



# Economic Impact Forum

Prepared for Canadian Custom Missions

(800) 230-1951

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Lori Burns  
Executive Vice President

## Canadian perspective

- Canada will outperform other well-off countries but can't escape a global slowdown - International Monetary Fund
- Continued weakness in the US economy is expected to dampen growth in Canada - International Monetary Fund
- Canada's financial institutions are all well capitalized. "That is a fundamental difference between Canada and the US"  
– Finance Minister Jim Flaherty

## What to expect this Fall

- Acquisition will suffer more than cultivation
- Direct Mail cultivation income should soften but not collapse
- We should be prepared to bring in fewer new donors than planned, at a higher cost per donor
- Capital Campaigns may need to be lengthened and pledged gifts may take longer to fulfill

## Mistakes to avoid

- Do not cut back on acquisition
  - Costly downward spiral can take years to recover from
- Don't stop asking
  - Keep cultivating your donors
  - Acknowledge their pain, share your needs, thank your donors
- Don't stop communicating to the Board
  - Keep them informed of the reality of the economic downturn
  - Keep Board leaders closer than ever
- Diversified fundraising programs



## **Communicate the Mission's vital role**

Communicate your role in the community through the news media

- Press conferences
- Interviews
- Op-ed pieces
- Letters to the editor



Steve Ruppe  
Director of Public Relations

## Public Relations tips

- Look for newsworthy stories
  - Keep up with your statistics
- Current economic stories
- Follow up to Empty Pantry
- Follow up to election 2008

## Recommendations to boost awareness

- Use the economic impact key message in all interviews through end of year
- Look for newsworthy tie-ins
- Do frequent updates and follow-ups
- Increase visibility with signs, banners, logos

## Getting the editors to listen

- Tie to story they are already doing
  - Stock market drop, unemployment reports, other economic news
- Invite newly elected political leaders to visit and use the opportunity to talk about need
- Homeless issues are newsworthy
- Compelling need is newsworthy

## Ask for help

- Be specific
  - If you need food/blankets/jackets, whatever, tell what you need and where it should go
  - If you need money most, remember that donors may be hurting too, remind that small donations will help
  - Ask for volunteers
  - Ask for prayer
- Thank those who help

## Do follow-ups

- Let the media know of the response
- Use your website and email to report back to donors
- Keep the need levels current
- Use statistics to base your reports

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Tamara Wolf  
Account Director

## Fundraising Best Practices in Tough Times

- Middle and Major donor focus
  - View donors as investors who require constant reassurance that their funds are being used efficiently
  - Now is the time for dedication to building relationships
    - Don't wait for year end calls – call now!
  - Thank, thank, and thank again
    - Consider asking donors and board members to make calls

## Fundraising Best Practices in Tough Times

- New donor communication
  - Secure that 2<sup>nd</sup> gift
    - Timely thank you receipt
    - Welcome brochure
  - Provide regular updates on how gifts are helping meet immediate needs
  - Include donors in press releases
  - Thank all new donors & acknowledge all gifts

## Fundraising Best Practices in Tough Times

- Make it easy and relevant
  - Radio
    - Matching gifts matter even more. Stretch a looney even farther.
    - Acknowledge donors regularly and your goals
  - Online
    - Simplify
    - Offer lots of options

## Fundraising Best Practices in Tough Times

- Committed donors
  - Feel their pain
  - Call to thank
  - Communicate urgent need
  - Don't stop asking
  - Share and collect prayer requests

# Thank You

## Open for Questions



## Additional inquiries or questions?

- Contact Tamara Wolf, Account Director  
800.275.0430 ext. 472  
[twolf@russreid.com](mailto:twolf@russreid.com)
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