Fundraising in a Pandemic

COVID-19 Rapid Response Leadership Series Webinar
Your NORD Membership Team

Allie Crafton
Membership Associate

Debbie Drell
Director of Membership

Hiring
Membership Senior Program Manager

Membership@RareDiseases.org
ABOUT THE COVID-19 RAPID RESPONSE LEADERSHIP SERIES
NORD has developed a multi-faceted program to support patient organizations through education, training and resources to better equip them to face the additional challenges brought on by this pandemic. Topics covered in this program are informed by NORD’s expertise in capacity-building and nonprofit management during crisis, input from member organizations in NORD’s closed Facebook group, and direct outreach. A critical component to this program is the timely cultivation and delivery of these resources to ensure rare disease organizations remain solvent in this time of crisis.

PROGRAM SPONSORSHIP
This fund is made possible by individual donations, grants and corporate sponsorships.
Agenda

Opening & Anonymous Polling
Debbie Drell, NORD Director of Membership

Keynote Presentation
Heidi Webb, CFRE, GreenKite Fundraising Founder & CEO

Q&A
NORD, an independent nonprofit, is leading the fight to improve the lives of rare disease patients and families.

We do this by supporting patients and organizations, accelerating research, providing education, disseminating information and driving public policy.
Fundraising in a Pandemic

Heidi Webb
Founder and CEO, GreenKite Fundraising

Alone we are rare. Together we are strong.
Don’t Fall for These Five Fundraising Myths!

MYTH 1: PEOPLE DON’T HAVE MONEY TO GIVE

MYTH 2: WE CAN’T ASK FOR MONEY RIGHT NOW

MYTH 3: YOUR ORG. DOESN’T SERVE AN IMPORTANT (COVID/DISASTER AID/EMERGENCY RELATED) NEED

MYTH 4: IF YOU CAN’T MEET BY PERSON, YOU CAN’T MAKE MAJOR GIFT ASKS

MYTH 5: THE ONLY GRANTS LEFT ARE FOR EMERGENCY SERVICES
1. ExpressScripts is wonderful about sponsorship of conferences and workshops. [https://www.express-scripts.com/corporate/](https://www.express-scripts.com/corporate/) **Maximum Amount:** $10,000

2. Numerous corporate foundations have also announced new grant opportunities: [https://www.philanthropy.com/article/More-US-Companies-and/248377/#.Xo0gu5x2Q8s](https://www.philanthropy.com/article/More-US-Companies-and/248377/#.Xo0gu5x2Q8s) **Award amount varies**

3. The Awesome Foundation. [https://www.awesomefoundation.org/en](https://www.awesomefoundation.org/en) Easy application, **$1,000 award.**

4. Walmart foundation "local grant" -- you can apply for up to 25 locations near you (deadline now to Dec. 31) [https://walmart.org/how-we-give/local-community-grants](https://walmart.org/how-we-give/local-community-grants) **$250-$5,000**

---

And, there’s THIS from Twitter founder: Jack Dorsey!

I’m moving $1B of my Square equity (~28% of my wealth) to #startsmall LLC to fund global COVID-19 relief. After we disarm this pandemic, the focus will shift to girl’s health and education, and UBI. It will operate transparently, all flows tracked here:
THE HISTORIC NONPROFIT FUNDRAISING PIVOT
<table>
<thead>
<tr>
<th>Boys Hope Girls Hope</th>
<th>Redirecting Hope</th>
<th>CONSIDER A DONATION</th>
</tr>
</thead>
</table>

**THE COST OF COFFEE**
- 3 Months: $180
- 1 Month: $60
- 1 Cup: $3

**THE COST OF FUEL**
- 3 Months: $152
- 1 Month: $44
- Full Tank: $22

**THE COST OF SALON SERVICES**
- Hair Styling: $120
- Nail Services: $45
Platforms

Hopin
Zoom
INEXPO
House Party
TipJar
Facebook Live Webinar/Zoom /YouTube
Twitch
Global Giving (July)
SlyBroadcast
BombBomb or Loom
Online Audit

- Google Ads
- CRM Integration
- Social Media

I’ve got goodies!

Free Checklist!
Shiny Penny Syndrome
What did I do last year that worked and I can still do it today without any changes?

What did I do before that I will have to adjust slightly?

What no longer works in its current environment?

What ONE new idea has presented itself?
Put GreenKite Fundraising to work for YOU!

- Grant Research and Writing
- Design and Lead Your Crowdfunding Campaign
- Training/Coaching for your staff and/or Board
- PowerHour – take advantage of this month’s “Two-fer”
THANK YOU!

Heidi Webb, CFRE
Ph: 240-328-8254
Heidi@greenkitefundraising.com
www.greenkitefundraising.com
FB: @GreenKiteAdventures
Questions?

Heidi Webb
Founder and CEO,
GreenKite Fundraising
NORD’s New COVID-19 Rapid Response Leadership Series

Tentative Rapid Response Video Topics:

- ✅ Transitioning to Virtual Events: Considerations from NORD
- ✅ Fundraising in a Pandemic – June 4
- ✅ Leader Roundtable: Virtual Platforms for Conferences – June 18
- ✅ Activating Your Board in Crisis – July 8
Thank you.

Alone we are rare. Together we are strong.