



Live Q&A Nonprofits: How to Fundraise During a Crisis

Nonprofit Experts



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Armanino Overview



CORE PURPOSE

To be the **most innovative** and **entrepreneurial** firm that makes a **positive impact** on the lives of our **clients**, our **people** and our **communities**.

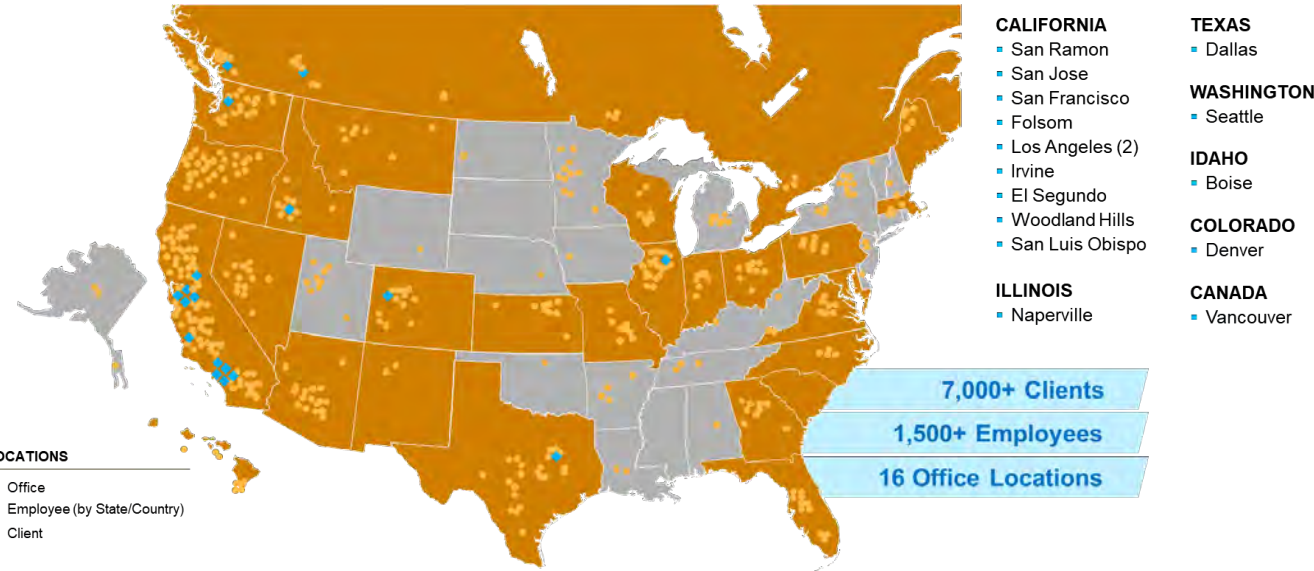


SNAPSHOT

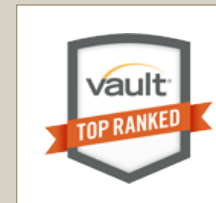
- 1,500+ Employees
- Team Members in 26 States
- 20th Largest CPA & Consulting Firm in the Nation
- Largest California-Based CPA & Consulting Firm



LOCATIONS



RECOGNITION & AWARDS



AMF Media Group Overview



SNAPSHOT



- Award-winning marketing & PR agency
- One stop shop for all communications services
- Big-brand talent from some of the largest agencies and newsrooms in the business
- Agile partner able to maneuver wherever your marketing needs shift
- Results oriented



360 DEGREE COMMUNICATIONS SERVICES



- Branding and Marketing
- Public and Community Relations
- Content Services
- Internal Communications
- Web & App Development
- Social and Digital
- Media Planning and Buying
- Video Production
- Event Services
- Crisis Communications



NONPROFIT EXPERIENCE

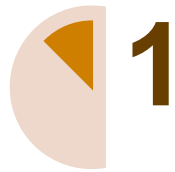
- Museums & The Arts
- Health Care & Community Services
- Social Services
- Private Education

RECOGNITION & AWARDS



Focus on **4 PILLARS** of Crisis Response Management

Every organization today is focused on solving questions in these areas:



Cash Controls & Management



Government Aid & Access



HR & Remote Workforce



Internal & External Communications

COVID-19

RESOURCE CENTER

ACCESS THE
RESOURCE CENTER

Cash Controls & Crisis Management

We answer the question, "How do I stay in business given market volatility?"

Government Aid & Access

We answer the question, "How do I access government assistance?"

HR & Remote Workforce Enablement

We answer the question, "How do I manage my employees?"

Internal & External Communications

We answer the question, "How do I manage what is being shared about the pandemic?"

Industry Solutions

We answer the question, "How do I solve for issues specific to my industry?"

Agenda

- Why now is the right time to fundraise
- New tax deductions for donors
- How to craft the right messages
- How to reach the right audiences
- Q&A

New Deductions

- The CARES Act allows for the following:
 - People who take the standard deduction on their tax return can donate up to \$300 (\$600 for married couples) “above-the-line” on their 2020 taxes.
 - People who itemize their deductions can make charitable contributions up to 100% of their adjusted gross income and receive a full tax deduction.
 - Corporate donors may increase their corporate tax deduction in 2020 from 10% to 25% of taxable income.

Momentum

- 25% of donors plan to increase and 54% plan to maintain their donations in response to COVID-19
- 46% of Millennials say they will give more in response to the pandemic
- 50% of donors are concerned about (non-health) organizations such as the arts & environment
- 25% will diversify their giving as a result of the pandemic

Source: Fidelity Charitable

The Win



Organizations that place a compelling message in front of the right audience(s) will see an increase in giving.

The Right Message

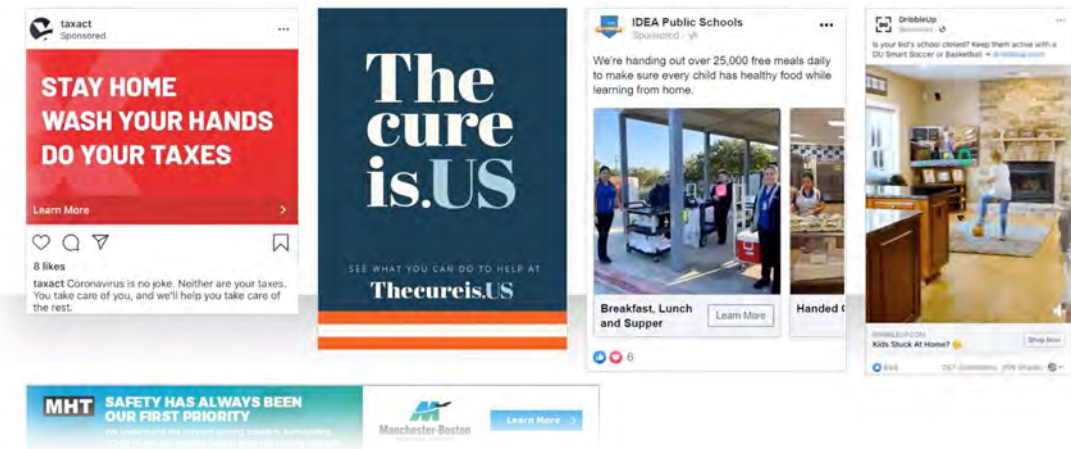
The Big Three

1. Educate — who you are / the value you bring
2. Need — why now / COVID-19 circumstance
3. Creative — capture attention

Empathetic Creative

- Avoid having messages blocked — too many pandemic terms
- Be empathetic and acknowledge community needs
- Explain how you are helping and how donors can participate
- Key in on consumer benefits of donating
- Creative quality is a must

EMPATHETIC MESSAGING IN CREATIVE



The Right Audience

- Alignment — find donors most likely to engage with your cause
- The solution — data-focused (programmatic) digital solutions
- Pray and spray — not the answer

Data-focused Digital Advertising

- Data-focused (programmatic) digital advertising utilizes your existing customer data, in real-time, to find new customers in more efficient ways.
- Ultimately, your advertising spend can remain stable, while your campaign performance increases and cost per acquisition decreases.

Steps to Success



1. Prospect: Find the people you believe are best suited to your messages. Study who responds to what ads, on what sites, from what devices and in which markets. Then optimize the campaign in real time.



2. Retarget: Retarget the people who visited your site but did not donate. It often takes donors up to 2 weeks to research a cause before donating.

3. Target Locations: Use specific location data (ex. Lat/Long) to target audience devices at a live event or who attended prior fundraising events (“lookback” targeting)

NOTE: 42% of event marketing dollars are being shifted to digital approaches, per PredictHQ



4. Find Lookalikes: Once enough data has been gathered on previous and current donation conversions, create lookalike audiences or profiles.

CASE STUDY: Mayne Island Conservancy



“Help Save St. John Point” Fundraiser

CHALLENGE

Raise \$7 million in funds to purchase land

ISSUE

Current marketing stalled at \$3 million

SOLUTION

Data-Driven Programmatic Display Targeting to philanthropists, environmentalists & animal activists with specific incomes, supported by YouTube & Facebook Ads.

GEO coastal communities at house-level to BC, WA, OR & CA. Drive users to the site to watch custom educational video where they could donate on site.

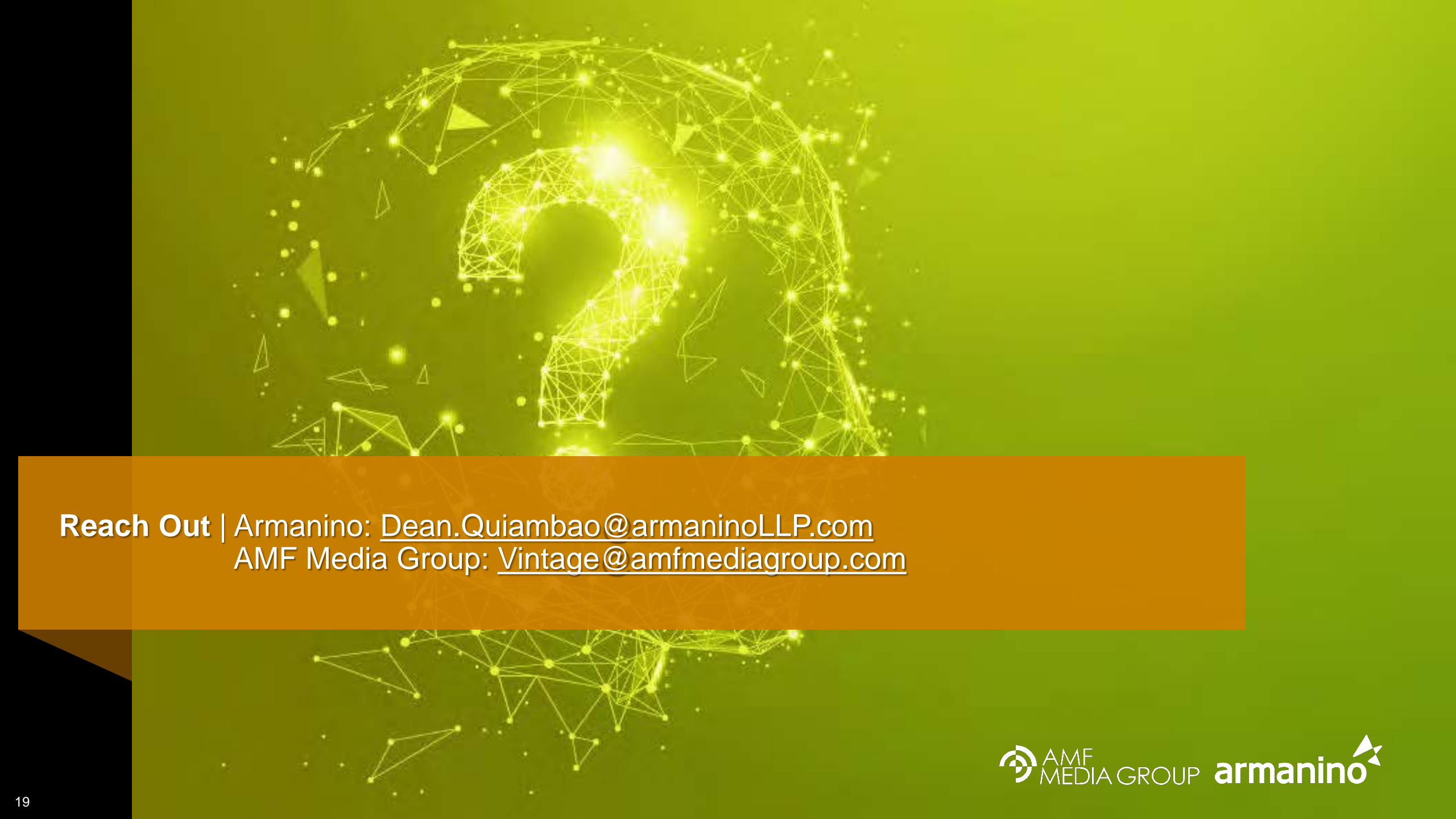
RESULTS

AMF raised additional \$4 million in 90 days

Questions?

Upcoming Q&A Sessions

Live Q&A: Nonprofits: Accomplishing More with Even Less Resources	Live Q&A: Nonprofits: Managing Endowments in a Crisis
Speakers: Dean Quiambao, Eric Thomas & Shannon Oswald	Speakers: Stacie Kowalczyk, Erik Dryburgh, David Ogburn
Date & Time: 4/22/2020 12:00pm	Date & Time: 4/30/2020 1:00pm
Nonprofits across the nation have had to make significant reductions to their staff and budgets. All while trying to sustain their daily operations, and struggling with the question of how to continue to support the communities they serve.	Nonprofits are the foundation of our communities and Armanino. Where do we go from here? We are partnering with Adler & Colvin and BNY Mellon to answer the questions top of mind for how to manage endowments in mists of a crisis.



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