

Fundraising in a Pandemic
NORD Rapid Response Leadership Series Webinar
June 4, 2020
Zoom Audio Transcript

32

00:02:34.650 --> 00:02:41.730

Debbie Drell: Hello and thank you for joining today's special webinar by the National Organization for rare disorders on fundraising in a pandemic.

33

00:02:42.450 --> 00:02:51.420

Debbie Drell: This webinar is part of our Caribbean 19 rapid response leadership series. My name is Debbie drill and I'm North director of membership and I will be your facilitator for today's webinar.

34

00:02:52.020 --> 00:02:59.010

Debbie Drell: I'd like to thank everyone for joining us today. We had almost 300 people registering for this webinar. The first in our series.

35

00:02:59.400 --> 00:03:10.140

Debbie Drell: All lines are muted except for our speaker this call is being recorded and will be made available shortly after the webinar with a link posted to our beloved 19 rapid response leadership series web page.

36

00:03:10.890 --> 00:03:18.660

Debbie Drell: If you are one of the near 700 leaders of our 320 member organizations. You will also receive the webinar recording link in our weekly

37

00:03:19.080 --> 00:03:29.460

Debbie Drell: E newsletter, just for our member organizations we posted there. And we also post a professional Facebook group for our members want to learn more about norms membership for nonprofit organizations.

38

00:03:30.000 --> 00:03:34.410

Debbie Drell: Well, I'll tell you about our team norms membership team is working for you.

39

00:03:34.920 --> 00:03:41.550

Debbie Drell: During this call and issue raised or topic discussed may prompt you to think of a question that does not get specifically addressed within the hour.

40

00:03:41.940 --> 00:03:47.370

Debbie Drell: North membership team is always available to help you answer any of your questions after this event is concluded.

41

00:03:47.700 --> 00:04:03.300

Debbie Drell: I encourage you to reach out to us by emailing membership at rare diseases.org. Many of you have shared with us that COPPA 19 has impacted substantially impacted your organization, your rare disease nonprofit.

42

00:04:03.840 --> 00:04:10.350

Debbie Drell: coven 19 has created obstacles for fundraising for clinical trials for support of your cause.

43

00:04:10.980 --> 00:04:16.500

Debbie Drell: Specifically the rapidly changing demands of your infrastructure, including crisis communications telework

44

00:04:16.770 --> 00:04:24.000

Debbie Drell: Cancellation of gatherings conferences and fundraisers. This has absolutely directly impacted your ability to fundraise for your mission.

45

00:04:24.480 --> 00:04:37.470

Debbie Drell: And we heard you Nord launched the covert 19 rapid response leadership series to meet those emerging needs. We have expanded our current capacity building and membership support services to you, leaders of rare disease organizations.

46

00:04:37.920 --> 00:04:41.280

Debbie Drell: And have created an education and resource series to become

47

00:04:41.670 --> 00:04:52.530

Debbie Drell: more agile and operate in this new environment. These resources are usually developed for our members only, but because of the coronavirus in this unusual circumstance we have opened it up to everyone.

48

00:04:53.100 --> 00:05:02.640

Debbie Drell: Including any rare disease nonprofit organization or or any nonprofit organization that has found us and found our resources. It is available to the general public.

49

00:05:06.030 --> 00:05:16.920

Debbie Drell: So the agenda is here on the slide. After a very brief introduction,

but you will hear from our keynote speaker and we will see how much time we have after her presentation for question and answer period.

50

00:05:17.370 --> 00:05:20.310

Debbie Drell: Regarding the Q & A we have collected questions in advance.

51

00:05:20.820 --> 00:05:30.930

Debbie Drell: But you have the ability to submit questions through Q & A and if you're not familiar with zoom you can use the Q & A button at the toolbar, which is usually at the bottom of your window unless you've moved it

52

00:05:31.770 --> 00:05:40.470

Debbie Drell: So you can see what that looks like on the agenda slide, you can ask a question and we will flag your questions. Some of the questions will get answered during the course of the webinar.

53

00:05:40.770 --> 00:05:41.490

Debbie Drell: But it's

54

00:05:41.580 --> 00:05:54.960

Debbie Drell: A unique question we will definitely see if we have time for you to answer that there is a chat option. And if the chat is too high traffic. We will probably just focus on the questions officially informally submitted in the Q AMP a

55

00:05:57.660 --> 00:06:08.670

Debbie Drell: So for some of you who are not familiar with Nord, we want to tell you. Welcome. And these resources are here for you. And it's a part of our mission Nord as an independent nonprofit. We are leading the fight.

56

00:06:09.240 --> 00:06:15.360

Debbie Drell: To improve the lives of rare disease patients and families. And we do this by supporting patient organizations and patients.

57

00:06:15.750 --> 00:06:21.300

Debbie Drell: Helping them accelerate research provide education disseminate information and drive public policy.

58

00:06:21.870 --> 00:06:28.890

Debbie Drell: If you're a member of Nord, you know that we have lots of resources available to you. And during this pandemic. It is also

59

00:06:29.400 --> 00:06:36.150

Debbie Drell: When it relates to covert 19 response. It is available to all rare disease nonprofits. So I'm really excited.

60

00:06:36.660 --> 00:06:42.600

Debbie Drell: To pass the virtual microphone to our keynote speaker before we bring Heidi online just want to say

61

00:06:43.290 --> 00:06:50.490

Debbie Drell: She is wonderful. She is offering a wealth of knowledge. She is sharing some mysteries and secrets of nonprofit.

62

00:06:51.120 --> 00:06:58.110

Debbie Drell: Fundraising, and she brings 21 years of nonprofit development. She's worked with a wide swath of

63

00:06:59.070 --> 00:07:12.480

Debbie Drell: Nonprofit organizations and we have talked extensively before this webinar about rare disease nonprofits and your unique experience. So with that said, I am so happy to welcome Heidi to this webinar Heidi. Thank you for joining us.

64

00:07:12.900 --> 00:07:23.220

Heidi Webb: Oh, thank you so much. Debbie and hello everyone, I guess, good afternoon to those of you on the east coast here with me. I'm in the Washington metropolitan area and then I guess I

65

00:07:23.580 --> 00:07:29.610

Heidi Webb: Should say good morning ish to those of you who are calling in from the west coast. I know that there are some folks from California.

66

00:07:30.150 --> 00:07:39.330

Heidi Webb: So I want to thank you for your time. Time is the most precious gift that you can give someone, and I don't take that gift lightly. I want to

67

00:07:40.020 --> 00:07:48.930

Heidi Webb: Also say to you remind you, rather, that you are all the lighthouse in the storm that's raging around us. I know it's hard to feel that way sometimes

68

00:07:49.380 --> 00:07:55.020

Heidi Webb: But I also know that you are. I've been in your shoes in many occasions and still am really

69

00:07:55.380 --> 00:08:05.280

Heidi Webb: in the thick of things, but remember your that you know Lighthouse with all the water spraying around it strong wise and serving as a light for the nonprofit's that you work with.

70

00:08:05.760 --> 00:08:14.310

Heidi Webb: So, in the interest of this being a good investment of your time. Let's just kind of get right to it. So I say we start by dispelling some myths.

71

00:08:16.740 --> 00:08:28.200

Heidi Webb: Myth number one is people don't have money to give absolutely not true of course there are circumstances, certainly people have lost their jobs. They've been furloughed

72

00:08:28.560 --> 00:08:37.290

Heidi Webb: But I'll tell you, if you want to look at a group of individuals who are still giving quite readily and that's the retirement community. These are folks that have

73

00:08:37.620 --> 00:08:44.040

Heidi Webb: Consistent income they are living off of social security or retirement benefits as an example.

74

00:08:44.820 --> 00:08:55.800

Heidi Webb: I'm on rotary. I don't know if there are any Rotarians out there but I serve as an assistant governor in my district here in Maryland in Bethesda Potomac DC area and

75

00:08:56.190 --> 00:09:10.200

Heidi Webb: I was having a regular zoom meeting just like this. And one of our guest speakers was sharing his need for his charity and as a complete surprise totally unexpected one of our many frankly retired.

76

00:09:11.190 --> 00:09:16.440

Heidi Webb: Rotarians raised his hand and said, I'd like to have a conversation, talk to him afterwards.

77

00:09:16.860 --> 00:09:26.610

Heidi Webb: Transferred a \$10,000 gift huge surprise totally unexpected people are giving. Let's think to about the friends and the people you know in the IT space.

78

00:09:26.970 --> 00:09:43.140

Heidi Webb: In the gaming space in the streaming space. They're doing quite well. So is dominoes and Clorox Clorox rather. Anyone know anyone from zoom or Amazon, so it's it's getting creative about thinking there are people who are

79

00:09:44.190 --> 00:09:50.700

Heidi Webb: Doing well despite this pandemic and those folks should be on our radar. You're always that what six or seven degrees away.

80

00:09:51.540 --> 00:10:03.570

Heidi Webb: Another myth. You can ask for money right now, since when has it been deemed bad taste to ask people for money people who want to help people who say I want to do something. I don't know what to do. I'm feeling

81

00:10:04.680 --> 00:10:08.940

Heidi Webb: Give them an opportunity to be a part of your mission. I will never forget.

82

00:10:10.020 --> 00:10:22.830

Heidi Webb: Just after college. A friend of mine broke her neck. She's in a wheelchair today. And shortly after this incident. She ended up having her wedding anyway you know they got married and

83

00:10:24.780 --> 00:10:36.960

Heidi Webb: 911 occurred. So they had to postpone their wedding again. So they have their wedding later in the year. And she says, allowed to everyone. This is my 911 so for her in her circumstance, and I'm sure many of

84

00:10:37.380 --> 00:10:48.270

Heidi Webb: The individuals that you serve, we're all kind of going through something. So yes, it's, it's a, an historic time for all of us. But there are people out there who want to give and they want to give right now.

85

00:10:49.980 --> 00:10:53.460

Heidi Webb: Many of you may be thinking, I don't have an important need it doesn't match up.

86

00:10:54.060 --> 00:11:05.370

Heidi Webb: With what's going on. I have a client in the youth sports space and way back in March. He said, I'm going to throw in the towel. I'm done. I'm toast. This is never going to work. Who's going to do you sports.

87

00:11:05.700 --> 00:11:15.030

Heidi Webb: When people are dying of coven. This was March, we sat down strategized I got information from the CDC and HHS to

88

00:11:15.420 --> 00:11:27.000

Heidi Webb: Put case to point that children who are better equipped health wise to handle the onset of illness or disease are better off. Right. And it makes their trajectory of their lives better.

89

00:11:27.480 --> 00:11:39.540

Heidi Webb: Long story short, we applied to a foundation that's located in Detroit. We got money, both for a Detroit project and an upstate New York project to the tune of \$100,000 so it's

90

00:11:40.440 --> 00:11:52.260

Heidi Webb: rethinking how you approach funders, most certainly. I had a call this morning with a foundation here in the Washington metropolitan area. The K for its foundation and she said, Listen.

91

00:11:53.280 --> 00:12:03.540

Heidi Webb: Every funder right now wants to know what you're doing. During this pandemic that might not be what you're asking for. But be ready to let them know that answer. So I say to you,

92

00:12:03.810 --> 00:12:17.190

Heidi Webb: Don't let that answer be, will we pull back, because we are afraid to ask and afraid to do. Let your answer be, we kept forward and here's how we pivoted here's how we correct it. Here's how we changed the way we operate.

93

00:12:18.420 --> 00:12:26.880

Heidi Webb: One charity and I hadn't had worked with them, but I read about them. They wanted to reach a newer younger audience. They thought this was the key.

94

00:12:27.300 --> 00:12:36.570

Heidi Webb: To sort of getting out of this revenue loss and they found some YouTube bloggers kind of tied in with their mission. They did a Google search.

95

00:12:37.200 --> 00:12:44.400

Heidi Webb: Reached out to them and set them packets of information that they asked them to open while the bloggers were up online and live

96

00:12:44.910 --> 00:13:04.560

Heidi Webb: And so they created these relationships with these bloggers, as well as the entire audience of those bloggers. And right now there are 11% of their an 11% increase in donations from March to today. That's pretty good. Right. The last myth. I'm sorry, not the last myth, myth number four.

97

00:13:05.610 --> 00:13:11.850

Heidi Webb: You can't meet in person. You can't make major asks, we're all assuming right we're all doing phone calls are all doing

98

00:13:12.660 --> 00:13:21.300

Heidi Webb: What we need to do to make these meetings work, all I would say to you is if you're going to invite someone to a meeting.

99

00:13:21.810 --> 00:13:32.880

Heidi Webb: Ask them first. Do you want to meet by video or do you want to meet by phone, I'll tell you why I met with a donor. Just the other day and I I made the mistake. So I want you to learn from my mistakes.

100

00:13:33.330 --> 00:13:38.700

Heidi Webb: I made the mistake of inviting her to a zoom and thinking it's late in the afternoon. I don't want to be on video.

101

00:13:39.090 --> 00:13:48.930

Heidi Webb: She logged in. There she is on video. I'm chatting on my phone. And it really, it's not a it's not a good feeling when you're kind of the only one to show up for the party so

102

00:13:49.230 --> 00:13:54.840

Heidi Webb: Lesson learned. I share that with you if you are setting up a meeting, let them know in advance.

103

00:13:55.440 --> 00:14:05.550

Heidi Webb: Or ask them, would you prefer video or would you prefer phone and I'm guessing that a lot of folks right now would love to get off of zoom. But hey, if they don't meet them where they're at.

104

00:14:06.270 --> 00:14:12.450

Heidi Webb: And then sort of lastly there's just really there's no grants out there all the funders are pulling back they're changing their deadlines.

105

00:14:12.780 --> 00:14:21.570

Heidi Webb: There's just no space for me in the world of grants. Well, I'll tell you, green Cape fundraising. We write a lot of grants right now more than we ever have in the two years that I launched this

106

00:14:22.680 --> 00:14:30.840

Heidi Webb: This firm and I'll tell you, there are many grants many funders who are stepping up to the plate. So I think we have a slide on grants.

107

00:14:33.450 --> 00:14:47.160

Heidi Webb: Okay, so I pulled. Just a few and I you know I would have loved to spend as Debbie knows all day on this but you know Express Scripts is great. They do sponsorships even a virtual events as long as you can, you know,

108

00:14:48.600 --> 00:14:57.930

Heidi Webb: Showcase that it's an educational moment for that particular event. There are a whole list of corporate foundations with that link. Number two.

109

00:14:58.500 --> 00:15:09.420

Heidi Webb: The awesome foundation. It's so much fun. It's an easy application, you want to get engaged with someone that you serve. Or maybe one of your volunteers and they award. These every month. And it's fun.

110

00:15:10.200 --> 00:15:14.040

Heidi Webb: Walmart Foundation, which is pretty much everywhere, right.

111

00:15:14.670 --> 00:15:26.400

Heidi Webb: They have their big foundation which gives to gives a certain way and it's pretty competitive, but they also have these smaller community grants. They're called local grants and there. I'd love to you a link there.

112

00:15:26.790 --> 00:15:33.660

Heidi Webb: And the grant amounts are between \$250 and \$5,000 but here's the really cool thing.

113

00:15:33.930 --> 00:15:45.690

Heidi Webb: You can apply for 25 of bees. And hey, if you only get three and let's

say you applied for \$5,000 that's 15 grand and they're not hard applications and it's a simple cut and paste

114

00:15:46.650 --> 00:15:51.480

Heidi Webb: One of the ones on the bottom there is. I don't know if you saw this earlier, if you're on Twitter, but

115

00:15:52.290 --> 00:15:58.200

Heidi Webb: The founder of Twitter jack Dorsey said, I'm going to put a billion dollars out there. And it's not just coven yes

116

00:15:58.560 --> 00:16:05.910

Heidi Webb: I'm going to help with this coven situation. But when I'm done. I also have my sights set on other things. And since

117

00:16:06.660 --> 00:16:13.290

Heidi Webb: Even taking that snapshot for the slideshow he's since then added some other relief related

118

00:16:13.860 --> 00:16:27.870

Heidi Webb: opportunities as well include including discrimination and and that sort of thing. So it's keeping your ear to the ground. Helen Keller once said a bend in the road is not the end of the road, unless you don't make the turn. So I say to you, let's make that turn.

119

00:16:29.430 --> 00:16:34.350

Heidi Webb: The next slide is about pivoting, but before we get to

120

00:16:37.080 --> 00:16:41.250

Heidi Webb: Let's not hit play just really, really quickly. I think some of this is giving it away, but

121

00:16:42.150 --> 00:16:51.150

Heidi Webb: I didn't grow up in the 90s, but I was watching this show called friends and every I don't remember what night. It came on, but I was always there watching friends so

122

00:16:52.050 --> 00:16:59.070

Heidi Webb: We have so much going on right now that it's kind of stressful and it's overwhelming at times and the kind of serious too.

123

00:16:59.370 --> 00:17:05.550

Heidi Webb: And I'm not saying you know everything's fun and funny and jokey and there's butterflies and flowers everywhere but find

124

00:17:05.880 --> 00:17:17.550

Heidi Webb: Those, those moments that you need in your day to giggle. So here's my gift will gift to you every time you hear me or anyone else say the word pivot. I want you to think about this video.

125

00:17:21.870 --> 00:17:22.950

Heidi Webb: We can play the video.

126

00:17:24.150 --> 00:17:24.600

Heidi Webb: Thank you.

127

00:17:53.010 --> 00:18:04.350

Heidi Webb: Okay. Sorry, I just had to laugh. It makes me giggle every time, every time I see it and I hope you giggle to. I will say pivot, just to get a little giggle out of you, while we're watching this. So speaking of which,

128

00:18:04.770 --> 00:18:14.280

Heidi Webb: I've told you a little bit about me. I've kind of rushed right into this. I'm going to take a pause and ask you a couple of questions, Debbie. Did you want to pull that pull up

129

00:18:17.220 --> 00:18:20.670

Debbie Drell: Yep. So we have the poll up. It's actually been running

130

00:18:21.270 --> 00:18:23.220

Heidi Webb: Oh, good. Oh, yeah. Yep.

131

00:18:23.250 --> 00:18:30.990

Debbie Drell: So we we've had all their responses. A lot of responses out of the hundred and 41 who are currently live 108 responses.

132

00:18:33.450 --> 00:18:42.120

Debbie Drell: So we asked, Do you have more than one person volunteered for paid dedicated to fundraising and 61% have

133

00:18:42.480 --> 00:18:43.110
No good.

134

00:18:44.220 --> 00:18:49.590

Debbie Drell: Have you ever held a virtual fundraising event. And that's a little bit less 37%

135

00:18:50.640 --> 00:18:51.060

Heidi Webb: Okay.

136

00:18:51.390 --> 00:18:55.560

Debbie Drell: One in five have never done a virtual fundraiser, but they're planning on doing it.

137

00:18:55.980 --> 00:19:03.090

Debbie Drell: Okay, a little bit more but still about one in five have not done it. They're not planning it but they're interested

138

00:19:03.510 --> 00:19:03.960

Heidi Webb: Okay.

139

00:19:04.260 --> 00:19:08.280

Debbie Drell: And 16% have not done a fundraiser and

140

00:19:09.540 --> 00:19:10.710

Debbie Drell: May not be interested

141

00:19:11.610 --> 00:19:18.750

Heidi Webb: Okay, so that gives me a lot of information. So I thank you, Debbie for running that pole and certainly to all of you who answered it. So,

142

00:19:19.470 --> 00:19:19.950

Heidi Webb: I'm playing

143

00:19:20.310 --> 00:19:34.470

Debbie Drell: Sorry to interrupt height. Well, which I think is an interesting question. Are you worried about your nonprofit's future 46% were worried and 30% are unsure, you know, really three out of

144

00:19:35.700 --> 00:19:44.280

Debbie Drell: Three out of four are worried or they're not sure about whether they should be worried or not. So I'm going to close out and that's our that's our audience right now.

145

00:19:45.090 --> 00:19:54.960

Heidi Webb: I get it, and I'm with you and and I say to you, I can't take away the worry, but I hope that I share enough anecdotal.

146

00:19:55.590 --> 00:20:08.700

Heidi Webb: Recent experiences with you that give you a little bit of inspiration and hopefully a little bit of hope that story earlier that I rushed through about the youth sports organization absolutely petrified.

147

00:20:09.690 --> 00:20:26.670

Heidi Webb: They were filing for bankruptcy filling out the paperwork to to close shop. He'd already told his board that this is it. We're done. And they're back up and running. So there is light in this conversation today and I hope to continue to shut it for all of you. So let's go to the next slide.

148

00:20:28.950 --> 00:20:30.090

Heidi Webb: Another great example.

149

00:20:31.230 --> 00:20:41.820

Heidi Webb: Quickly so boys hope girls hope a Baltimore is one of my clients and they were, they are 100% they rely on public support they get zero.

150

00:20:42.480 --> 00:20:47.880

Heidi Webb: federal, state, county any kind of, you know, government funding so no fee for service, nothing.

151

00:20:48.300 --> 00:20:58.710

Heidi Webb: And they serve 16 humans and they serve them in a setting where they're feeding them. They're, they're putting them in private school they're really anyway you can look them up.

152

00:20:59.310 --> 00:21:04.320

Heidi Webb: But what we did was we said, you know what, it's really hard right now to ask people for money.

153

00:21:04.800 --> 00:21:14.400

Heidi Webb: That maybe they don't have are there the recording. So I said, well, let's not ask them for new money less that let's ask them for the money that they're not spending on

154

00:21:14.940 --> 00:21:24.630

Heidi Webb: haircuts on and ladies. Am I right 100 hundred \$25 sometimes to get your hair done, if you, you know, are covering anything up.

155

00:21:25.650 --> 00:21:38.340

Heidi Webb: Fuel I used to spend \$80 a week going back and forth to all of my appointments. That's \$80 that I'm saving and can give a portion of it to this particular charity. So anyway,

156

00:21:38.970 --> 00:21:47.490

Heidi Webb: They raised thousands. It was fun. It was creative and it was really interesting to see how their stakeholders responded will go to the next slide.

157

00:21:48.360 --> 00:21:56.370

Heidi Webb: All right, I'm going to spend a tiny bit of time on this only because it looks like it about 50% of your respondents are just thinking about it. Not sure.

158

00:21:56.940 --> 00:22:01.500

Heidi Webb: This is the slides all about platforms. If you didn't catch that with the rainbow platforms there.

159

00:22:02.370 --> 00:22:08.550

Heidi Webb: But I'm going to go through pretty quickly because you could really make this its own webinar but I would like you to know about these resources so

160

00:22:08.910 --> 00:22:17.880

Heidi Webb: Again, let's get to it hoppin is a really great to get to hop and I meant to do this. It's happened to so it's not.com or.org or so it's happened.

161

00:22:18.810 --> 00:22:31.260

Heidi Webb: To and hopping is a really wonderful resource for having virtual events they have networking spaces breakout rooms. I know zoom does, but it just if they pull it off a little bit better.

162

00:22:31.920 --> 00:22:43.590

Heidi Webb: Love zoom. I think we're all on it. I don't need to go into that in

depth in Expo. For those of you who have the budget. O. M. G. An Expo. The starting price is \$25,000

163

00:22:44.070 --> 00:22:49.590

Heidi Webb: To they do conferences for Dell and Google and I recently took a tour of their

164

00:22:50.340 --> 00:23:01.410

Heidi Webb: product line. And it was just, I was blown away. If you really want to give a true experience an online virtual experience to your

165

00:23:01.740 --> 00:23:09.360

Heidi Webb: Stakeholder base really look into an Expo. I can certainly send along the referral, you can just look them up. I'm not tied to them in any way.

166

00:23:09.660 --> 00:23:16.110

Heidi Webb: I just was so impressed house party, fun, fun, fun is for a younger crowd. It's where you can get

167

00:23:16.890 --> 00:23:26.340

Heidi Webb: The. I think it's a dozen or less people on the phone music's playing. Everybody's talking at the same time it's it's not an informal setting, but if you have younger stakeholders.

168

00:23:26.730 --> 00:23:37.920

Heidi Webb: It's, it's where they're at. It's where all the celebrities are at the J. Lo's and others who are having house parties. So it's very familiar to a younger crowd tip jar really cool if you give

169

00:23:38.280 --> 00:23:52.590

Heidi Webb: Any kind of online benefit to your stakeholder base. For example, I have a client who does art classes on Tuesday nights I have another client who did had a had a young person sing the national anthem.

170

00:23:53.100 --> 00:24:02.700

Heidi Webb: For Memorial Day, you can actually very nicely put they'll be electronic tip jar, which, again, I'm going to have to tell you to get to it. You want to go to act.

171

00:24:03.210 --> 00:24:07.590

Heidi Webb: Tip jar. Sorry about that. If you look it up. You'll just get a

plethora of

172

00:24:08.370 --> 00:24:16.800

Heidi Webb: Different spaces, but it's. Think of the car wash you know where you set out the bucket and people know. I guess I should put some dollars in there. It's the same thing.

173

00:24:17.490 --> 00:24:27.150

Heidi Webb: Facebook Live zoom. I'll tell you, I am a big fan of it when we did the young person singing. We did it through zoom. So you go to zoom you hit webinar.

174

00:24:27.540 --> 00:24:37.110

Heidi Webb: And then you can actually send it live stream it to your Facebook and your YouTube and what I like about sending it to YouTube is YouTube allows you

175

00:24:37.380 --> 00:24:48.030

Heidi Webb: To do closed captioning. It allows you to put ads on the bottom of your videos. So if you're not familiar and not using YouTube, I would say spend an hour or two.

176

00:24:48.420 --> 00:24:53.820

Heidi Webb: Taking their online courses and learn it because it's it's the space where everyone's going

177

00:24:54.360 --> 00:25:07.170

Heidi Webb: Twitch, I have to tell you about twitch. I'm not a gamer, but my 14 year old son is a gamer. So he had to tell me about it. What it is is gamers are online other gamers are watching them play. Why is it important, because

178

00:25:07.740 --> 00:25:15.420

Heidi Webb: The really really good participants, the people who twitch these really famous in the gaming world pitchers. I think you call them.

179

00:25:16.230 --> 00:25:29.580

Heidi Webb: What they'll do is they will give you a day they're online and they will talk about your one nonprofit for the day. I have a charity tiny little charity in West Virginia that raised \$100,000 just about

180

00:25:30.090 --> 00:25:35.160

Heidi Webb: In one day from twitch amazing, look it up, figure out how you can connect to it.

181

00:25:35.640 --> 00:25:46.020

Heidi Webb: Global giving you do not have to be global a global giving. I'm sorry, a global nonprofit to participate in global giving I cannot say enough good about this.

182

00:25:46.890 --> 00:25:55.500

Heidi Webb: Portal and if you looked in it into it before and you weren't sure green chi my team we've got kind of a template we can share it with you. You can

183

00:25:55.950 --> 00:26:01.890

Heidi Webb: engage us around it. But here's the deal. Once you get into global giving you have access to their millions

184

00:26:02.280 --> 00:26:16.320

Heidi Webb: Of donors who shop online on the regular to make donations to charity. It's a really, really good portal to use slide broadcast. Do you have shy board members or are you busy all day and you can't make that phone call and you think

185

00:26:17.100 --> 00:26:24.210

Heidi Webb: I was only going to leave a message, but it's 11 o'clock at night. Wouldn't that be rude. Well, it was slide broadcasting, you can make your phone messages.

186

00:26:24.540 --> 00:26:31.740

Heidi Webb: You can send a message to me on my phone right now and it won't ring, because I'm busy. I'm doing a webinar here, please don't call me.

187

00:26:32.160 --> 00:26:42.420

Heidi Webb: But you can and and it will leave a message. So when I go to my phone. I go, Hmm, I missed a call from Debbie. I'm going to listen to the voicemail. So Debbie gets what she wants.

188

00:26:43.530 --> 00:26:56.460

Heidi Webb: She gets to me, but she gets to me in a way that's convenient for me and convenient for her and again for thank you calls for setting up opportunities to engage the slide broadcast is is really great.

189

00:26:57.870 --> 00:27:04.440

Heidi Webb: Then you have to thank all of your donors, right. You have to do it well. Because if you don't know about retention.

190

00:27:05.880 --> 00:27:14.430

Heidi Webb: There's so much I could say about it, retention is the name of the game. It's very costly to bring in a new donor and in some cases, you have to make that investment.

191

00:27:14.790 --> 00:27:24.570

Heidi Webb: But in most cases, going back to the friends theme you want to, you want to keep your friends right and so boom boom and loon. What's really cool, Debbie. Did you just text me

192

00:27:25.380 --> 00:27:29.910

Heidi Webb: boom boom and loon what's really great about those two, they're pretty much the same.

193

00:27:30.810 --> 00:27:44.790

Heidi Webb: Other than cost is you create a video or you have your, your recipient of services or you have your ad or you have a maybe a famous person that you're connected with you have them say something on video like

194

00:27:46.380 --> 00:27:55.140

Heidi Webb: Debbie. I want to thank you from the bottom of my heart for the gift that you gave to my organization. I'll tell you what we did with those dollars that editor editor.

195

00:27:55.500 --> 00:28:06.270

Heidi Webb: Debbie opens or email. There's no link to go to. There's no attachment to open it opens within her email system so very professional and very heartfelt and very

196

00:28:06.720 --> 00:28:15.600

Heidi Webb: Easy to make. Now let's say you have no money to do the thinking, well, we're just going to send emails, I would say you email server. Okay.

197

00:28:16.260 --> 00:28:21.690

Heidi Webb: But really try to find a way to creatively and meaningfully thank your donors. One of the things that I do. I made

198

00:28:22.170 --> 00:28:32.850

Heidi Webb: A chalkboard. I put a got a really nice frame for it and I use chalkboard paint and whenever I want to thank a donor or say happy birthday to one

of my clients. I'll just write it on the

199

00:28:34.230 --> 00:28:41.460

Heidi Webb: chalkboard. Take a photo or call them and put it up. So that's the first thing they see I've even had fun with it. I have a

200

00:28:42.360 --> 00:28:57.300

Heidi Webb: Horse that I board and I put the chalkboard in front of the horse and says art and said already says hello to one of my donors who I knew was a horse fan, so you can have fun with it. It costs you nothing and your donor remembers that

201

00:28:57.870 --> 00:29:03.420

Heidi Webb: effort that you made to acknowledge their investment will go to the next slide.

202

00:29:05.610 --> 00:29:14.280

Heidi Webb: So the point is your online, a lot more. I don't think that's going to change. You've had a lot of information out there about Virtual. Virtual. Virtual. Virtual so

203

00:29:15.240 --> 00:29:27.630

Heidi Webb: That tells me it's it's time to really make sure houses in order online. Make sure that your guide star is gold or platinum, I say go for platinum, but hey landed gold at least

204

00:29:28.320 --> 00:29:39.210

Heidi Webb: Make sure that your CRM is, you know, up to date. If someone says, Get me off this list, get them off the list. If your social media is not

205

00:29:40.440 --> 00:29:47.940

Heidi Webb: responding to comments or I messages. That's a problem. So I have a checklist. I've given it to Debbie, you can download it for free.

206

00:29:48.240 --> 00:30:02.490

Heidi Webb: But I just wanted to spend a moment on that because it is ever important that your website, your social media and other online portals are nice and squeaky clean so that while people are investigating you online. You look your best

207

00:30:03.660 --> 00:30:04.050

Heidi Webb: Okay.

208

00:30:05.970 --> 00:30:11.670

Heidi Webb: Next slide. So you're walking down the street. You've got your BFS tear left

209

00:30:12.450 --> 00:30:22.890

Heidi Webb: You're having this deep conversation and you want to be a good friend, you're listening intently, as he or she tells you some amazing story about their life, and then you go

210

00:30:23.430 --> 00:30:31.440

Heidi Webb: What are the penny I found a penny shiny pennies are very distracting very distracting. We all do what you feel like little kids. I got to pick up the penny.

211

00:30:32.220 --> 00:30:39.360

Heidi Webb: But it disrupts whatever it is that's going on. And so I just shared with you in super fast speed.

212

00:30:39.690 --> 00:30:51.300

Heidi Webb: A lot of information. What I don't want to do and this is my pause my sort of message to you is don't don't fall for every shiny Penny, find the things that work for you and your mission.

213

00:30:51.870 --> 00:31:01.860

Heidi Webb: Things that you can develop a comfort level around if you are completely uncomfortable in tip talk don't jump into getting a tick tock page for your nonprofit.

214

00:31:02.400 --> 00:31:08.250

Heidi Webb: Because a board member told you to do so. And if you're a board member, think through, I'm going to say to you.

215

00:31:09.240 --> 00:31:20.430

Heidi Webb: Think through that your, your, your team your mission needs focus right now and it needs to perfect the things that will earn them an immense amount of

216

00:31:20.910 --> 00:31:30.600

Heidi Webb: Community respect but also will allow their donors to feel comfort with them right now everyone's watching. That's the other thing I'd like to say

217

00:31:31.440 --> 00:31:37.530

Heidi Webb: everyone's watching. And so the folks that have pulled back and gotten quiet. I urge you

218

00:31:38.010 --> 00:31:48.060

Heidi Webb: Start talking start saying anything about what's going on about what you're doing about how you're surviving, because no one wants to put money into a sinking ship.

219

00:31:48.570 --> 00:31:56.280

Heidi Webb: And you're not thinking you're not remember your lighthouse. You're not sinking your lighthouse. So let's go to the next slide.

220

00:31:58.680 --> 00:32:00.750

Heidi Webb: Okay, if you don't plan you

221

00:32:02.190 --> 00:32:09.150

Heidi Webb: If you don't plan, you plan to fail, right, so here's what I'd say. If you haven't done this already. This is a fun exercise.

222

00:32:09.630 --> 00:32:18.780

Heidi Webb: But beyond that, it's very, very meaningful and I've asked all of my clients to do this and I would ask the same of you. So you grabbed a big whiteboard or you get those posted

223

00:32:19.740 --> 00:32:25.890

Heidi Webb: whiteboard sheets and put them up to a wall and you do them in this order. It's kind of important that you do it in the order so

224

00:32:26.340 --> 00:32:37.710

Heidi Webb: The first post it is you answer. What did we do last year fundraising. What did we do that worked. And we can still do it step by step exactly the way we did it before then.

225

00:32:39.060 --> 00:32:50.670

Heidi Webb: What did we do before that now post pandemic. We have to change slightly and then list off what those changes mean to you. Do they mean decrease increase in staffing. Do they mean

226

00:32:51.600 --> 00:33:01.410

Heidi Webb: Investing in a software. Do they mean what do they mean to you, then I want you to think hard on what did we do before that really doesn't work.

227

00:33:01.770 --> 00:33:11.880

Heidi Webb: Some of the things that you just answered, they end up on that list, and that's okay so but listed out don't not wait don't think it's a waste of time and not do that, that slide piece that

228

00:33:12.810 --> 00:33:20.940

Heidi Webb: whiteboard piece, then the last one is what one new idea has presented itself that helps us fill a gap.

229

00:33:22.290 --> 00:33:33.120

Heidi Webb: Isn't an overarching big reach for us. And it's something that we can really focus our energy on to replace those things that no longer work for us. Right.

230

00:33:33.450 --> 00:33:46.560

Heidi Webb: And I would also say put dollars when you're doing all of these buckets put dollar amounts next to the ones. So you know what your return on investment was so you know what's at stake, not just

231

00:33:47.190 --> 00:33:55.440

Heidi Webb: What you raised, but what you put into it because maybe just maybe you'll find that you're a little relieved. Some of these new

232

00:33:55.770 --> 00:34:06.480

Heidi Webb: Opportunities or some of these tweaks that you make may actually have a greater return for you as opposed to, for example, the large gala, the large in person conference.

233

00:34:07.770 --> 00:34:09.210

Heidi Webb: Okay, next slide.

234

00:34:12.210 --> 00:34:16.470

Heidi Webb: All right, I am I didn't tell, Debbie. I was going to do this, but I am going to do this.

235

00:34:17.640 --> 00:34:26.250

Heidi Webb: I didn't want to spend a lot of time on the front end talking about

myself because I wanted to get right to the meat of it and also leave plenty of time for questions. However,

236

00:34:26.940 --> 00:34:38.520

Heidi Webb: I did, I am very happy. I turned to in January, green kite fundraising did. And I'm curious if any of you have ever made the connection between green kite and

237

00:34:39.720 --> 00:34:53.910

Heidi Webb: A childhood story that is symbolic to me and my organization. I wonder if green kite conjured up anything for you. And if you're the first to answer it. And I'll let Debbie know what it what the answer is.

238

00:34:54.690 --> 00:35:03.750

Heidi Webb: Then I will send you a book that I love. I didn't write it, but I love it. It's called engagement fundraising and it's all about those relationships.

239

00:35:04.710 --> 00:35:17.430

Heidi Webb: kites really cool thing about kites and hot air balloons as well is they don't stay stagnant. Someone has to pull that Kate up into the air and you need a little bit of wind, you have to, as they say, lean into it.

240

00:35:17.850 --> 00:35:21.390

Heidi Webb: So that's why I love kites, that's why I love this quote

241

00:35:22.050 --> 00:35:35.910

Heidi Webb: By Winston Churchill. Here's a little bit about what my organization is doing and can do for you if you're interested. And of course, we'll have some contact information at the tail end of this I have whizzed through this

242

00:35:36.660 --> 00:35:44.520

Heidi Webb: But again, I wanted to leave plenty of time for questions. So Debbie. I think the last slide gets us to that that space and time. Right.

243

00:35:45.900 --> 00:35:51.210

Debbie Drell: Yep. So thank you so much. Heidi. This really incredible presentation.

244

00:35:51.390 --> 00:36:02.400

Debbie Drell: Oh, good. So many practical tips and strategies and a lot of hope for those who are not sure whether or not they want to go virtual and those who are

overwhelmed by the vast

245

00:36:03.570 --> 00:36:10.590

Debbie Drell: Options for virtual platforms and Tech Talk. And you know what can, what can you do I think this is really

246

00:36:11.310 --> 00:36:24.690

Debbie Drell: Helpful presentation. What I've been seeing in the online chats, as well as the Q and A's, the question again and again. Where can I get the checklist with the recording and the slides and just to reinforce that we will all be

247

00:36:25.740 --> 00:36:30.510

Debbie Drell: Posting that information on our code 19 web page, which I put a link

248

00:36:31.590 --> 00:36:40.020

Debbie Drell: On the chat. And I just want to do a quick share screen alley. If you don't mind, I'm going to stop your screen and

249

00:36:41.370 --> 00:36:49.560

Debbie Drell: Go into our so if you click on that link, you'll see the coven 19 rapid response leadership series and

250

00:36:50.070 --> 00:36:59.760

Debbie Drell: We will have it listed under fundraising and a pandemic. So right now this is the link to register, you'll see the next one is crisis communication. So going back to our presentation.

251

00:37:00.420 --> 00:37:08.610

Debbie Drell: That's where the resources are now Heidi. Thank you so much for sharing that. We did have a couple of questions. And one of the questions that I think

252

00:37:09.510 --> 00:37:23.880

Debbie Drell: Is helpful. What advice do you have for a rare disease organization that just incorporated right before Copa and is now trying to develop a fundraising fundraising plan in this unusual time

253

00:37:24.960 --> 00:37:37.920

Heidi Webb: Great question, great question. I would say for an organization like that. First of all, congratulations. It is hard work to get that off the ground and then also have the vision and

254

00:37:39.390 --> 00:37:45.390

Heidi Webb: You know foresight, that this is something that's going to be needed. So I would say a couple of things. So let me start out with

255

00:37:47.190 --> 00:38:02.970

Heidi Webb: You know, obviously you want to develop a plan. And I think you clearly know that, but I would say stay away from writing too many grants, a lot of the grant funders tend to want to see a reputation for either in time of

256

00:38:04.260 --> 00:38:11.730

Heidi Webb: You know of providing these services, but also they want to see other funders before they're able to make or want

257

00:38:12.090 --> 00:38:17.790

Heidi Webb: To make their investment that's not to say that there aren't some funders that will accept new nonprofits.

258

00:38:18.150 --> 00:38:26.790

Heidi Webb: But here's, here's the deal. I'm only two years as a consultant. I was a frontline capital campaign major gifts fundraiser for all those other years

259

00:38:27.480 --> 00:38:33.690

Heidi Webb: And the thing is that since I've been in consulting. I've seen more and more

260

00:38:34.080 --> 00:38:46.770

Heidi Webb: Nonprofits like yours that are smaller or startups frustrated because they put all of their resources, either in an external person or they themselves are writing all these grants and then they're going on. I never got one grant

261

00:38:47.160 --> 00:38:58.290

Heidi Webb: That's because that's not your space right now. It's just not so what your space is it's your board and getting your board to essentially crowdfund for you on an offline.

262

00:38:58.740 --> 00:39:07.860

Heidi Webb: Certainly you can utilize some platforms but and you certainly have to educate the community about what you're doing and more importantly why you're doing it.

263

00:39:08.550 --> 00:39:18.180

Heidi Webb: But I would say to you stick to those individual contributors. For now, that will help you amplify your mission and get out there a lot. Get your

264

00:39:18.480 --> 00:39:29.580

Heidi Webb: There's a lot of noise. Right now, a lot of noise. If you want to have your message. Heard you have to step on top of the box and grab the bullhorn I hope that answered your question.

265

00:39:30.720 --> 00:39:38.490

Debbie Drell: Thanks, Heidi. We've got more questions coming in. A lot of people who are trying to figure out the mystery of green kite, so we'll see.

266

00:39:39.120 --> 00:39:43.800

Heidi Webb: If I I think I see that I was Whitney. The first one who said what she said.

267

00:39:45.780 --> 00:39:46.080

Heidi Webb: Yes.

268

00:39:47.130 --> 00:39:52.950

Heidi Webb: Okay, so it's Mary Poppins, and in every Mary Poppins movie.

269

00:39:54.030 --> 00:40:03.750

Heidi Webb: There's a green kite. Even the newer versions. So you know the famous song. I won't sing it. I did not was not given the gift of of song voice, but no Sanford, but

270

00:40:05.190 --> 00:40:14.310

Heidi Webb: There's a Let's Go Fly a Kite and it's just very hopeful and I'll tell you, I am the type of consultant who like Mary Poppins fly in

271

00:40:15.510 --> 00:40:17.310

Heidi Webb: And I do what needs to be done.

272

00:40:17.520 --> 00:40:19.440

Heidi Webb: And then I fly away even if

273

00:40:19.890 --> 00:40:32.400

Heidi Webb: You know, the organization says, No, stay. We really like you. I like you too, but you shouldn't have a consultant in your shop forever. The should be a temporary thing I should, you should be so strong, after I leave that you don't need me anymore.

274

00:40:34.170 --> 00:40:38.070

Heidi Webb: So Whitney, you're getting yourself a book, make sure I get your contact information.

275

00:40:38.910 --> 00:40:43.050

Debbie Drell: Alley. Could you go back to the slide with Heidi's contact information.

276

00:40:44.070 --> 00:40:46.080

Debbie Drell: So if if Whitney.

277

00:40:46.620 --> 00:40:47.910

Debbie Drell: Emails, you will never

278

00:40:48.510 --> 00:40:49.470

Heidi Webb: Whitney, I would be great.

279

00:40:49.860 --> 00:40:50.100

Yep.

280

00:40:51.150 --> 00:40:51.570

Heidi Webb: Great.

281

00:40:51.930 --> 00:40:56.190

Debbie Drell: We've got a couple more questions. And that will be for stuck in my head today.

282

00:40:57.240 --> 00:41:04.830

Debbie Drell: No problem. No, I love it. So Jamie asks, we're a start up nonprofit for Al di adrenal look at dystrophy.

283

00:41:05.220 --> 00:41:22.800

Debbie Drell: And we've already raised \$30,000 in one week just with Facebook posts and we are so excited about hosting our first event, even if it's virtual. I just wanted to pass on some great news. So it's basically a shout out for Al di but

there's something to be said about Facebook fundraisers.

284

00:41:22.980 --> 00:41:35.940

Heidi Webb: Absolutely. First of all, congratulations. That's so exciting. And so amazing. Can I say a little tip about Facebook or two, and I'm sure they know I wish they were sitting in my seat so they could share their success.

285

00:41:36.510 --> 00:41:45.150

Heidi Webb: Feel free to keep adding to it so we can share lessons learned, but Bravo two things that I really want to make sure everybody's doing

286

00:41:45.540 --> 00:41:50.850

Heidi Webb: If you're managing a Facebook page, your Facebook page and you see people liking.

287

00:41:51.540 --> 00:41:56.460

Heidi Webb: You know your posts and things to that effect. You know, you can go in and invite them to follow your page.

288

00:41:56.880 --> 00:42:07.950

Heidi Webb: Just one quick button that you click it and invite them to like your page as you know on Facebook, anyone can see and like your stuff, so long as the privacy settings aren't restrictive and

289

00:42:08.670 --> 00:42:18.270

Heidi Webb: We miss out when we don't invite those people who kind of like what it is we're saying the other piece is. And we did this with a really teeny tiny. Speaking of startup.

290

00:42:18.930 --> 00:42:31.380

Heidi Webb: I noticed I manage their social media for a month and I noticed that there were regulars. I'll call them groupies, if you will, who were liking and commenting on just about everything. There were, I don't know, a handful or so.

291

00:42:32.010 --> 00:42:38.430

Heidi Webb: I'm sorry about a dozen or so. And we reached out to them. They were not on their mailing list. They were not in their CRM.

292

00:42:38.790 --> 00:42:47.940

Heidi Webb: They were just sort of waiting for that invitation to draw closer to the organization and they're not going to do the work. They're not going to reach

out to you.

293

00:42:48.240 --> 00:42:55.770

Heidi Webb: They're just going to keep coming and visiting and saying, we love you, we love you, it's your job to say, we love you too. So if you see active

294

00:42:56.940 --> 00:43:11.520

Heidi Webb: If you see activity on your web on your Facebook page or Twitter or the like, reach out to them and say hi. I noticed you've been liking these types of posts. Would you like me to add you to our mailing list. Would you like an invitation to our events that sort of thing.

295

00:43:12.420 --> 00:43:14.490

Heidi Webb: Gotten any Bravo for for the Facebook. Yep.

296

00:43:14.850 --> 00:43:29.310

Debbie Drell: That's a really good tip. And if you're the only person doing work in your organization. It's something that a volunteer can do. It's something that an intern can do if you give them sort of a template message and say, go make the relationship and the connection and then get that information.

297

00:43:29.760 --> 00:43:34.140

Heidi Webb: That's right. Now I want to say, there may be other people on the line, who

298

00:43:34.890 --> 00:43:48.180

Heidi Webb: You know, might get frustrated by Facebook about two years ago, I think it was Facebook changed the game for everyone. Small Business nonprofits everyone so that not everyone sees your feed.

299

00:43:48.660 --> 00:43:59.880

Heidi Webb: Even if they like and follow your page, there's a whole book out there about it. It's based on algorithms. It's based on the simplest way I can say it is if you have a Facebook page.

300

00:44:00.420 --> 00:44:09.930

Heidi Webb: And someone likes. Let's say your video. They're only going to get your video feed into their timeline when they, they're not going to get all your posts.

301

00:44:10.170 --> 00:44:16.380

Heidi Webb: So if you don't post another video that similar they may never see or

interact with you again unless they take the effort.

302

00:44:16.800 --> 00:44:24.450

Heidi Webb: To go to your page. So Facebook, LinkedIn is the same way. They're moving to really online advertisers, more than anything, so

303

00:44:25.140 --> 00:44:33.660

Heidi Webb: I share this with you because I don't want you to get frustrated. Why, why does such and such organization have 13,000 followers and we've got 50

304

00:44:34.440 --> 00:44:45.330

Heidi Webb: There's your. There's your answer. You know, they may have been ahead of the curve before this change took place or they may have a very aggressive online strategy, which is also really good to have

305

00:44:47.070 --> 00:44:53.070

Debbie Drell: Great, that's really good information. So we've got five questions in the queue.

306

00:44:53.250 --> 00:44:56.520

Debbie Drell: Okay. And we've got some time. I'm looking to see

307

00:44:57.540 --> 00:44:57.990

Debbie Drell: If there's

308

00:44:59.400 --> 00:45:03.930

Debbie Drell: One that's more universal than another. They're all really good work. We'll keep going.

309

00:45:05.430 --> 00:45:11.790

Debbie Drell: What is the most effective way to grow your audience for virtual events. If you have a large audience.

310

00:45:14.370 --> 00:45:16.770

Heidi Webb: To grow them for or through

311

00:45:17.640 --> 00:45:26.130

Debbie Drell: So if you have an event. I think this is what Jeff is saying, if you have a virtual event. How do you grow the attendance in that event.

312

00:45:26.580 --> 00:45:40.440

Heidi Webb: Oh I see, just like you do when it's in person. I, you know, as you know, and I don't know where you're coming from Jeff from in terms of this country. I can tell you different cities have different cultures, New York, DC, we tend to

313

00:45:41.130 --> 00:45:49.260

Heidi Webb: You know, sign up very last minute for things as in like the hour before it's it's awful. And I wish I could change the culture of

314

00:45:49.680 --> 00:45:56.070

Heidi Webb: You know, investing in events, but I can't not here in this area, so there's a little bit of that that happens.

315

00:45:57.030 --> 00:46:06.420

Heidi Webb: I think it's, it's the same old school stuff. I think you want to have your, your key people who are involved to share it on their social media.

316

00:46:06.750 --> 00:46:15.930

Heidi Webb: I like to do. Okay, so here's a little trade secret. We haven't talked about this yet. I think it will answer just question, but it's also something I want your broader audience to know and that is

317

00:46:16.380 --> 00:46:28.260

Heidi Webb: I like to for each of my clients find influencers for them. First of all, when we cast the net within their existing network and say okay this person, this person, this person.

318

00:46:28.650 --> 00:46:33.000

Heidi Webb: Have huge social media followings let's move everybody over to the side for a sec.

319

00:46:33.810 --> 00:46:39.420

Heidi Webb: But what about these people. So, for example, I'm working with a Korean American Association and

320

00:46:39.870 --> 00:46:49.920

Heidi Webb: You know, I wanted to find out who are influencers in that space. And we are reaching out to them to ask them to help us. We're not asking for money.

321

00:46:50.310 --> 00:46:56.400

Heidi Webb: We're just asking for them to share information or about our youth summit to share information about

322

00:46:56.670 --> 00:47:05.760

Heidi Webb: Some of the other projects that they have going on. So I would say, Jeff, and everyone on the line. Find out who your influencers are because they amplify whatever message.

323

00:47:06.060 --> 00:47:11.880

Heidi Webb: You're trying to send and be very, very clear when you ask them to get engaged. So for example, when I send

324

00:47:12.300 --> 00:47:19.290

Heidi Webb: An email request to an influencer I actually tell them how many set how to if I'm asking them for a video.

325

00:47:19.740 --> 00:47:32.940

Heidi Webb: To post. For example, I say, put your phone horizontal make it 20 seconds or less text it here or email it here i have i leave no questions because influencers get other requests, but they're also quite busy.

326

00:47:33.690 --> 00:47:43.530

Heidi Webb: But usually, they don't think twice about it if it's a click, click, for them. So find your influencers make sure that the people involved in your organization feel

327

00:47:43.950 --> 00:47:53.460

Heidi Webb: Great about it so that they want to share what you're doing, from the rooftop. I cannot tell you how frustrated. I am alongside you with

328

00:47:54.960 --> 00:48:04.440

Heidi Webb: The at times, lack of marketing that's happening from our constituents, but then I say, well, you know what, how we equip them.

329

00:48:04.860 --> 00:48:15.360

Heidi Webb: What tools. Have we given them how we reminded them when I do campaigns, I send calendar invites I it's very annoying to work with me in that way. But I'm very organized that way.

330

00:48:15.990 --> 00:48:22.050

Heidi Webb: But just make sure that when you have whenever you asked for help that

you're also making it super easy to say yes.

331

00:48:23.430 --> 00:48:33.570

Debbie Drell: That's really cool. So what about if your community has a disease that they don't talk about it ties Lori asks

332

00:48:34.110 --> 00:48:44.670

Debbie Drell: Are nonprofit members or families with children who have bowel and bladder issues and these families are hesitant to share reasons as to why they're part of our organization. They don't want to affiliate formally or officially

333

00:48:45.180 --> 00:48:49.800

Debbie Drell: And sometimes they are part of the organization and sometimes they don't engage

334

00:48:50.130 --> 00:48:50.730

Debbie Drell: How do you

335

00:48:50.790 --> 00:48:56.100

Debbie Drell: Encourage these families to fundraise when they don't share the organization externally to their community.

336

00:48:56.640 --> 00:49:07.290

Heidi Webb: Sure, great question. And I tell you I can share it, share with you that I worked in the mental health space first in my career 21 years ago.

337

00:49:07.740 --> 00:49:21.210

Heidi Webb: And throughout my career. Somehow I ended up seven years total in working with adults with schizophrenia. It's not a hot topic. And trust me, the family members of many of these clients, they would say,

338

00:49:22.950 --> 00:49:29.340

Heidi Webb: Weren't really excited to stand out on the mountaintop and yell. My son has schizophrenia, either.

339

00:49:29.820 --> 00:49:35.790

Heidi Webb: So it's a delicate subject, I think, I think there's a couple of things here. So I would

340

00:49:36.210 --> 00:49:49.410

Heidi Webb: Find a way to get to the story of that embarrassment. I would get to the story of the humiliation. No one wants at the end of the day, of course, there are bullies in the world, but we all want to protect anyone from being bullied.

341

00:49:49.950 --> 00:49:58.830

Heidi Webb: So I think the more you can capture the heart of what it feels like to live with that illness and that maybe you know someone or

342

00:49:59.670 --> 00:50:05.880

Heidi Webb: Would, would they be willing to say, you know, this is a cause that affects my family. And here's how it affects them.

343

00:50:06.570 --> 00:50:13.440

Heidi Webb: If you're looking for those heartstrings, I think obviously there are different types of donors most respond to heart. Some respond to brain.

344

00:50:13.800 --> 00:50:22.830

Heidi Webb: So supplying the data around it would be really good to not just nationally but locally and you know we all tend to

345

00:50:23.130 --> 00:50:36.330

Heidi Webb: Feel it more when it affects us. But again, I hope I can just say this one more time because I'm not sure I made it clear enough is tap into the feelings that it invokes more than the actual thing right so

346

00:50:37.380 --> 00:50:48.030

Heidi Webb: We do this all the time and creative marketing. I once had a house of women who were not born in this country were victims of domestic violence which is awful. But because they were not

347

00:50:49.470 --> 00:50:59.400

Heidi Webb: US citizens, we were struggling to get this was years ago donations for them. And so we said wait a minute, their children are American born. So we actually

348

00:50:59.820 --> 00:51:09.870

Heidi Webb: Change the script and made it about serving the children. It was serving the cause or it was all you know on the up and up, but it's just changing how you frame it

349

00:51:12.120 --> 00:51:14.100

Heidi Webb: Does that help you think Daddy.

350

00:51:14.400 --> 00:51:15.600

Heidi Webb: Absolutely. Okay.

351

00:51:15.990 --> 00:51:23.010

Debbie Drell: Absolutely. So I'm we've got 11 minutes left. I'm going to throw out three questions and you can decide because they're very different

352

00:51:24.330 --> 00:51:26.070

Debbie Drell: How do you find an influencer

353

00:51:26.550 --> 00:51:38.700

Debbie Drell: How best can LinkedIn be used to fundraise for candidate and for really rare disease where there just aren't that many patients. And I know one rare disease that has a nonprofit that has 10 patients in the world.

354

00:51:40.020 --> 00:51:43.650

Debbie Drell: What would be something we could do to expand the community.

355

00:51:44.100 --> 00:51:53.010

Heidi Webb: Right, I just got chills when you mentioned that last one. I mean, again, we, we, the philanthropic world that's

356

00:51:53.490 --> 00:52:11.310

Heidi Webb: I don't always look at my other two hats. I'm sure we all do. Right. We're a nonprofit. I'm a philanthropist. I give. And then I'm also a fundraiser. So I feel things. And when someone says 10, I think, wow, talk about lonely and isolated talk about scared. Talk about what do I do

357

00:52:12.690 --> 00:52:15.840

Heidi Webb: I think there are ways to get really creative around

358

00:52:16.950 --> 00:52:17.340

Heidi Webb: You know,

359

00:52:18.840 --> 00:52:25.050

Heidi Webb: And I don't have the, the true answer on what you say. But I, again, I'm going to go back to the answer that I gave earlier.

360

00:52:25.530 --> 00:52:31.860

Heidi Webb: Why is 10 a small number, right, if it's affecting a human life it's it's a big number, right.

361

00:52:32.430 --> 00:52:45.030

Heidi Webb: So I'm going to table that you can call me, we could do a little brainstorming. But that's, that's where my heart goes, that's where my mind goes when I'm thinking about how to tell that story LinkedIn. Yeah.

362

00:52:46.020 --> 00:52:53.160

Heidi Webb: LinkedIn has a lot of resources for nonprofits definitely look at what resources you can take advantage of. I have done more business.

363

00:52:54.060 --> 00:53:00.510

Heidi Webb: And when I say business. I mean, nonprofit business on LinkedIn than anything else. And I urge every

364

00:53:00.990 --> 00:53:09.060

Heidi Webb: One of you to make sure when I mentioned that audit. Make sure your LinkedIn is where it needs to be. Make sure your pictures recent

365

00:53:09.390 --> 00:53:20.310

Heidi Webb: Make sure that your profile is recent throw photos on there. I don't think enough people do that and throw an introductory message on there as well. Make it personal.

366

00:53:20.940 --> 00:53:28.800

Heidi Webb: And spend at least once a week, managing all of your, your LinkedIn relationships. It's, um, it's really, really worth it.

367

00:53:29.220 --> 00:53:44.070

Heidi Webb: Now, as far as crowdfunding and things like that on LinkedIn, the LinkedIn communities, a little discerning and they don't you will get messages from LinkedIn folks that say, Listen, I don't want you to contact me.

368

00:53:45.240 --> 00:53:50.040

Heidi Webb: At all. Sorry, I don't want you to contact me about, you know,

369

00:53:51.240 --> 00:53:55.170

Heidi Webb: A fundraiser that you add this is not Facebook. This is LinkedIn. So

definitely know

370

00:53:55.710 --> 00:54:10.050

Heidi Webb: The audience that you're messaging. So when I am on LinkedIn. I tend to talk about information sharing or maybe conferences and events of that nature. I don't typically talk about you know the the you know the Girl Scout cookie sale, for example.

371

00:54:11.130 --> 00:54:18.420

Heidi Webb: Nothing against that, by the way. Everybody loves a good cookie. But anyway, so LinkedIn. Yes. And then the first question I forgot.

372

00:54:19.890 --> 00:54:22.140

Debbie Drell: That's okay. Um, how do you find an influencer

373

00:54:23.340 --> 00:54:29.790

Heidi Webb: Ah, I love this. So if there's any part of you that enjoys research and I really really do.

374

00:54:31.080 --> 00:54:40.770

Heidi Webb: You can just Google, you know, who, who, this is a whiteboard opportunity to and I do this with all the nonprofits that I work with. We spend quite a bit of time.

375

00:54:41.430 --> 00:54:50.310

Heidi Webb: whiteboarding the relationships. Yes, I know. It's all in the CRM, but I think sometimes you just have to get out of that and pull those names out and talk about them but

376

00:54:50.730 --> 00:55:06.960

Heidi Webb: So, so, in the space of this organization I mentioned earlier, I wanted to know everything from who has produced Korean based movies to, who are the champions in Korean history to find lineage connections.

377

00:55:07.920 --> 00:55:20.790

Heidi Webb: You know, I think that really, the sky's the limit. But you're looking then anyway when you get that list, then you want to see who's active because it's just because they, for example, are a football player.

378

00:55:21.360 --> 00:55:31.290

Heidi Webb: Doesn't mean they have a big following it doesn't mean that they're

used to, you know, going out there and people listen to what they have to say. As you know, there are some

379

00:55:32.790 --> 00:55:36.210

Heidi Webb: While use the same thing, football, there's some football players who are really, really good.

380

00:55:36.540 --> 00:55:42.540

Heidi Webb: But they don't really have much of an audience. And then there are some that aren't even that great but they have this massive audience I

381

00:55:42.870 --> 00:55:52.350

Heidi Webb: For my charity would want the massive audience. So I think, I think also every major city. If you live near one has a city magazine Washington has

382

00:55:52.710 --> 00:56:00.750

Heidi Webb: Washington life and business journal and all those things and typically they take photos of what's going on in the community. Now, right now, there's not a lot of events but

383

00:56:01.020 --> 00:56:12.150

Heidi Webb: Go back in time and look at who's in all the photographs. Who's that person that's going to everything there an influencer there's someone who has a voice in the community. I know when I moved into a new community.

384

00:56:12.810 --> 00:56:22.860

Heidi Webb: I always want to know who the town Maris and I'm not talking about the elected official in every community there's that leader who has a lot to say. And you want to be friends with them.

385

00:56:24.780 --> 00:56:28.590

Debbie Drell: Thanks for that. But this is all very helpful practical tips.

386

00:56:28.680 --> 00:56:29.070

Heidi Webb: And

387

00:56:29.190 --> 00:56:37.620

Debbie Drell: We've got about six minutes left and the subject for this webinar is virtual of fundraising. And so there's a question about

388

00:56:37.980 --> 00:56:51.330

Debbie Drell: A board that has limited influence and access to high wealth individuals and how to move them into fundraising. Is there a way that virtual fundraising can do this for a board that is not effective or influential

389

00:56:53.100 --> 00:57:02.340

Heidi Webb: Great question. So your board has you need your board now and now is not the time for them to backup either. And I think you share with them.

390

00:57:02.640 --> 00:57:12.150

Heidi Webb: What I said earlier, and that is people are watching they're watching everything and everything's easy to watch right now that we're in this virtual space we're recording this webinar so

391

00:57:12.540 --> 00:57:21.030

Heidi Webb: 10 years from now, you'll be able to see that Heidi web told you know someone that they should, you know, find out who influencers are, for example, so

392

00:57:21.780 --> 00:57:29.880

Heidi Webb: In that vein, you want to make sure that your board member understands fully their job and their role as as a board, but more importantly, I think.

393

00:57:30.420 --> 00:57:42.120

Heidi Webb: What I found when board members don't give I wrote a long look me up on LinkedIn. I wrote this article years ago that I still believe strongly in today don't throw the baby out with the bathwater, I think, board members.

394

00:57:43.860 --> 00:57:52.680

Heidi Webb: Are achievers there on the board because you ask them to be on the board, but they also typically I won't say all the time. But if their net worth is high and they're they're strong in the business community.

395

00:57:52.950 --> 00:57:59.130

Heidi Webb: They're high achievers and what high achievers need is they need something to do, and they need all the resources there to be able to do it.

396

00:57:59.730 --> 00:58:09.150

Heidi Webb: So sometimes I left a board. I was on a board a prestigious board and I was there for three years and I kept saying you're not using me you're not using me

397

00:58:09.600 --> 00:58:18.540

Heidi Webb: And actually, before I left, I had coffee with the head, the Executive Director. And I said, I feel useless. I'm a doer. I want to do.

398

00:58:18.900 --> 00:58:25.680

Heidi Webb: And it's still didn't change so ended up amicably leaving the board, saying, yeah, I'm going to go ahead and head out now and it

399

00:58:26.640 --> 00:58:31.650

Heidi Webb: It was an aha moment for me because I thought, this is what I've been telling nonprofits for years.

400

00:58:32.040 --> 00:58:44.100

Heidi Webb: Give your board something to do, don't, don't give them the small stuff. Give them the big stuff right and get them engaged. They also want to trust you. So what I say to you is find a way to really

401

00:58:45.180 --> 00:58:57.180

Heidi Webb: Follow up as quickly as you can on any lead reference name drop that they give you follow up quickly on that. The other piece is to, you know, really make sure that

402

00:58:59.190 --> 00:59:00.210

Heidi Webb: You are

403

00:59:01.440 --> 00:59:04.950

Heidi Webb: Checking into that I mentioned LinkedIn or you someone else mentioned LinkedIn.

404

00:59:05.280 --> 00:59:14.730

Heidi Webb: Check their LinkedIn. You don't don't go to a board meeting and say, Who knows who knows anybody give me a Rolodex I've heard a lot of people send us your give us give us all your people right and

405

00:59:15.510 --> 00:59:19.950

Heidi Webb: I don't know about you, but I don't want to give anyone my Rolodex I've earned that Rolodex

406

00:59:20.250 --> 00:59:28.590

Heidi Webb: And I like to make introductions warm and I'm assuming the board members are the same. So it's very intimidating to here. Give us your list. Give us

your list. Give us your list.

407

00:59:28.920 --> 00:59:32.790

Heidi Webb: Why don't you go find their list, go to their LinkedIn profile find

408

00:59:33.750 --> 00:59:41.190

Heidi Webb: Look at their contacts, make sure their LinkedIn with you look at their contacts and say, if I if I can get them to introduce me to three people.

409

00:59:41.520 --> 00:59:53.130

Heidi Webb: Who would I want them to introduce me to. So there's no question that they're connected to those three people. You don't have to go through that anymore. You can go say to them, you know, Canada, I noticed that you're connected with

410

00:59:54.270 --> 01:00:01.170

Heidi Webb: Merck pharmaceutical and I really need a contact there were submitting a grant in a couple of months and your contact

411

01:00:01.920 --> 01:00:18.330

Heidi Webb: Sarah works there and I really love a connection. In fact, I put together this template for you so that all you have to do is send it to Sarah from you, CC me and we can take care of it from there. Doesn't that sound a lot easier than. Hey, does anybody know anyone at Merck

412

01:00:20.100 --> 01:00:20.370

Heidi Webb: Right.

413

01:00:23.160 --> 01:00:39.930

Debbie Drell: Thanks so much, Heidi. That's such a classic question. And your response is really helpful. Unfortunately, that's all the time that we have for this webinar. Are we still have a lot more questions that are coming through. So we are going to wrap up this webinar.

414

01:00:41.820 --> 01:00:52.050

Debbie Drell: Many of you have shared that not only do you have challenges around fundraising and moving to virtual platforms but crisis communication that's the topic of our next webinar coming up.

415

01:00:53.070 --> 01:01:03.840

Debbie Drell: I'd like to thank our speaker, and all of you for participating in this webinar. When the window closes, there'll be a new window opening up with a

survey.

416

01:01:04.830 --> 01:01:15.420

Debbie Drell: We would really like you to fill out that survey and let us know what you think about the speaker Heidi norms going to buy a book from you and we're going to give it randomly to the people who fill out the survey responses so

417

01:01:15.990 --> 01:01:18.810

Debbie Drell: If you didn't get Mary Poppins, you still have a chance to

418

01:01:18.810 --> 01:01:19.980

Heidi Webb: Get on to under

419

01:01:20.490 --> 01:01:23.310

Debbie Drell: ONE OF HEIDI'S books Heidi. Thank you so much for

420

01:01:23.760 --> 01:01:33.120

Debbie Drell: joining us and we hope that everyone on the line joins us in the next webinar on crisis communications. The good, the bad, and the ugly and

421

01:01:34.320 --> 01:01:36.480

Debbie Drell: We hope to see you in the future. Thanks so much.

422

01:01:36.540 --> 01:01:38.910

Debbie Drell: And have a good day. Thank you.

423

01:01:39.270 --> 01:01:40.920

Heidi Webb: Thanks be in touch. Take care.

424

01:01:41.370 --> 01:01:42.390

Heidi Webb: Bye bye.