

COVID-19 **TASK FORCE**
WEBINAR SERIES



Beyond Sponsorships!
How Individual Donors Can Help Your
Event During COVID-19.

Elizabeth (Regner) Grigsby, CFRE



The Happy Ending







CRISIS!

Weather, Great Recession & COVID-19



Weather

Two consecutive years of the Lubbock Arts Festival being destroyed by the wind.



Crisis!

Great Recession

Loss of Title Sponsor for 2009
Lubbock Arts Festival

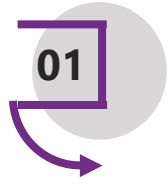


Famous Words of Carole Rylander, CFRE . . .



“You already know the people who will help you, they are just waiting to be asked.”

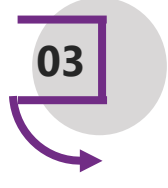
Challenges With Sponsorships



Highly Competitive



Rapidly changing environment



Different giving priorities

- Healthcare, human services



Reduced giving

- 25%-50% less in sponsorship revenue for 2021

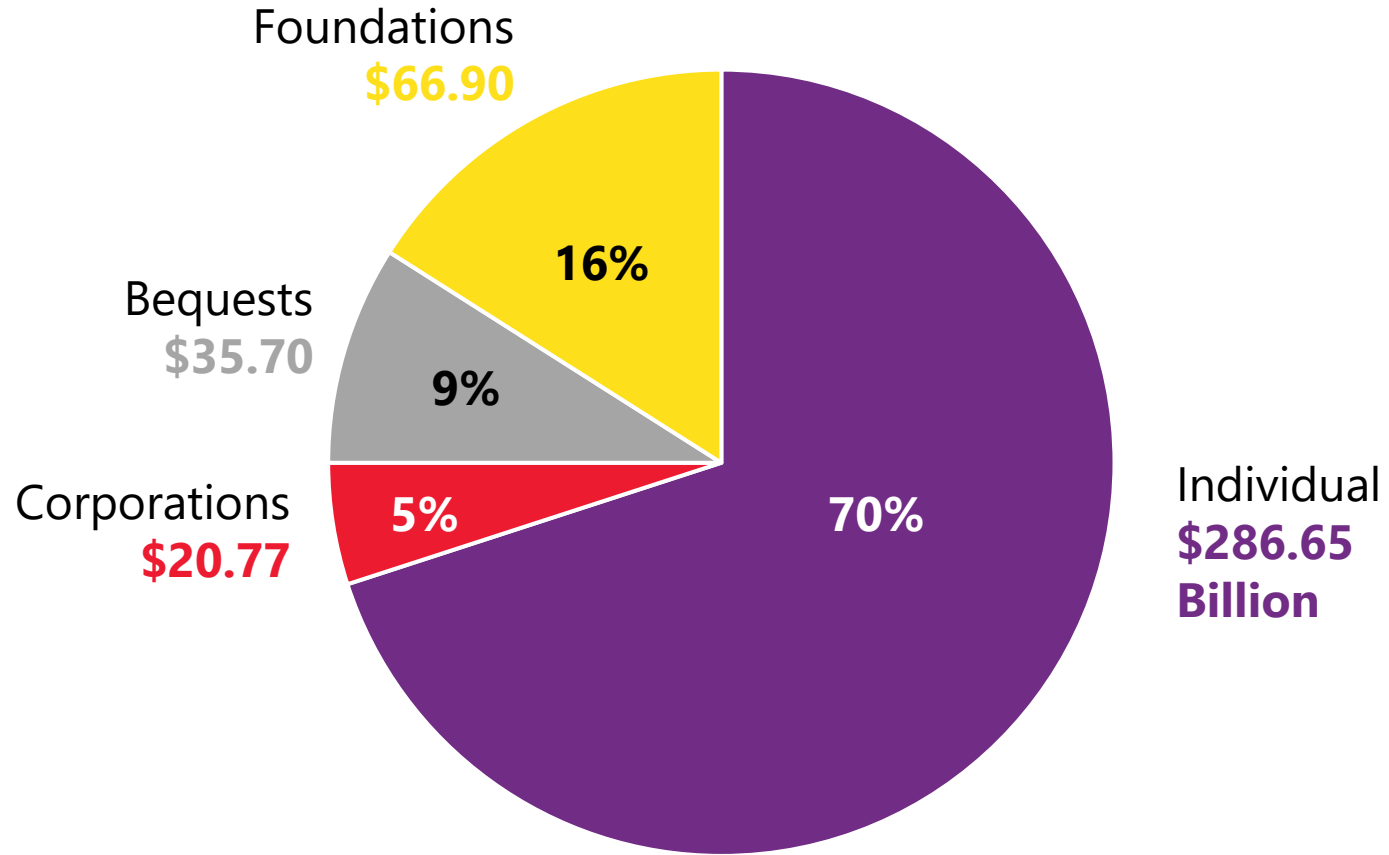




There Is An Alternative!

Individual Donors

Breakdown of USA Giving (in BILLIONS of \$)



Individual Donor Facts

Gave \$287 billion in 2018

Less Competition

Potential for growth in giving

The #1 reason people don't give is because they have NEVER been asked

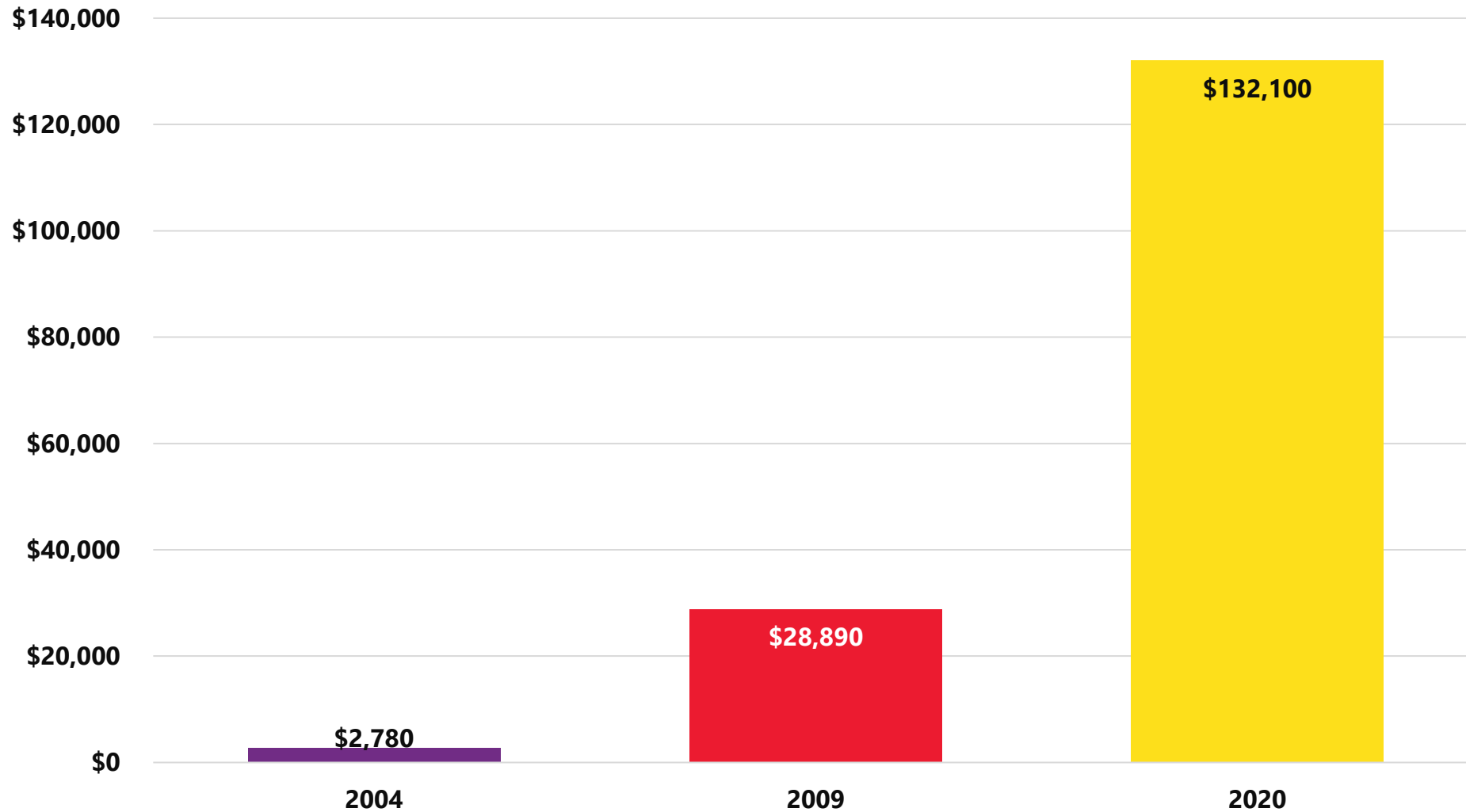


Allow diversity in funding streams

Quick turnaround

Highly loyal (if treated well)

Our Success With Individual Donors For Lubbock Arts Festival



Donation vs. Sponsorship



Donation

A financial gift given in support of your organization without expectation of anything in return



Sponsorship

A financial transaction where money is given for advertising opportunities

Assumptions To Begin The Process!

Great event that is well regarded

If you don't have an event, the organization is well regarded

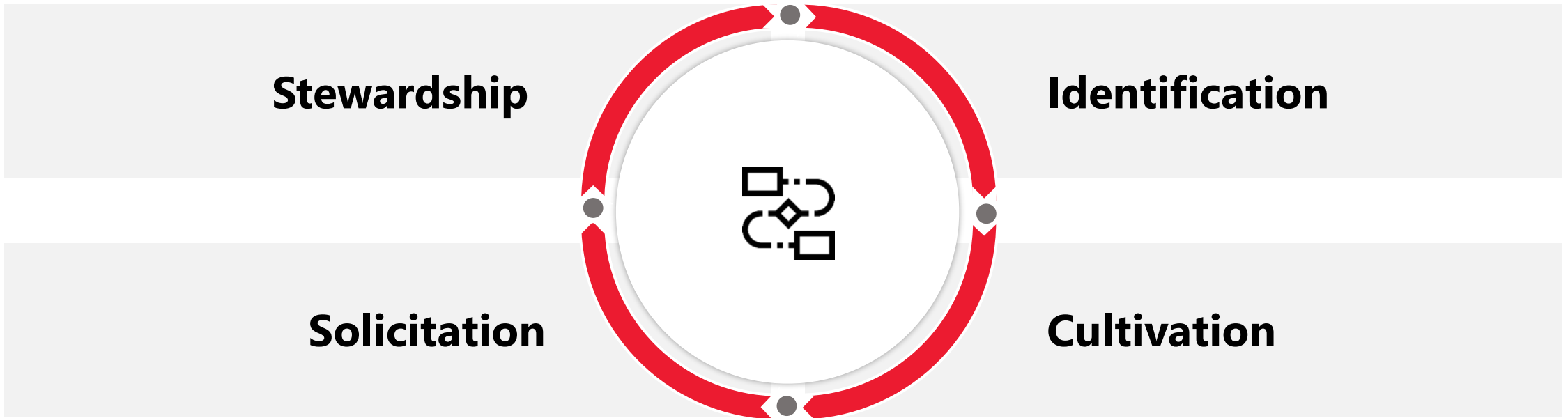
Willing to invest time and a little bit of money

Willing to follow through the process

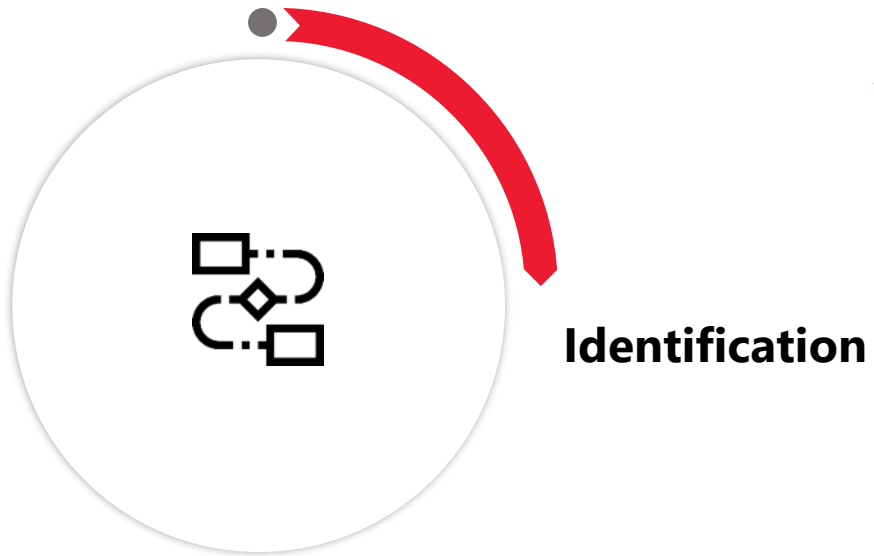
Not-for-profit status as determined by the IRS

- 501 (c) 3
- "Friends of Group"
- Umbrella by another organization

Circle of Life! Donor Cycle

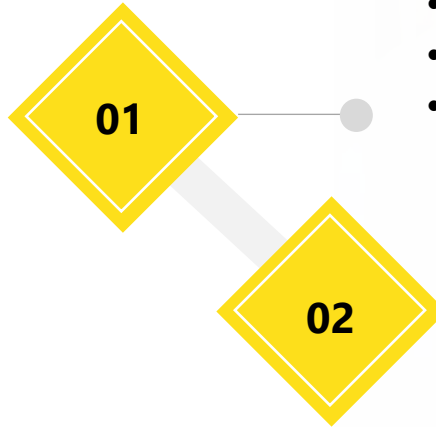


Circle of Life! Donor Cycle



You already know these individuals!

- Attendees
- Volunteers
- Board of Directors (current & past)
- Vendors
- **Anyone who knows you and your event is a candidate!**



You should have their contact information

- Mailing lists, e-mail lists, ticket purchases, social media

Circle of Life! Donor Cycle



Cultivation

01

Make sure these individuals are receiving information about your organization regularly!

- E-newsletters
- Social Media (can send invite through e-newsletters)
- Mailing list
- Public relations (any sort of positive media content)

Circle of Life! Donor Cycle

Elizabeth, Help Us Plan for the 2020 Fair!

SF State Fair of Texas <info@bigtex.com>(State Fair of Texas via e2ma.net)
To Elizabeth Regner

i If there are problems with how this message is displayed, click here to view it in a web browser.
The actual sender of this message is different than the normal sender. Click here to learn more.



Help Us Plan for the 2020 State Fair of Texas

Howdy,
We hope you and your family are staying safe and healthy. While planning and preparations continue for the 2020 State Fair of Texas, we need your help! Your feedback, in addition to feedback from other partners is crucial to putting on a safe State Fair this fall. It's important to us to incorporate your thoughts and feelings into the important decisions ahead. Please take a few minutes to share your thoughts on our survey. **As a small token of our appreciation, five survey participants will have the opportunity to win a \$60 Amazon gift card.**

We value your input, and look forward to welcoming you this fall.
Thank you in advance.



Mitchell Gieber
President

★ Millions Given to Lone Star Students

SF State Fair of Texas <info@bigtex.com>(State Fair of Texas via e2ma.net)
To Elizabeth Regner

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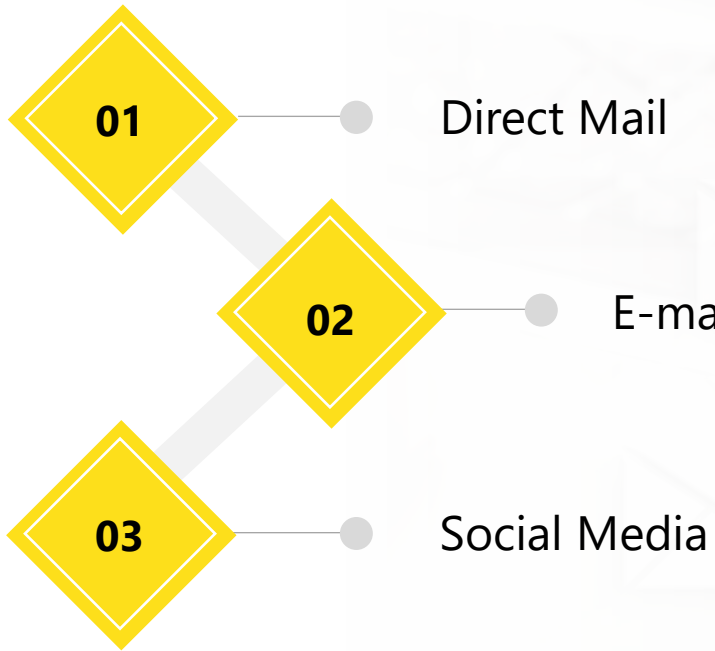
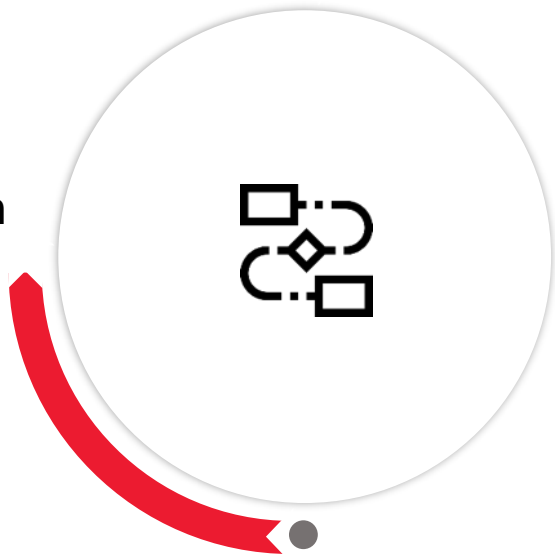
STATE FAIR OF TEXAS AWARDS MORE THAN
\$1.24 MILLION TO TEXAS STUDENTS!
It's one of our favorite times of the year at the State Fair of Texas because we have the privilege of awarding incredibly deserving students with new college scholarships. We're thrilled to award students from all across the Lone Star State. We even awarded scholarships to two of our State Fair seasonal employees!

HOW DO I WIN ONE? A SCHOLARSHIP!



Circle of Life! Donor Cycle

Solicitation

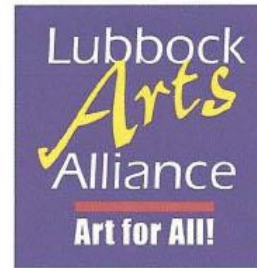


Our Mission: *Fostering the creation,
understanding, and enjoyment of the arts.*

April 13, 2020

John Smith
123 Main Street
Lubbock, TX 79401

*Thank
you
for your
consideration,
John!*



Dear John:

Today I am reaching out to you as a friend of the Lubbock Arts Alliance and Lubbock Arts Festival. For the first time in 42 years, the Lubbock Arts Festival will not be held this month. After decades of producing a high quality, award-winning event, we are devastated to be sidelined by an unexpected COVID-19 crisis. We were **only a month away from opening the doors** when our government officials announced the "Public Health Emergency" and "Declaration of Disaster" prohibiting mass public gatherings across Lubbock and Texas, and we support their decisions.

Unfortunately, the Lubbock Arts Alliance has incurred \$130,881 in costs toward producing the 2020 Arts Festival and our event cancellation insurance covers everything except infectious diseases. We have requested refunds for services that have not yet occurred, and some can be moved to next year; however, expenses such as printed materials, graphic design, advertising, supplies, reimbursements to participating artists and exhibitors, continuing administration, and others must be paid and cannot be regained.

We are asking our devoted friends like you to consider your Lubbock Arts Festival ticket purchase as a donation in support of minimizing the financial impact caused by the unprecedented situation. Your donation will allow the Lubbock Arts Alliance to:

- Minimize the financial impact on our non-profit organization.
- Prepare for a bold, dynamic 2021 Arts Festival that attracts even more attention to Lubbock.
- Remain a vibrant organization that sponsors the Lubbock Cultural District, continues our outreach to families regardless of age, race and ethnicity and especially to children who would not have opportunities to experience the arts.

We know that everyone has been impacted by the COVID-19 pandemic; however, we hope that many of our supporters will agree to give their ticket purchase as a gift. **If you agree that your purchase can be a gift, no further action is required on your part, and we will send you a gift receipt. However, if you need a refund, we will do so. To request a refund, please call our office or send us an e-mail by May 31, 2020.**

We thank you for your support of the Lubbock Arts Alliance, and we hope that you and your family will stay safe during the virus. We look forward to your involvement in the Lubbock Arts Festival scheduled for April 16-18, 2021. It will be an exciting arts extravaganza! The Arts Are for All!

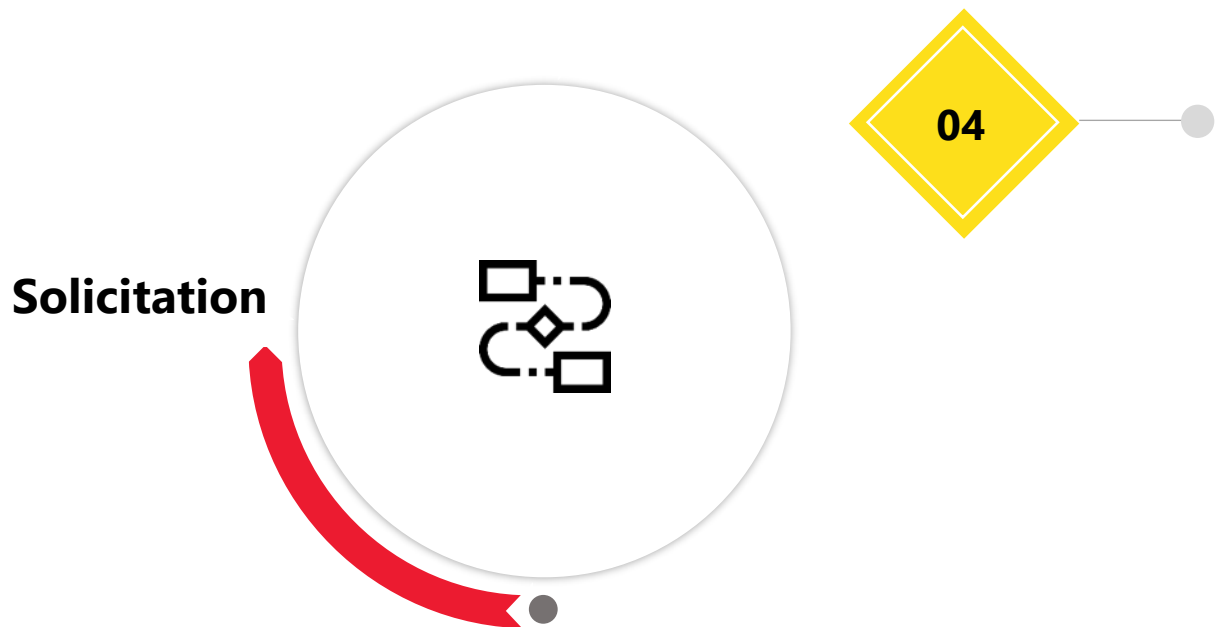
With Best Regards,

Elizabeth Grigsby

Elizabeth (Regner) Grigsby, Executive Director

Lubbock Arts Alliance ^ P.O. Box 5092, Lubbock, Texas 79408
806-744-ARTS (2787) ^www.lubbockarts.org

Circle of Life! Donor Cycle



Personalize the Letter

- Use their name (and spell it correctly)
- Write a personal note on the letter
- Sign the letter yourself!
- Include a response form
 - Name
 - Address
 - Telephone Number
 - E-mail
 - Amount of donation
 - Method of Payment

Circle of Life! Donor Cycle



- 04 Make sure to include a return envelope
 - Does not have to be stamped
- 05 Make sure to include a web address where donations can be accepted online
- 06 Give a deadline to create a sense of urgency
- 07 Consider sending a second solicitation, if needed



**SAINT
BENEDICT'S
CHAPEL**

P.O. Box 745
Lubbock, TX 79408
StBenedictsLubbock.com

Dear Friends and Neighbors,

May 15, 2020

We hope this letter finds you safe and well. During these unprecedented times, our community is being tested like never before. Here at St. Benedict's, our mission to provide nourishment and care to Lubbock citizens has encountered many significant obstacles.

St. Benedict's Chapel was founded in 2007 to offer free meals and spiritual support for Lubbock's working poor, disabled and homeless. Volunteers prepare and donate meals, at their own expense, every day of the week.

With so many now out of work, and schools being closed, our numbers are increasing. It has become almost impossible for our volunteers to shoulder the expense and workload alone. Please consider helping with a financial contribution, and or volunteering during this critical time for our community.

For more information, contact (806) 535-4191 or email info@StBenedictsLubbock.org

We often speak of being the hands and feet of Jesus and we are reaching out because we need help to continue to do His good works.

Thank you for anything you can do to support our vital work.

The Team and Partners of St. Benedict's

You Can Help!

- Donate Online: StBenedictsLubbock.com
- Mail a donation with enclosed envelope
- Venmo @Karen-Bosscher-1 (StBenedictsChapel) 4191
- Sign up to volunteer, we need servers!

Partner Church Organizations

First Christian Church	First Baptist Church	Second Baptist Church
Monterey Church of Christ	Holy Spirit Catholic Church	St. Paul's Episcopal Church
St. Stephen's Episcopal Church	Victory Life Church	St. Christopher's Episcopal Church



**SAINT
BENEDICT'S
CHAPEL**



Yes I want to Help!

Amount \$	<input type="checkbox"/> One Time	Exp. Date	CVV#
	<input type="checkbox"/> Monthly	/	
Card Number			
Signature			
Print name as it appears on card			
Phone No.			
Email			

Donate Online: StBenedictsLubbock.com • Mail a donation with enclosed envelope • Contact me to volunteer

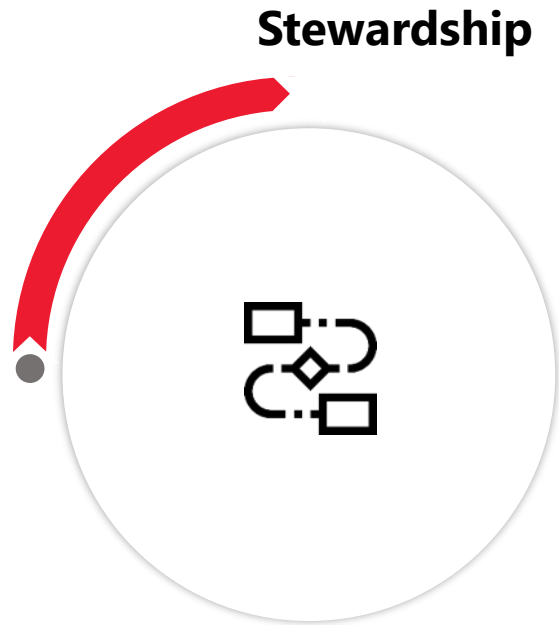
PLACE
STAMP
HERE



**SAINT
BENEDICT'S
CHAPEL**

P.O. Box 745
Lubbock, TX 79408

Circle of Life! Donor Cycle

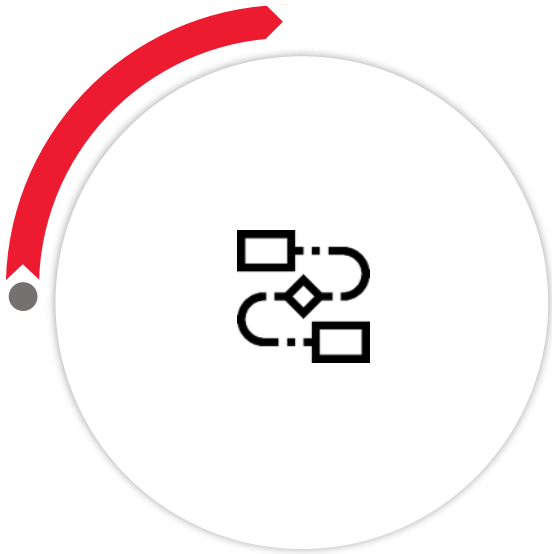


- 01** Acknowledge the gift within 24 hours, if you can
- 02** "Official" letter for tax purposes:

Please let this letter serve as an official receipt for your gift in accordance with Section 170 of the Internal Revenue Code. No goods or services were given in exchange for this gift. Check # 001 - \$100 Cash - Received on April 15, 2020.

Circle of Life! Donor Cycle

Stewardship

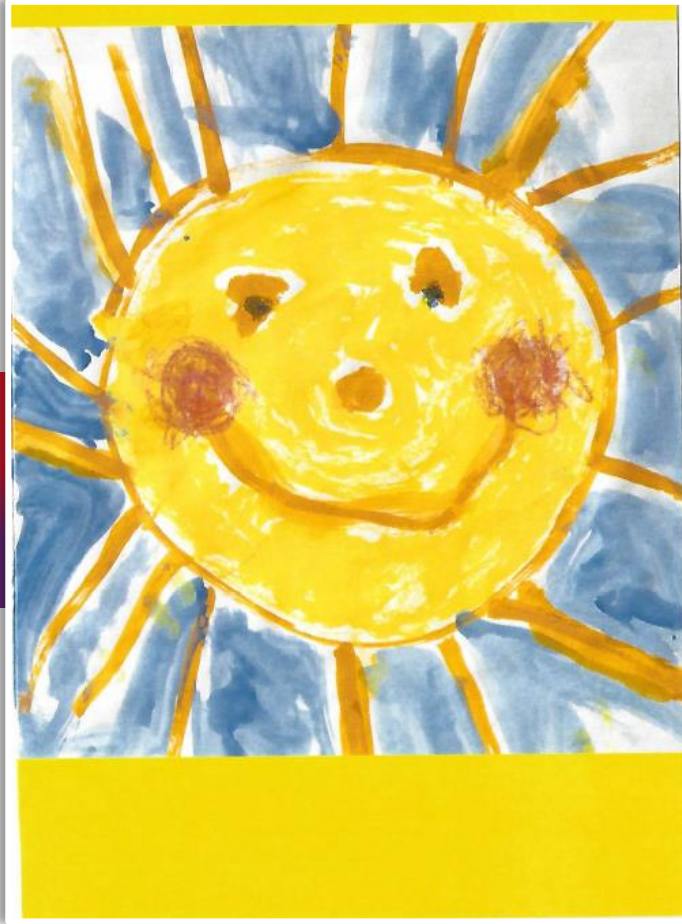


03

Say thank you 7 times, in 7 different ways

- Official letter
- Handwritten thank –you note
- Telephone call from a Board Member
- Recognize them in an e-newsletter/social media
- Make sure they are on you e-mail/ mailing list (multiple touches)
- Give them tickets to your event (or another special perk – VIP Parking)

Stewardship During COVID-19



A message to our "helpers" . . . SUNNIER DAYS AHEAD!

"When I was a boy and I would see scary things in the news, my mother would say to me, 'Look for the helpers. You will always find people who are helping.' To this day, especially in times of disaster, I remember my mother's words, and I am always comforted by realizing that there are still so many helpers — so many caring people in this world."

— Mister Rogers
(1928 – 2003)

**WE APPRECIATE EACH & EVERY ONE
OF YOUR SUNNY THOUGHTS!**

The Lubbock Arts Alliance
The Lubbock Arts Festival



Final Thoughts . . .

It takes time!

Expect around a **20%**
return on direct mail

90% of your money will
come from 10% of your donors

If you invest enough time and effort

- Major gift
- Legacy/Planned gift



Our COVID-19 Success Story



- Paid off **\$130,000** in debt for the 2020 Lubbock Arts Festival
- Received NO request for ticket refunds – all donations!
- Received another **\$52,862** in unsolicited donations to use for operational costs, not the Arts Festival

IFEA "ie" Magazine





**Fostering the creation, understanding, and enjoyment
of the arts.**

P.O. Box 5092
Lubbock, TX 79408
(806) 744-ARTS
execdir@lubbockarts.org

lubbockarts.org | lubbockartsfestival.org | lubbockculturaldistrict.org



Q&A Thank You !!!

