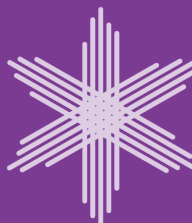


POINT SOURCE YOUTH PRESENTS:

FUNDRAISING DURING COVID-19: A GUIDE FOR NONPROFITS

Mitch Mathias, Director of Development, Point Source Youth

We know these are challenging and stressful times for nonprofits and specifically for the National Youth Homelessness Community. Resources are limited, people are stretched thin, and you're continuing to advocate for and provide support to some of the most marginalized communities being impacted by the coronavirus. To help you navigate the ever-changing landscape, we've gathered resources to help guide you in your fundraising and donor engagement strategies during the pandemic -- and show how to maximize this opportunity to support marginalized populations.



KEY TAKEAWAYS

Make sure to maximize online tools for fundraising and keeping donors engaged. Even though some people are hurting financially, this is also an opportunity to "make the case" to funders for why supporting youth who are experiencing homelessness is needed now more than ever. Look into special COVID-19 emergency funds from private foundations, corporate funders, and government entities that your nonprofit may qualify for. Make sure to call and email donors in your network to tell them what your needs are and to check in on how they are doing. Look into industries or companies that are still thriving in the current economy and pursue them for funding.



Q + A

We had to cancel or postpone our in-person fundraising event. How do we make up that revenue?

Pending your resources and infrastructure, consider moving your in-person fundraiser to a virtual event, using live streaming tools or broadcasting your events live from a home or studio, while still practicing social distancing. You should also consider other vehicles for making up that income -- including fundraising platforms like crowd-funding campaigns, auctions or Facebook fundraisers to make up lost revenue. You can also lean more into peer-to-peer fundraising campaigns or appeals at this time -- remember: people give because of people!

Q&A continues on next page...



Q + A (CONT.)



OUR JOB TODAY AS NONPROFIT LEADERS IS TO SUPPORT OUR TEAM MEMBERS AND THE YOUTH WE SERVE, COMMUNICATE WITH DONORS AND STAKEHOLDERS, AND TAKE CARE OF OURSELVES. YOU'RE ONLY GOING TO BE AS HELPFUL TO OTHERS AS YOU ARE TO YOURSELF.
- MITCH MATHIAS, DIRECTOR OF DEVELOPMENT, POINT SOURCE YOUTH

Our nonprofit is struggling financially. What government assistance can my nonprofit apply for?

Check out the [Small Business Association's \(SBA\) Paycheck Protection Program](#), which is a forgivable loan to help businesses keep their workforce employed during the coronavirus crisis. SBA will forgive loans if all employees are kept on the payroll for eight weeks. You can also look into the [SBA's Economic Injury Disaster Loan \(EIDL\) Emergency Advance](#), though, in general, EIDL loans are not forgivable. Make sure to engage and consult your Board, who should be advising you on fiduciary decisions pertaining to your organization.

Should I still be asking for money from donors now?

Don't make assumptions about your donors without asking them first. It's a good idea to call and email donors personally to get a sense of how they are doing and what their financial situation is. Although many people are impacted economically right now, many people are still doing very well financially; so you shouldn't be afraid to broach this topic in a thoughtful way with funders. That said, it's a good idea to also provide opportunities for your donors to engage by donating supplies, volunteering, promote social media, or providing in-kind support or expertise, as another way for them to contribute. It's also totally acceptable to use the opportunity at hand to make the case to donors that the youth you're serving need support more urgently now than ever.

IN DEPTH

Working Remotely & Maximizing Technology

The good news is that, in today's day and age, you can stay connected virtually with donors and your team, and can fundraise from anywhere.

- [Google Hangouts Premium](#) is free through July 1.
- [Microsoft Teams](#) is available for free for 6 months.
- [Dropbox Premium](#) is free for 3 months for non-profits.

Crowd-funding campaigns and social media is another way to keep your work in front of donors and supporters. Now that you have fewer in-person meetings and events, take a moment to reflect on your fundraising plans and strategy.

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IN DEPTH (CONT.)

Keeping in Touch with Donors and Key Stakeholders

Even during these uncertain times, it's important to keep in regular communication with your donors and key stakeholders. Make sure to call or email your top donors or stakeholders so they know what's going on with you and your organization, and be sure to also inquire about how they're doing and feeling. Leverage your Board and other staff members to help you do this outreach, and it will hopefully plant the seeds for renewed support and other benefits to your organization.

Positioning Your Work in the Pandemic

For the Youth Homelessness Community, our work has never been more critical. The pandemic has exposed the stark inequities of people who are stably housed and economically stable and have access to healthcare, versus people who do not. Don't be afraid to make this crisis an opportunity to tell the stories of the communities you are supporting and make sure that donors understand the urgency. It's ok to tell donors that your work has shifted or adjusted as a result of the pandemic, just be ready to answer those questions and lift up the voices of the youth you're fighting to serve.

IT'S A GOOD MOMENT TO REFLECT ON THE FACT THAT NOT EVERYONE HAS THE SAME RESOURCES OR SITUATIONS WHEN WORKING FROM HOME; SO TO BE MINDFUL OF THAT WHEN TALKING WITH STAFF AND PEOPLE YOU'RE SUPPORTING.



ACTIONS TO TAKE NOW

1. Look into what SBA or forgivable government loans your nonprofit qualifies for to help offset any financial hardships.
2. Check out emergency COVID-19 relief funds in your local communities that are offering immediate financial relief.
3. Cancel your in-person fundraising events and identify alternative ways of raising these funds.
4. Personally reach out to donors and key stakeholders; call or email them to let them know the urgency of supporting youth experiencing homelessness in the current crisis.
5. Keep your personal health and safety a priority, as well as your staff's and those around you.



WHILE THIS CRISIS EXPOSES THE STRUCTURAL INEQUITIES THAT DISPROPORTIONATELY AFFECT YOUTH EXPERIENCING HOMELESSNESS, IT IS ALSO AN OPPORTUNITY TO RETHINK THE OFTEN ADULTIST WAY THINGS HAVE BEEN DONE, AND TO BUILD A SOCIETY, MOVING FORWARD, THAT SUPPORTS EVERYONE.

- LARRY COHEN, CO-FOUNDER & EXECUTIVE DIRECTOR, POINT SOURCE YOUTH

RESOURCES & LINKS

SBA Paycheck Protection Program

- An SBA loan that helps businesses keep their workforce employed during the coronavirus crisis.

LGBTQ Funding Resources in the COVID-19 Response

- Funders for LGBTQ issues provide funding resources, in response to COVID-19, for LGBTQ communities, promoting equity and advancing racial, economic and gender justice.

Community Foundations Nationwide Launch Coronavirus Relief Efforts

- To date, more than 350 U.S. community foundations in all 50 states, plus D.C., have created relief funds to support those affected by COVID-19. Announced grant-making to date totals nearly \$300 million.

Association of Fundraising Professionals (AFP) Connect

- The Association of Fundraising Professionals (AFP) has a free online forum for the fundraising community to ask questions and engage in conversation with fellow fundraising professionals.

Changing Your Fundraising Events Amid COVID-19

- Rethinking in-person fundraising events and how we can modify them to still raise money during COVID-19.

Eight Tips for Nonprofit Leaders to Better Support Virtual Teams

- Tips on nonprofits supporting their teams while working from home during the crisis

Remote Workplace Equity

- Your staff likely doesn't have the same access to equipment or a quiet space in their home, so be sure you are doing what you can for your team.

Taking Care of Your Mental Health

- CDC has resources for managing anxiety and stress.