

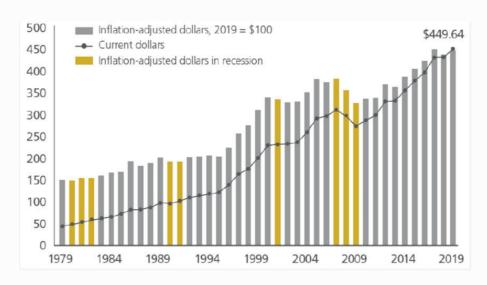


# Fundraising, Gift Acceptance, And Donor Relations: Now vs. Before

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## 2019 giving reached nearly \$450 Billion



Source: Giving USA Foundation





#### Effects of COVID-19

- NonProfit Times reports:
  - Fundraising <u>decline of 6% in first quarter</u>
  - March alone showed 11% decline compared to last year
- Chronicle of Philanthropy:
  - 22,000 Nonprofits will fail due to Coronavirus
  - Assumes downturn will last 24 months
  - BUT, charitable giving in first half of 2020 increased by 7.5% YOY
  - https://www.philanthropy.com/article/giving-was-up-7-5-in-the-first-half-of-2020-new-report-says





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### Pivot, Pivot, Pivot

- Stage One cancel all in-person events
- Stage Two virtual events with mixed success
- Stage Three ????
- Fundraising success is inconsistent Essential services vs. Arts
  - Food banks and other charities that provide basic services are up
  - <a href="https://www.philanthropy.com/article/fundraising-in-uncertain-times?cid=CDP-articlebottor">https://www.philanthropy.com/article/fundraising-in-uncertain-times?cid=CDP-articlebottor</a>
  - But data is showing that smaller nonprofits have suffered
  - https://www.thenonprofittimes.com/report/new-data-shows-small-npo-fundraising-hammered/
- Donor relations social distancing; elderly major donors





#### Restricted Gifts

- Shift to COVID-19 Mission creep? Beyond charitable purpose?
- Too narrow scope ability to comply?
- Operational consequences cost to comply?
- Restrictions:
  - Duration temporary/permanent
  - Spending unlimited/limited/perpetual
  - Use general/categories/specific use
  - Mixture of restrictions
- Gift acceptance policy what is the pain worth?





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#### **UPMIFA**

- Uniform Prudent Management of Institutional Funds Act
- Adopted in 49 states and the District of Columbia
- Prudence standards for investment/management of charitable funds
- If gift instrument is silent or vague
- Governs removal of restrictions
- Outlines permissible endowment spending
- Compliance viewed at time of decision, not in hindsight









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Title search: Fundraising, Gift Acceptance, and Donor Relations: Now vs. Before

Also available as part of the eCourse 2021 Nonprofit Organizations eConference

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