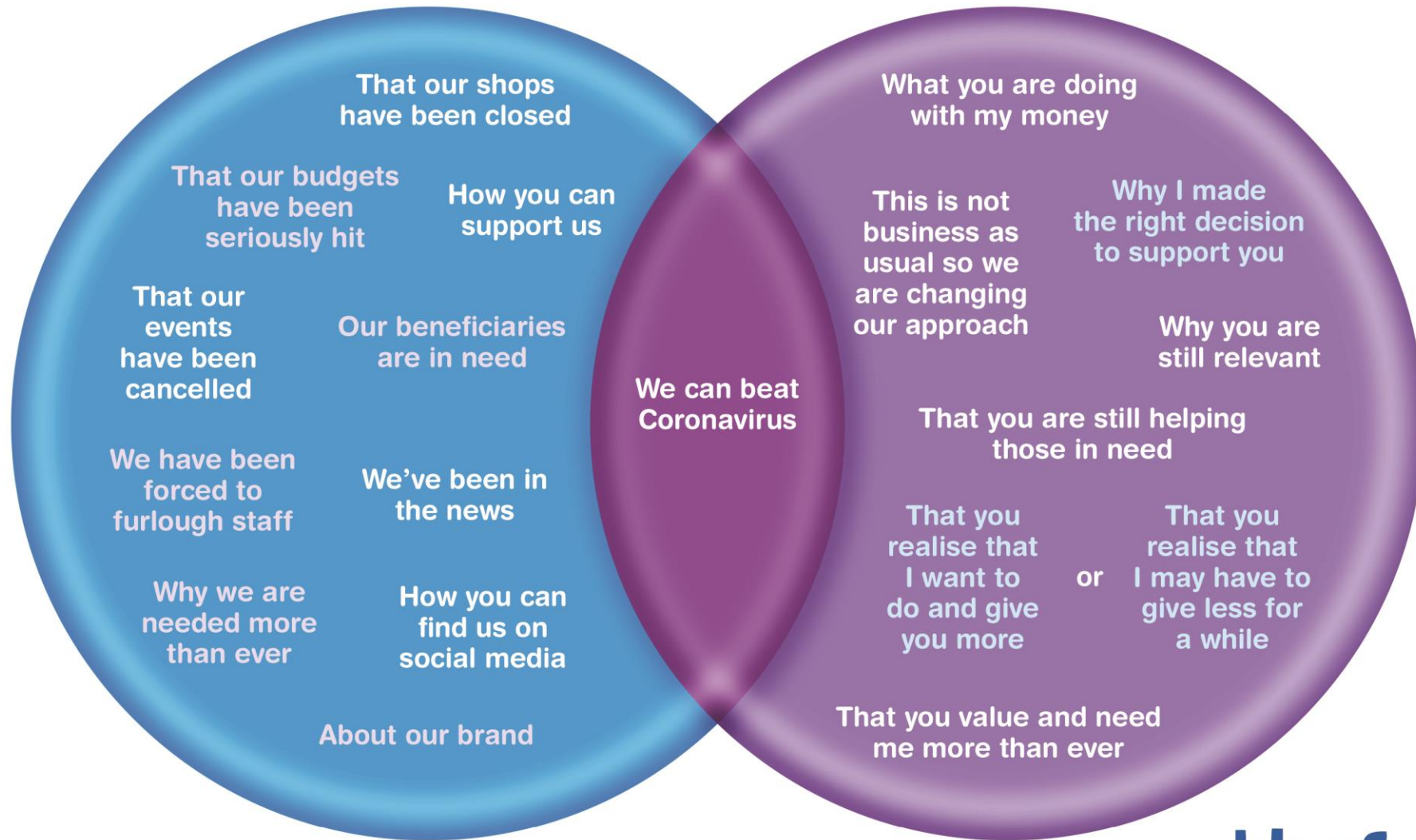


International humanitarian crisis  
Global recession



Things that a charity  
wants to tell a donor

Things that a donor wants  
to hear from a charity



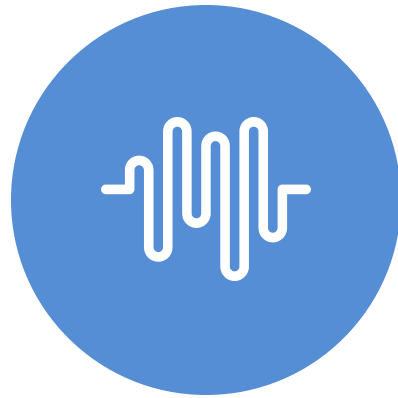


# Know, Think, Feel, Do



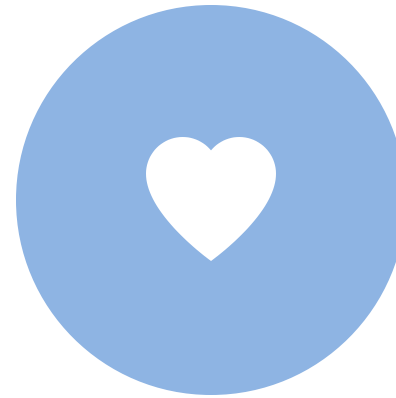
Know

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



Think

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



Feel

Powerful and valued.  
I'm managing  
uncertainty



Do

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