

A small red dot is located at the top left of the slide, with a thin vertical grey line extending downwards from it.

**Welcome to a joint a presentation from
Feeding America and RKD Group:**

Reaching A New Breed of Food Bank Donor

Upcoming Webinars

The Ultimate Guide to Planning and Hosting a Successful Giving Day

August 27, 2020 | 1:30 PM CT

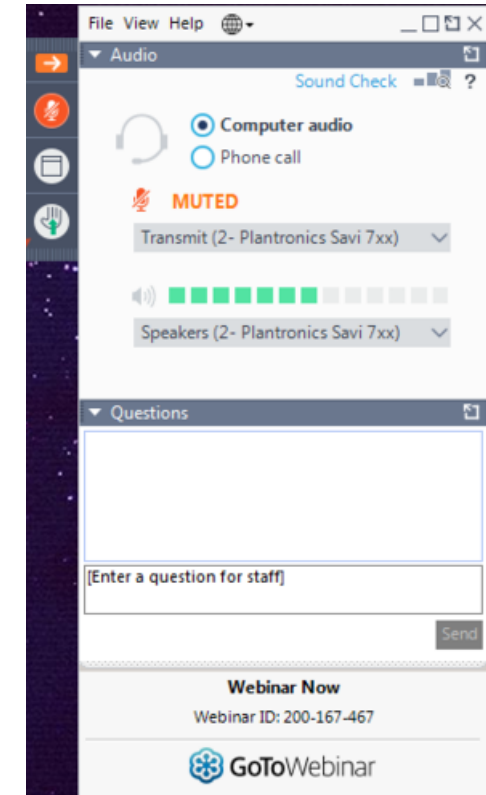
Digital Media: A Layered Strategy for Year-End Giving

September 24, 2020 | 1:30 PM CT

Register at
rkdgroup.com/webinars

We want your questions and comments!

Send your questions and comments by clicking this section of your panel



Today's Hosts



Amy Beros

Feeding America



Ann Dunn

RKD Group



Jennifer Miller

RKD Group



Lynn Howes

RKD Group



Jenn Thompson

RKD Group



The situation

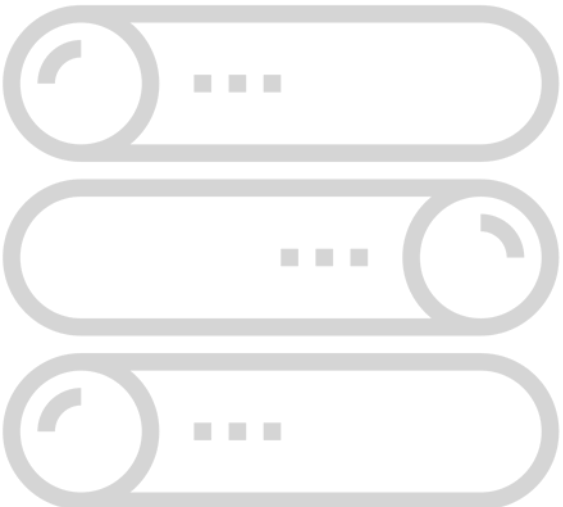
- The COVID pandemic has increased the demand at Feeding America network food banks 60%
- New friends have stepped up to support the need, giving food banks an unprecedented number of new donors



Adapt and React

- From March 1 to June 30 the Feeding America network has distributed an estimated 1.9 billion meals
- Mobile distributions, no-touch distributions and more have been put into place to meet the skyrocketing need

Quick survey question



**Are COVID donors
disaster donors, regular
donors or a new breed?**

• Feeding America

- Encouraged their food bank network members to not think of these donors as typical disaster donors.
- Most donations were made locally.
- These are donors that reacted to a nationwide health crisis
- They are now reacting to a nationwide economic crisis



• The Strategy

- No data to make decisions from at that point
- Time was of the essence
- Situation changed daily if not hourly
- Situation was different depending on location
- COVID donors put into the mail stream as quickly as possible
 - Regular appeals \$25+
 - Major donor appeals \$500+
- COVID emergency messaging used



The Implementation

Food Bank Name
Street Address
City, ST ZIP
RE: Your gift is urgently needed now more than ever!

[EMERGENCY FOOD FUND]

To: <Addressee1>
<Address1>
<Address2>
<City>, <State> <Zip>
|||

From: Name, Title
Food Bank Name

Dear <Salutation>,

I'm writing with urgency.

The coronavirus pandemic continues to impact those struggling with hunger in Food Bank Area. Food Bank Name is gathering every possible resource to provide food and supplies to all who need it, but we need your help to meet the surge in demand.

The number of people experiencing hunger right now is staggering. But you can help provide vital funds to make sure your hungry neighbors receive the nutritious food they desperately need. That's why I'm urging you to send your gift today.

- Our resources and staff are being stretched to capacity to respond and adapt to the needs of our community during this ongoing pandemic.
- Every month, XX,XXX people rely on Food Bank Name for assistance — and now, even more people are left without access to food.

These are parents who need help feeding their families. Seniors forced to face this frightening time alone, wondering how they'll get by. And children who go to bed hungry each night, wondering where their next meal will come from.

Please rush your gift of \$<LG> by midnight, DATE, to help your hungry neighbors now. Or, with your gift of \$<UG1>, or even \$<UG2>, you can help replace hunger with hope for people in our community who have nowhere else to turn.

Thank you,
Signature
Name
Title

P.S. Your gift is urgently needed. Please give now to help those struggling with hunger — and let them know they're not alone. We don't know what the future holds, but we know your kindness is needed right now!

My Urgent Gift to Help My Hungry Neighbors

☒ YES! I want to respond to the emergency and help hungry children, seniors, and families in Food Bank Area!

Enclosed is my gift of:
☐ \$<UG1> ☐ \$<LG> ☐ \$<UG2> ☐ \$_____ to provide as much help as possible.

<Addressee1>
<Address1>
<Address2>
<City>, <State> <Zip>

Food Bank Name
1234 Main St
Anytown, US 12345-6789
|||

Join our online community, your email address: _____

<SCANLINE1>



COVID-19 Crisis

Urgent: YOUR NEIGHBORS NEED HELP NOW

Food Bank Name is facing historically high demand as we respond to the COVID-19 crisis. Unemployment is at an all-time high. Many of your neighbors can't feed their children without a paycheck. And every day, more and more families are turning to the Food Bank to get help with their most basic need: food.

And during this time of soaring need, the COVID-19 crisis has strapped our resources. We've had to cancel fundraising events and scale back our volunteer force. The best way you can help is with a monetary gift. You can put food on the table for neighbors who need help now.

Please give what you can today. Any amount helps.

Thank you for helping your neighbors through this crisis so they don't go hungry.
For more information on ways to help in this difficult time, visit foodbankname.org.

COVID-19 Pandemic Update:

YOUR GIFT IS URGENTLY NEEDED

The ongoing coronavirus pandemic continues to impact those struggling with hunger. <<Food Bank Name>> is gathering every possible resource to provide food and supplies to all who need it, but we're facing a sharp increase in demand.

More kids, parents, and seniors in our community are going hungry as a result of this ongoing crisis. Those who were already struggling face even greater challenges — not only to be fed, but to stay healthy. As a good friend and supporter of <<Food Bank Name>>, you know nourishing food is the most basic need for our vulnerable neighbors. Your gift at this time is urgently needed.

We don't know what the future holds, but we know your kindness is needed right now.

Please give now to help those struggling with hunger — and let them know they're not alone.

We care about your safety! For more information on ways to stay prepared, visit foodbankname.org.

14-FB-2020-C19-1

To: <Addressee1>
<Address1>
<Address2>
<City>, <State>
<Zip>
|||

[EMERGENCY FOOD FUND]

From the desk of
JANE SMITH



Dear <Salutation>,

I hope this note finds you and your loved ones safe and healthy during this time of great uncertainty.

As a treasured member of our Food Bank Name family, you've probably been following recent events with great concern. **The COVID-19 crisis is hitting our community hard — and we're seeing a massive surge in demand for food and meals.**

Kids home from closed schools no longer have the meals they relied on. Parents, unemployed in historic numbers, can't afford to feed their families. Seniors on limited incomes are out of options. We're in a perfect storm of need — the scale of which has never been seen before.

But there is hope ... and it's you.

You are a vital member of our team — and an essential partner in the fight against hunger in Food Bank Area. With your support, we can weather the storm and put food back on tables.

I hope you can send your best gift today.

Thank you for showing us the best of our community during the most challenging of times. Please accept my best wishes for your continued health and well-being.

Gratefully,
Jane Smith

P.S. Your gift today of \$<LG> is needed now more than ever!

Food Bank Name
1234 Main Street
Anytown, US 12345

<Addressee1>
<Address1>
<Address2>
<City>, <State> <Zip>

Please Charge To: ☐ VISA ☐ MasterCard ☐ AmEx

Amount enclosed \$ _____
(payment accepted by credit card or check)

Make a secure donation with your credit card on our website
feedingamerica.org by clicking the **DONATE** button.

Acct. Number: _____ Exp. Date: _____

Security # _____

Signature _____

Telephone _____

Email (if you have one) _____

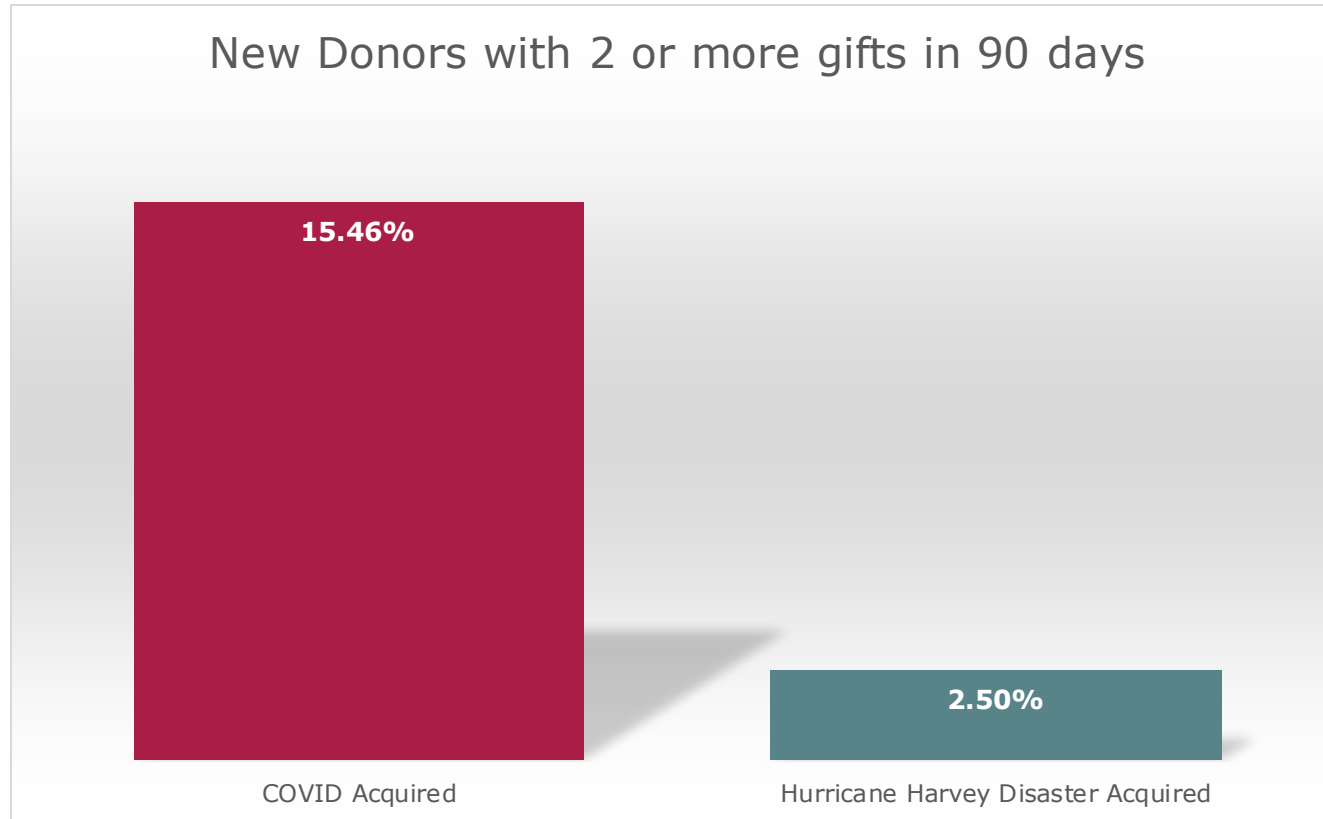
Thank you for your support, <Salutation>!

<Addressee1>
<Address1>
<Address2>
<City>, <State> <Zip>



<SCANLINE1>

• The Data - Gifts Per Donor



	# of donors	% of All Donors
1 Gift	51,637	84.55%
2 Gifts	6,675	10.93%
3 Gifts	1,793	2.94%
4 Gifts	664	1.09%
5+ Gifts	306	0.50%

• The Data - Sustainers

- Looking at 3 large Food Banks from across the country, we found 1.4% of new donors acquired signed up as sustainers
- With an average monthly gift of \$70 that is \$476,280 in revenue for a year from 567 donors!

• The Strategy

- Acknowledge all COVID donors with an immediate thank you
- Segment out all 2+ givers to be put in the regular direct mail stream
- Mail sustainer appeal
- Mail Impact Report
- Refer to COVID in various ways
 - Unprecedented times
 - Economic crisis




Welcome New Donors

Here's your [badge of support](#) for helping your hungry neighbors.

The Food Bank
1234 Main Street • Anytown, US 12345-6789 • (123) 456-7890 • [www.foodbank.org](#)

GIVE NOW

**Welcome to the
<Local Food Bank> family!**



Dear <Friend>,


I was thrilled to learn about your recent, generous gift to <Organization Name>. **During this historic COVID-19 pandemic, you stepped up to help hungry people.** Children. Seniors. Perhaps even someone you know.

Thank you for seeing the need and actually doing something about it. You are a true hero!

The demand for our services has never been greater, which is why [your heartfelt gift is so greatly appreciated](#). Your recent donation is already hard at work feeding hungry families here in <Service Area>.

That's why I'm pleased to include this special "I helped feed people" badge just for you. I hope you'll share this through your social media accounts to show your support for every person who is facing hunger.

Or print and hang it up in your home or office as reminder of the food YOU are helping to provide during these unprecedented times.




See what your recent gift is already doing!

The Food Bank
1234 Main Street • Anytown, US 12345-6789 • (123) 456-7890 • [www.foodbank.org](#)

GIVE NOW

Just look at how you're helping...








Dear <Friend>,

It's wonderful to know our struggling neighbors won't go hungry thanks to YOU!

Chances are you probably know someone who is struggling with unemployment or other hardships since the COVID-19 pandemic. **Thank you for recognizing the tremendous need in our community and giving generously to help feed local men, women and children.**

During this season of crisis, record numbers of people are turning to <Organization Name> for help — many for the first time.

Your support is hard at work helping to:

-  Distribute XXXX pounds of food each month
-  Hand out XXXX pounds of fresh produce
-  Serve groceries to provide XXXX meals for local families
-  Help distribute food at XX locations
-  Meet the increased demand—XX% more pounds than this

Monthly Giving



Please [give again](#) to feed your hungry neighbors.

GIVE NOW

The best way to help feed
your hungry neighbors
during this crisis...



Dear <Friend>,

You've seen firsthand how the pandemic has caused many unexpected challenges. Unemployment has soared, along with requests for food.

Our neighbors are struggling to keep their families fed — many for the very first time. And all this while we face rising costs to keep enough food on hand to feed everyone in our community.

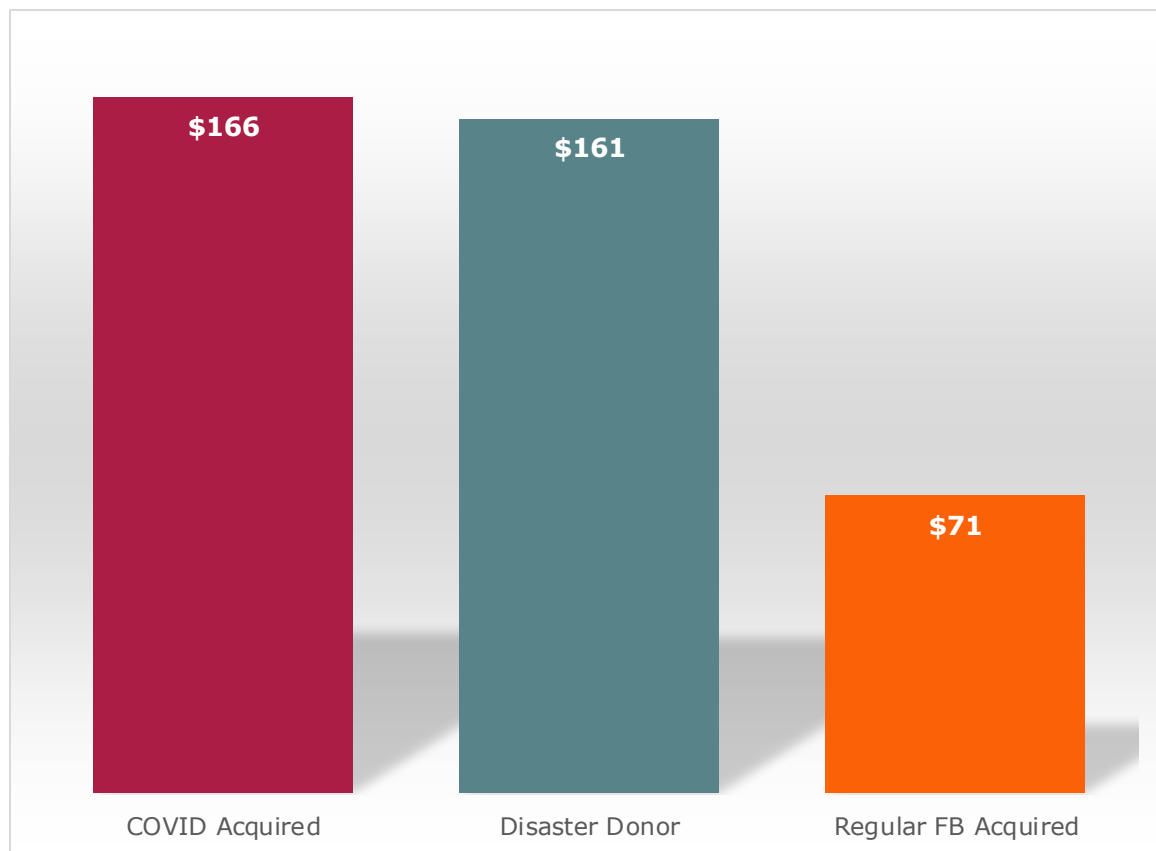
But there is good news! **When you [become a monthly supporter of <Organization Name>](#), your gift in any amount you choose will help defeat hunger one meal at a time—every month, all year long.**

Help your hungry neighbors!

HERE'S MY MONTHLY GIFT

HERE'S MY ONE-TIME GIFT

• The Data - First Gift Size



Dollar Range	% of Donors
Under \$25	11.1%
\$25-\$49.99	16.0%
\$50-\$99.99	23.9%
\$100-\$249.99	32.0%
\$250-\$499.99	7.4%
\$500-\$999.99	6.1%
\$1,000-\$2,499.99	3.0%
\$2,500-\$4,999.99	0.3%
\$5,000-\$9,999.99	0.2%
\$10,000+	0.1%

* Excludes \$10,000+ Gifts

• **The Strategy - First Gift Size**

- Mail to those \$25+
- Mail major donor appeals to \$500+
- Mail special COVID updates
- Update postcards
- Reassess at one-year mark
- Digital: Don't suppress





Look inside to see your impact on hunger in our community...

Your 2020
IMPACT REPORT
is Enclosed



Your impact in the fight against hunger.

Dear <<Salutation>>,

As a dedicated friend of <<Food Bank Name>> you know that far too many of our neighbors are hungry... and you've given generously to help them. Thank you so much! Your generosity has never been more needed and appreciated than during the COVID-19 pandemic.

During this crisis, local families are still struggling to put food on the table... perhaps even someone you know. Many for the very first time.

You know that there are record unemployment numbers and new faces of hunger each week. And all this while <<Food Bank Name>> faces rising costs to keep enough food on hand to feed everyone in our community.

The demand for our services is at an all-time high, which is why I've enclosed your 2020 Impact Report. Please take a moment to read how your kindhearted gifts have been hard at work feeding hungry children, families and seniors here in <<Area>>.

The ongoing need is urgent as so many people work to rebuild their lives. If you can send another gift today, I urge you to do so. Since <<every \$K you give provides XX meals>>, any donation you make will go a long way to help fight hunger.

The future may be uncertain, but there's one thing I know for sure... Kindhearted friends like you are the reason we will get through this together and come out stronger.

Thank you for caring about your hungry neighbors and opening your heart to help make an impact!

Sincerely,
Signature
<Signer Name>
<Signer Title>

<1234 Main Street • Anytown, US 12345-6789 • (123) 456-7890 • www.website.org>

00-000000-000-000

You help people like Jerry!



Jerry was really worried. He had recently lost his job and his wife was struggling to pay the bills. His pregnant daughter-in-law was also unable to work because of the risk of COVID-19, so times were tough all around. There just wasn't enough money left over to put food on the table.

Because of friends like you, Jerry was able to feed his family through a nearby mobile distribution. "It's such a blessing because we're struggling right now," Jerry says. "Thank you for helping!"

*This story represents one of the thousands of people who have been helped by their local food pantry and food bank since <<Organization Name>> began. Name has been changed to protect privacy.



2020 IMPACT REPORT

Your support helps feed people throughout <Service Area>

- ☒ Work with partner agencies to distribute food
- ☒ Help feed families in local neighborhoods
- ☒ Keep kids fed when school is out
- ☒ Provide meals to the growing population of seniors
- ☒ Cook nutritious meals in our kitchen



<\$X>
PROVIDES
ENOUGH FOOD
FOR
<X>
MEALS
Every gift makes a
BIG difference!

Thanks to compassionate friends like you, <<Food Bank Name>> has been serving children, families and seniors in our community since <<Year Founded>>. Your Food Bank is the place our neighbors turn to when the paychecks stop, tragedy strikes, school ends or other hardships lead to hunger.

But we have never before seen such high demand for our services as what we're experiencing due to the COVID-19 virus.

The pandemic has offered unique challenges in the ways we have been able to work with volunteers and staff to sort, package and distribute food. We have also had to take additional safety precautions and limit our physical interactions among the community to help prevent the spread of the virus.

But through it all, we have had the reassurance that our struggling neighbors won't go hungry thanks to YOU! Thank you for recognizing the tremendous need in our community and giving generously to help feed local men, women and children.

<1234 Main Street • Anytown, US 12345-6789 • (123) 456-7890 • www.website.org>



2020 IMPACT REPORT

During this crisis, record numbers of people are turning to <<Food Bank Name>> for food assistance — many for the first time. Your support is hard at work helping to:



Distribute <XXXX> pounds of food each <month/week>

While we've had to add new procedures such as wearing masks, gloves and limiting physical contact, your generosity ensured we were able to meet the increased need for service. You helped get food into the hands of those who need it most!



Serve groceries to provide <XXXX> meals for kids & families

Many children rely on school-provided breakfasts, lunches and snacks. With schools being closed, many parents are unable to provide enough food for hungry kids. But you gave local families the nutritious food they need during this difficult time!



Meet the increased demand— <XX%> more pounds than this time last year!*

An unexpected consequence of the COVID-19 virus was that people working in areas deemed "non-essential" lost their jobs during the crisis. Many people turned to <<Food Bank Name>> for the first time ever—and were welcomed thanks to your generosity!

*% of Month, XXXX.

Every gift makes a BIG difference!

YES! You can count on me to help my hungry neighbors and continue making an impact!

Amount enclosed: \$

To make a gift using your credit card see reverse side. To make a secure online donation, please visit <foodbank.org>

Join our online community. Your e-mail address:



<Food Bank Name>

1234 Main St
Anytown, US 12345-6789



<SCANLINE>

DIFFERENCE

huge effect on the people in our community standing with us.

I Am
Stamping
Out
Hunger

**Are COVID donors like our
regular donors?**

Demographic Analysis

• Methodology

RKD Group wanted to determine whether the donors acquired during the COVID 19 pandemic thus far are more like or dislike the Multi-Year donors currently on the files of food banks.

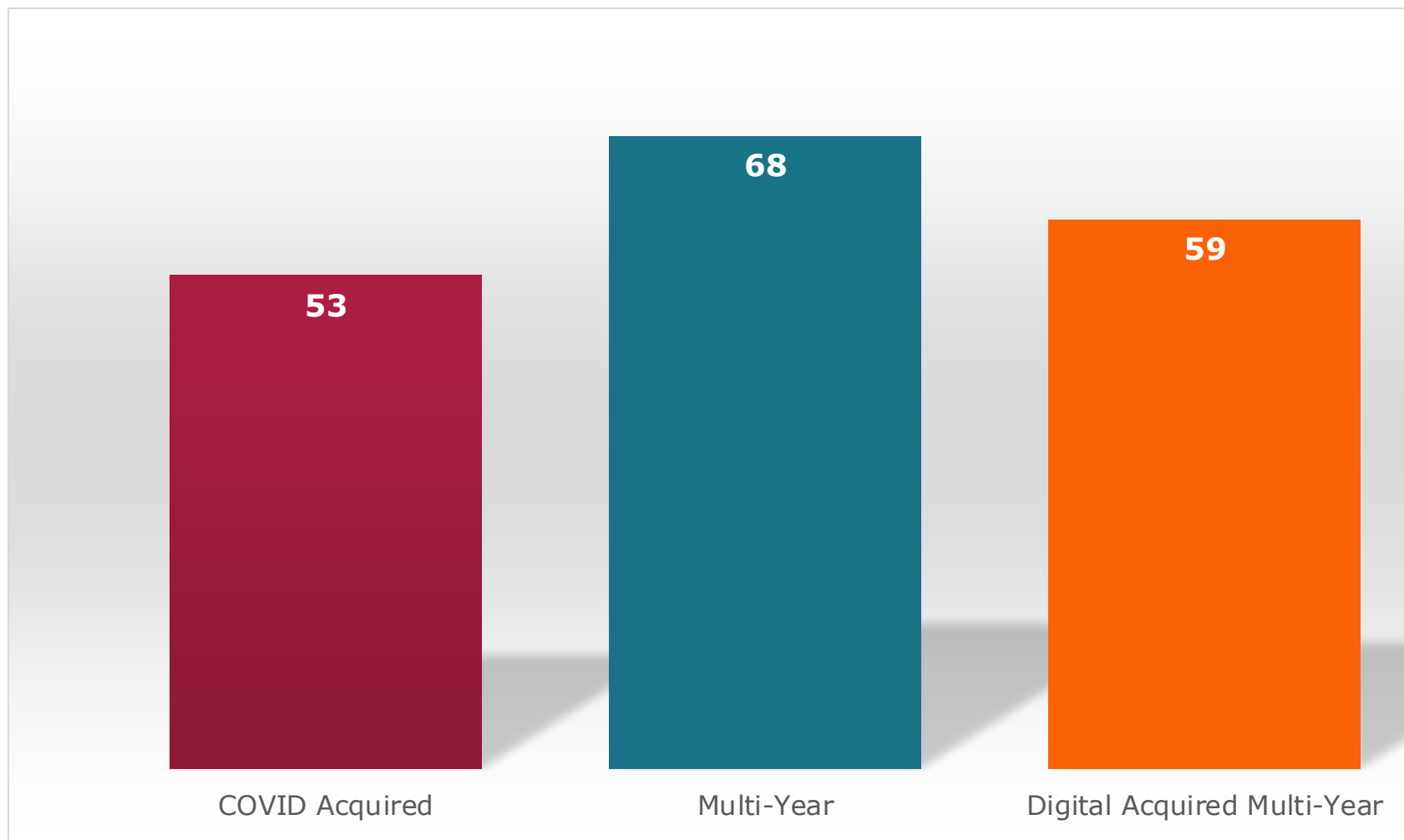
The objective was to demographically compare Multi-Year donors with New Donors acquired during COVID 19.

Multi-Year donors were defined as those who actively gave in the past two calendar years (CY18 and CY19).

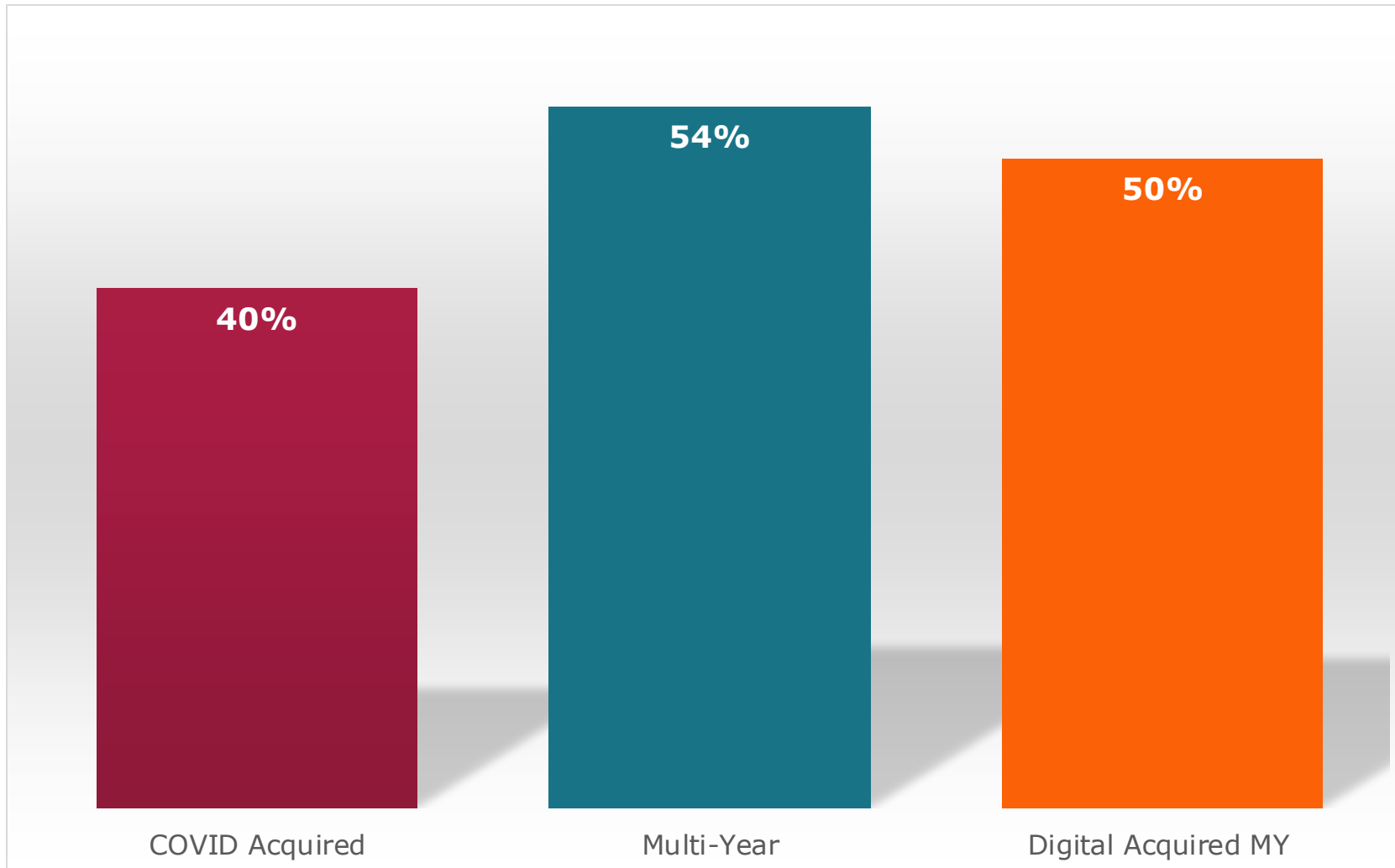
COVID 19 acquired donors were defined as any donor who has acquired March 11, 2020 through June 2020.

A smaller portion of food banks had channel coding appended to their gift transaction. So, a third group of Multi-Year donors who gave their first gift online was included. It should be noted that these web acquired Multi-Year donors are not representative of all six food banks.

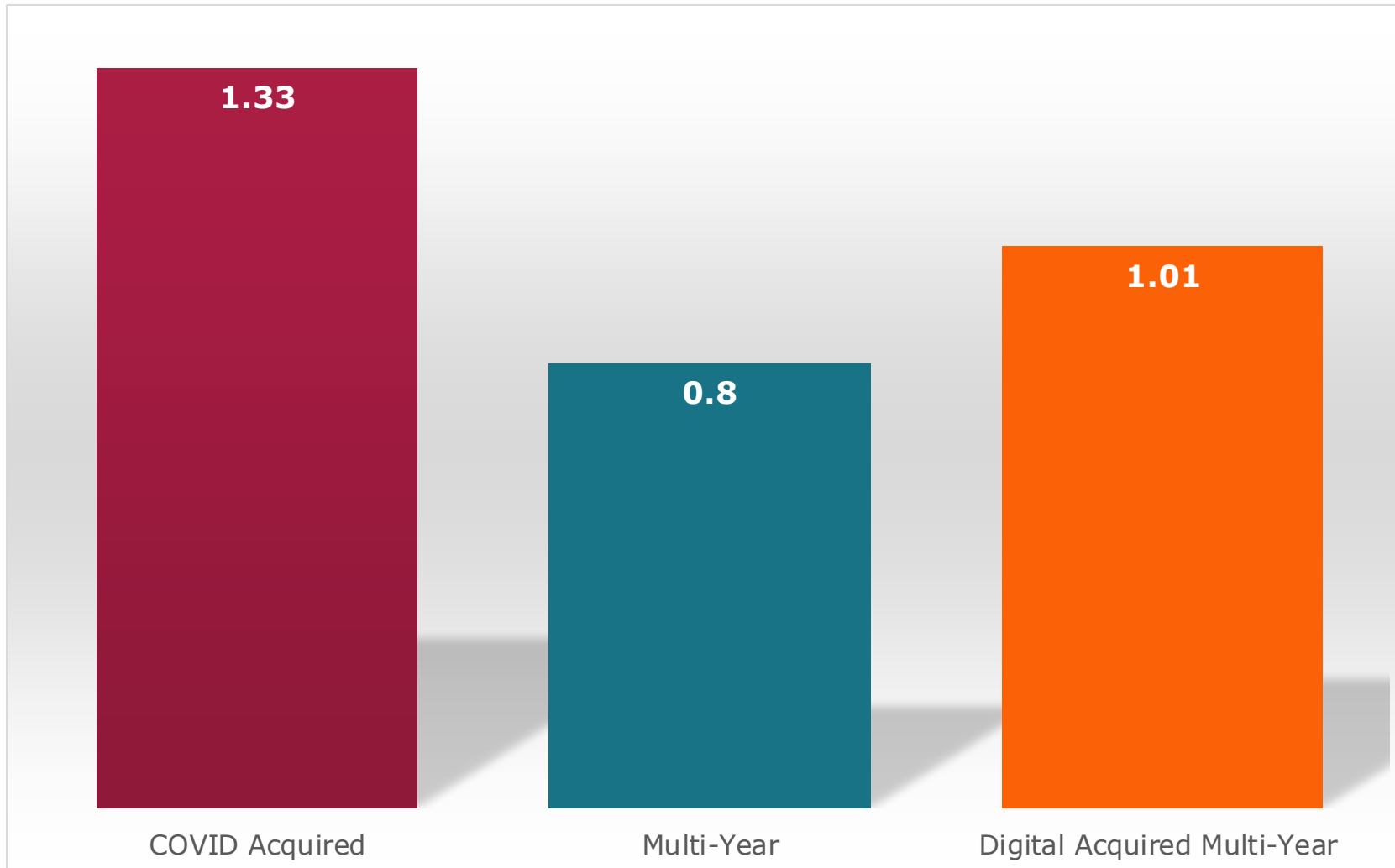
• Donor Age



• Percent Married



- # Average number of children in the home



• The Strategy

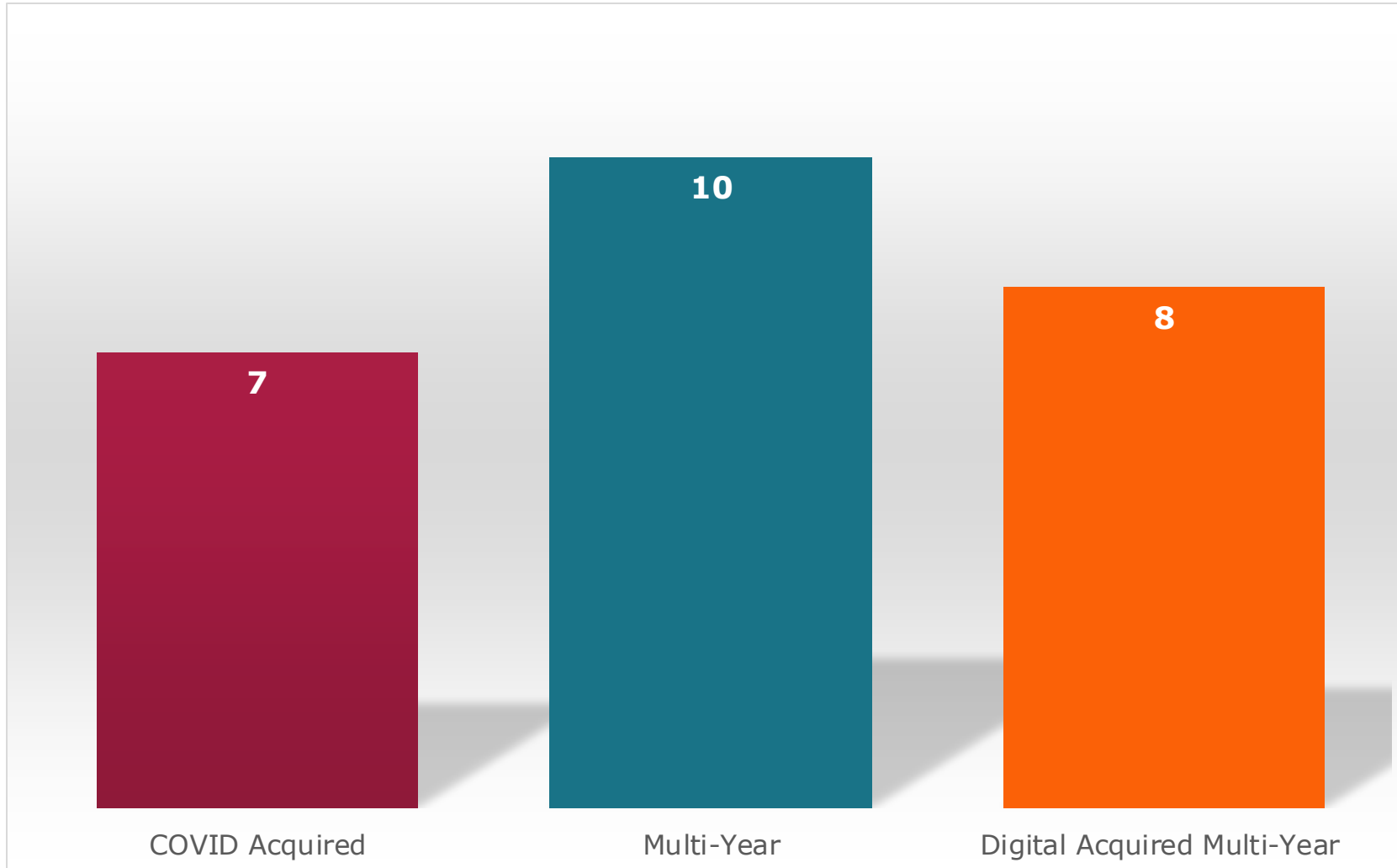
- Test messaging
- Use social for campaigns
 - Cross-post in all social channels
 - Boost posts in Facebook to reach a larger audience
- Upload donor email lists for media targeting



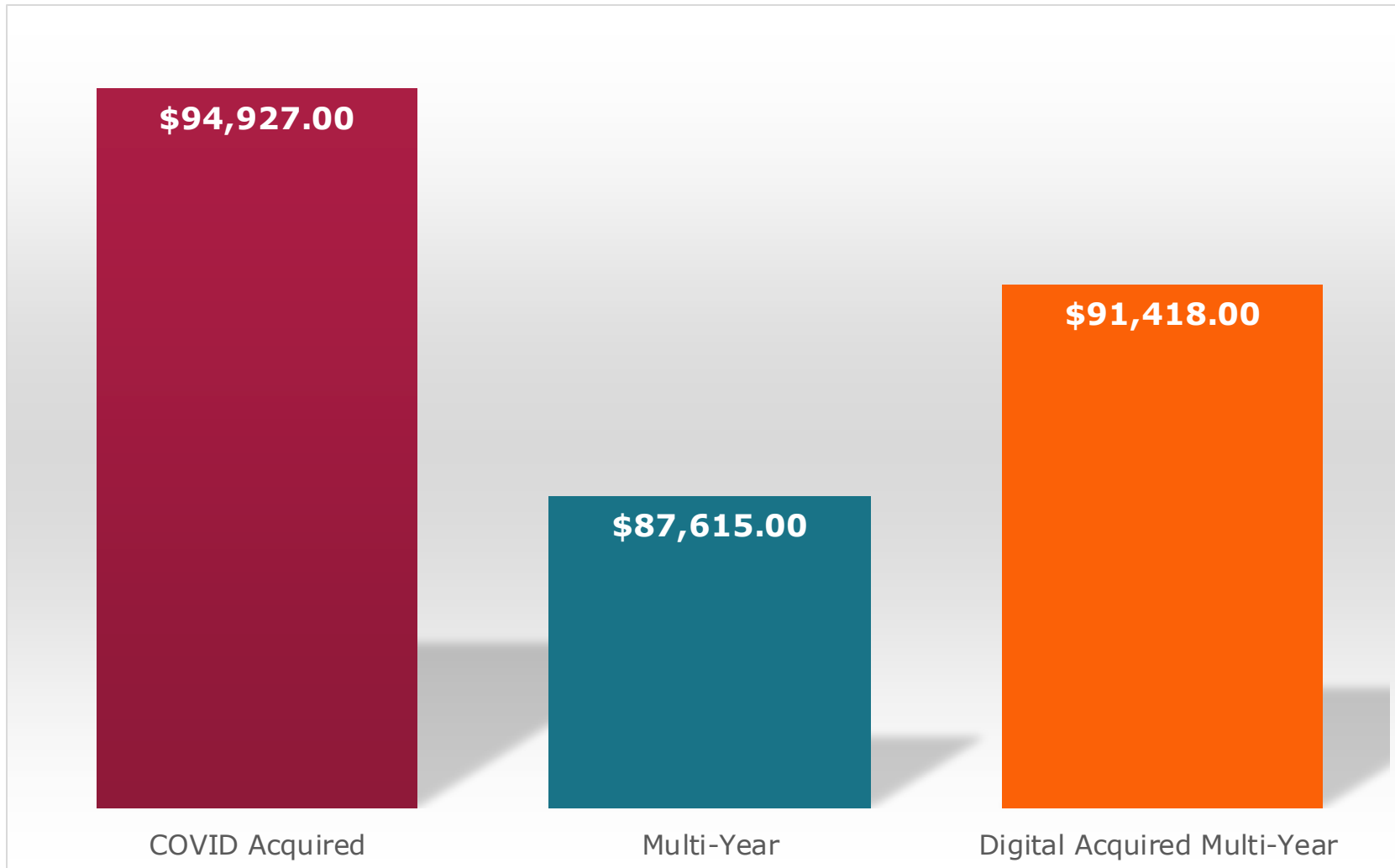
- **The Implementation**



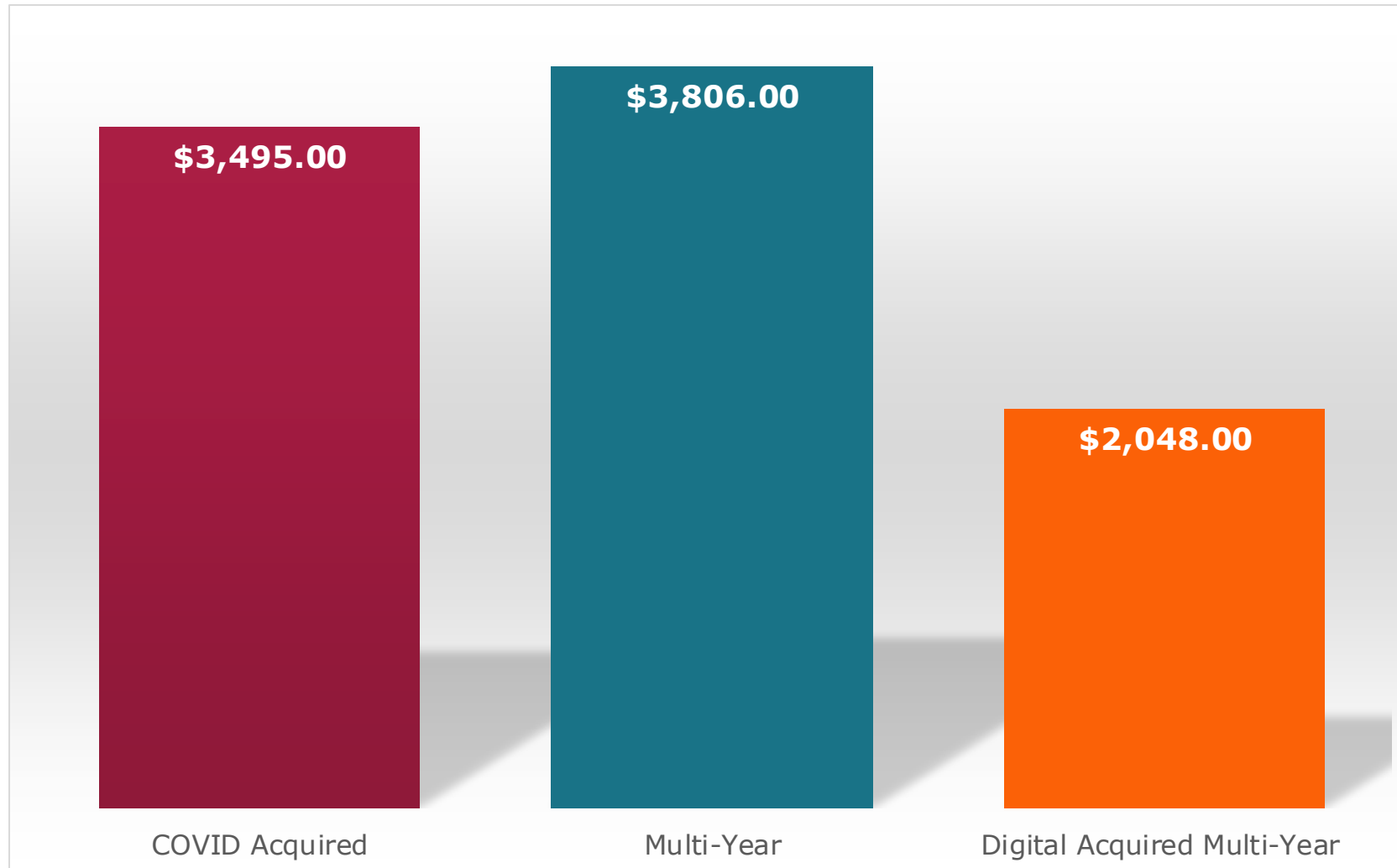
• Average years in residence



- # Median income



- # Median donor capacity



• The Strategy

- Test ask string
 - Last gift amount vs. largest gift amount
 - Last gift amount vs. cumulative giving
 - Start array at upgrade 1 amount
 - Email segmentation for testing
- Use upgraded packages
 - Invitation to Giving Society
 - Donor Advised Fund giving options
 - Insider information from CEO
- Opportunity to work with Major Gift Officer



Upgrade Opportunities

Please [give again](#) to feed your hungry neighbors.



[GIVE NOW](#)

The best way to help feed
your hungry neighbors
during this crisis...



Dear <Friend>,

You've seen firsthand how the pandemic has caused many unexpected challenges. Unemployment has soared, along with requests for food.

Our neighbors are struggling to keep their families fed — many for the very first time. And all this while we face rising costs to keep enough food on hand to feed everyone in our community.

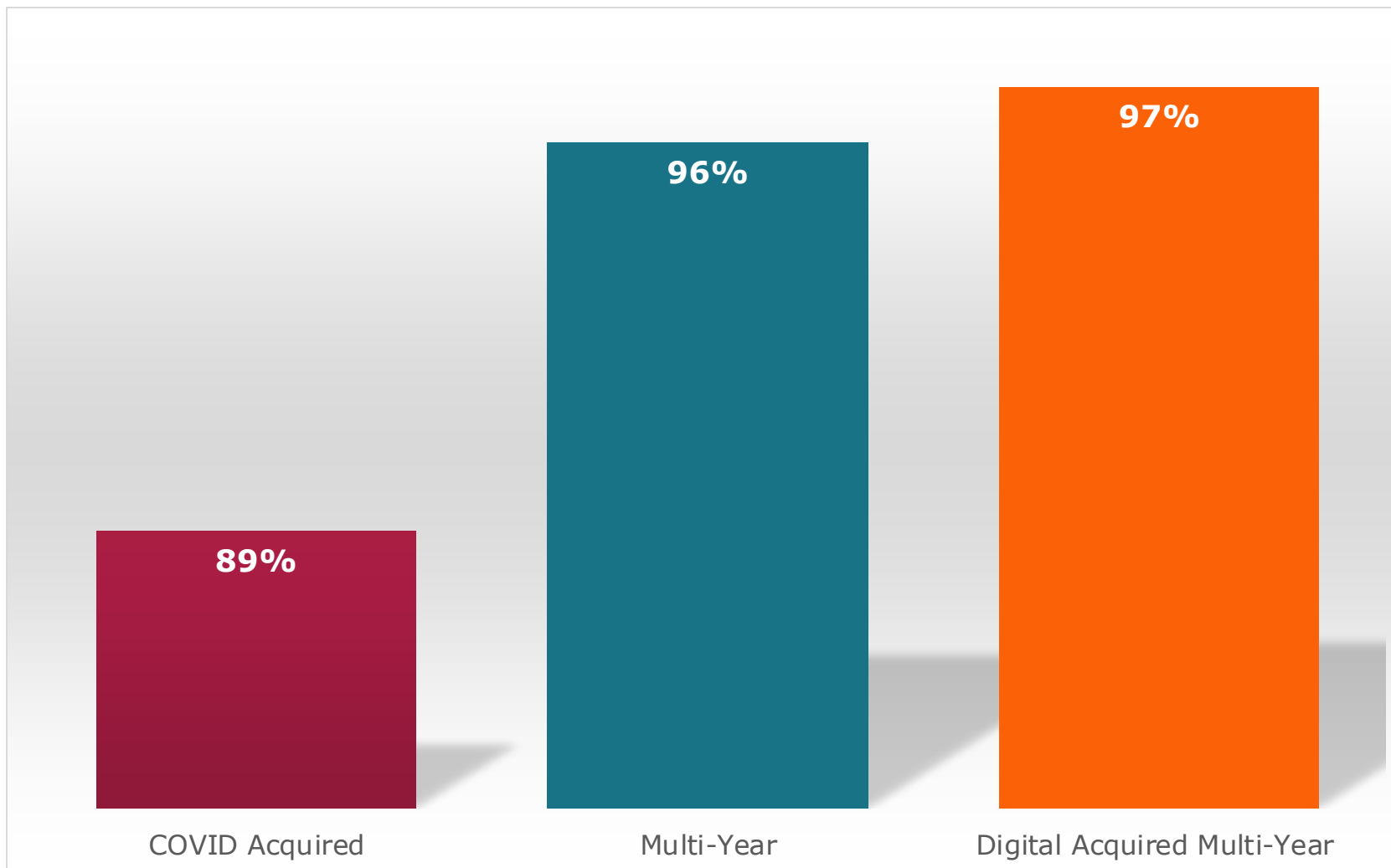
But there is good news! When you [become a monthly supporter of <Organization Name>](#), your gift in any amount you choose will help defeat hunger one meal at a time—every month, all year long.

Help your hungry neighbors!

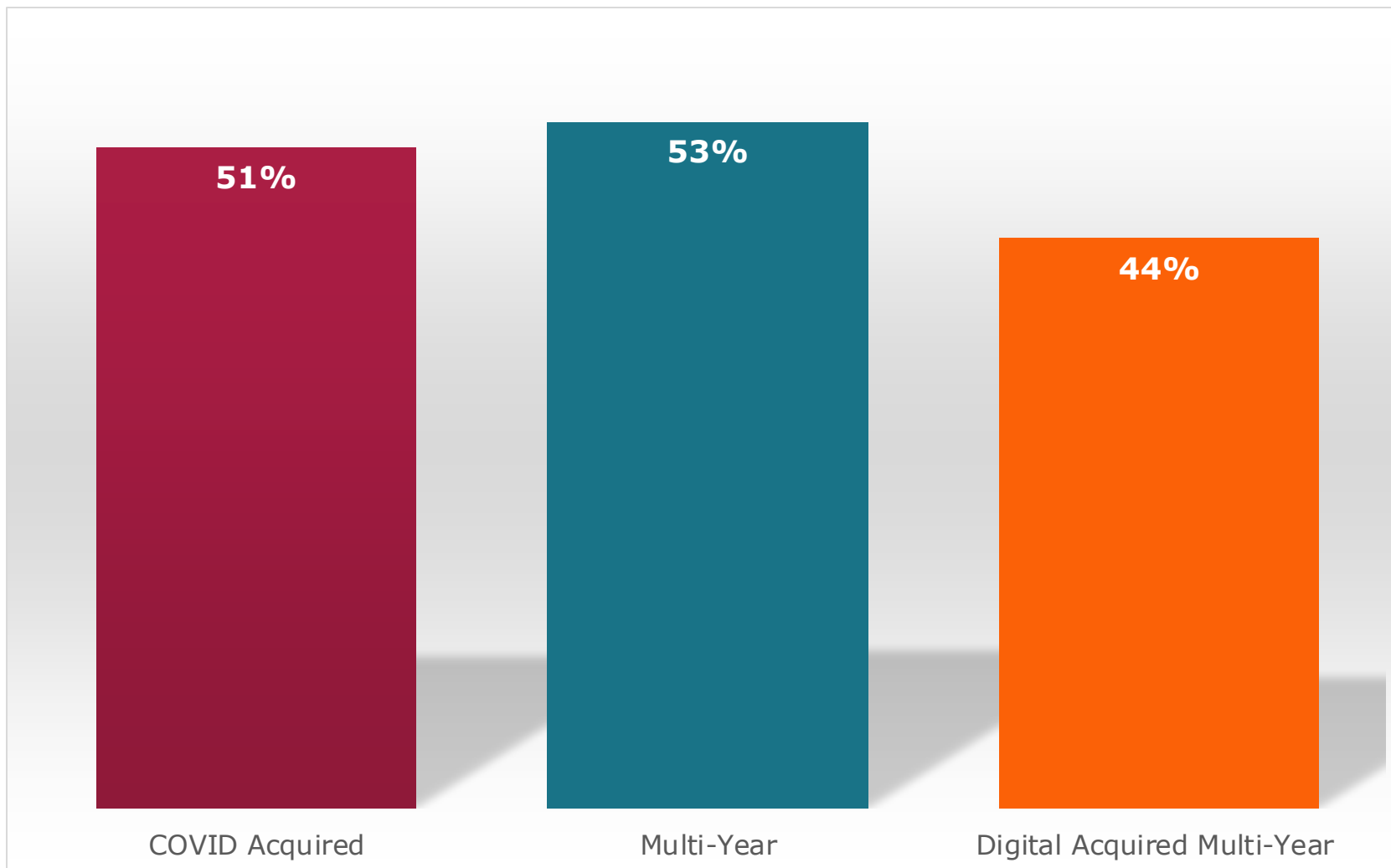
[HERE'S MY MONTHLY GIFT](#)

[HERE'S MY ONE-TIME GIFT](#)

- # Percent homeowners



- **Percent of donors who are female**

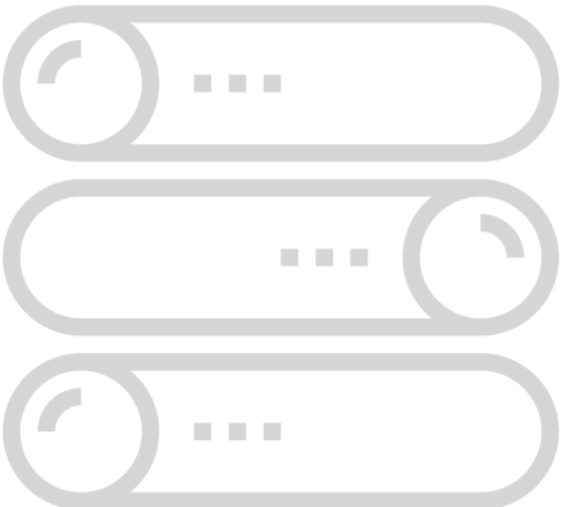


• Summary

Generally, the COVID 19 acquired donors are demographically similar to the Multi-Year donors in terms of income, net worth and giving capacity. However, there are some key differences:

1. COVID 19 donors are on average 15 years younger.
2. COVID 19 donors are more likely to be single.
3. COVID 19 donors are nearly twice as likely to have children in the home.
4. COVID 19 donors have lived in the homes on average for three fewer years.

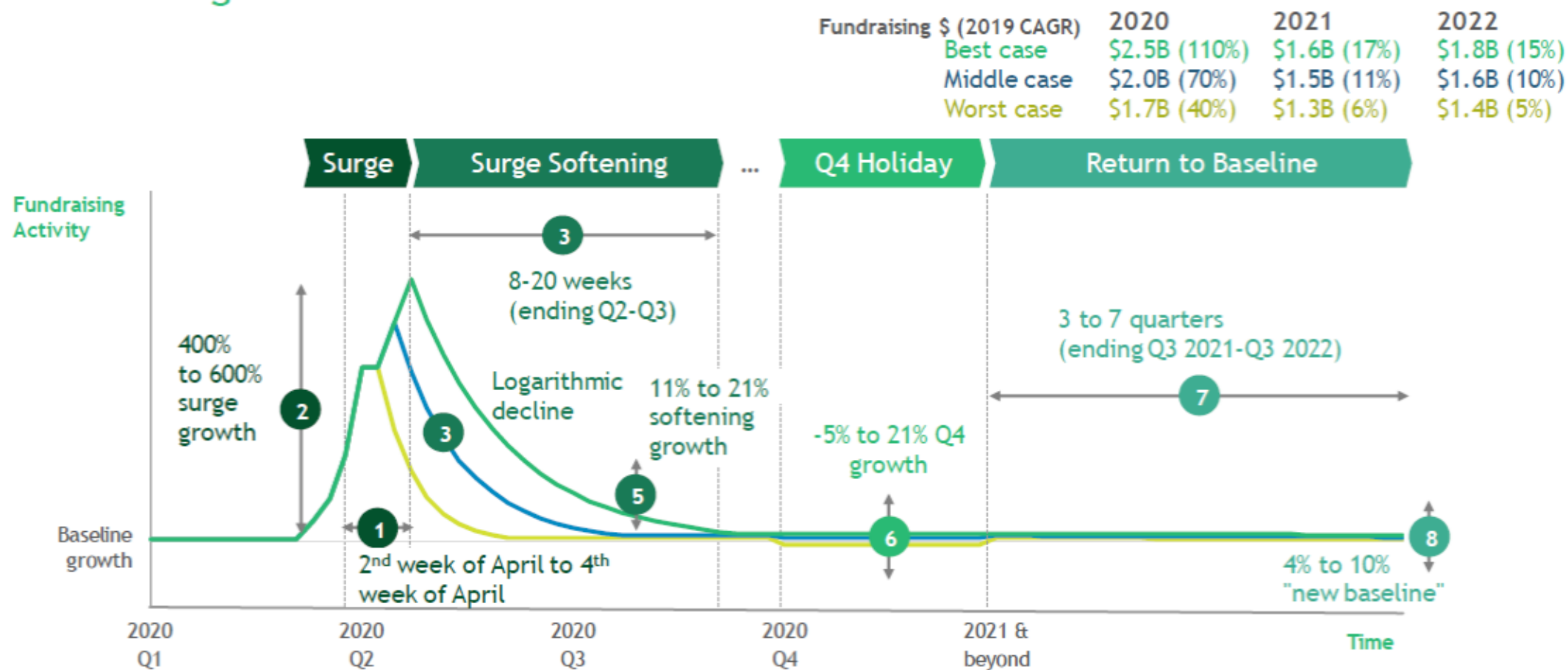
Quick Survey Question



Looking ahead

Where Do We Go From Here?

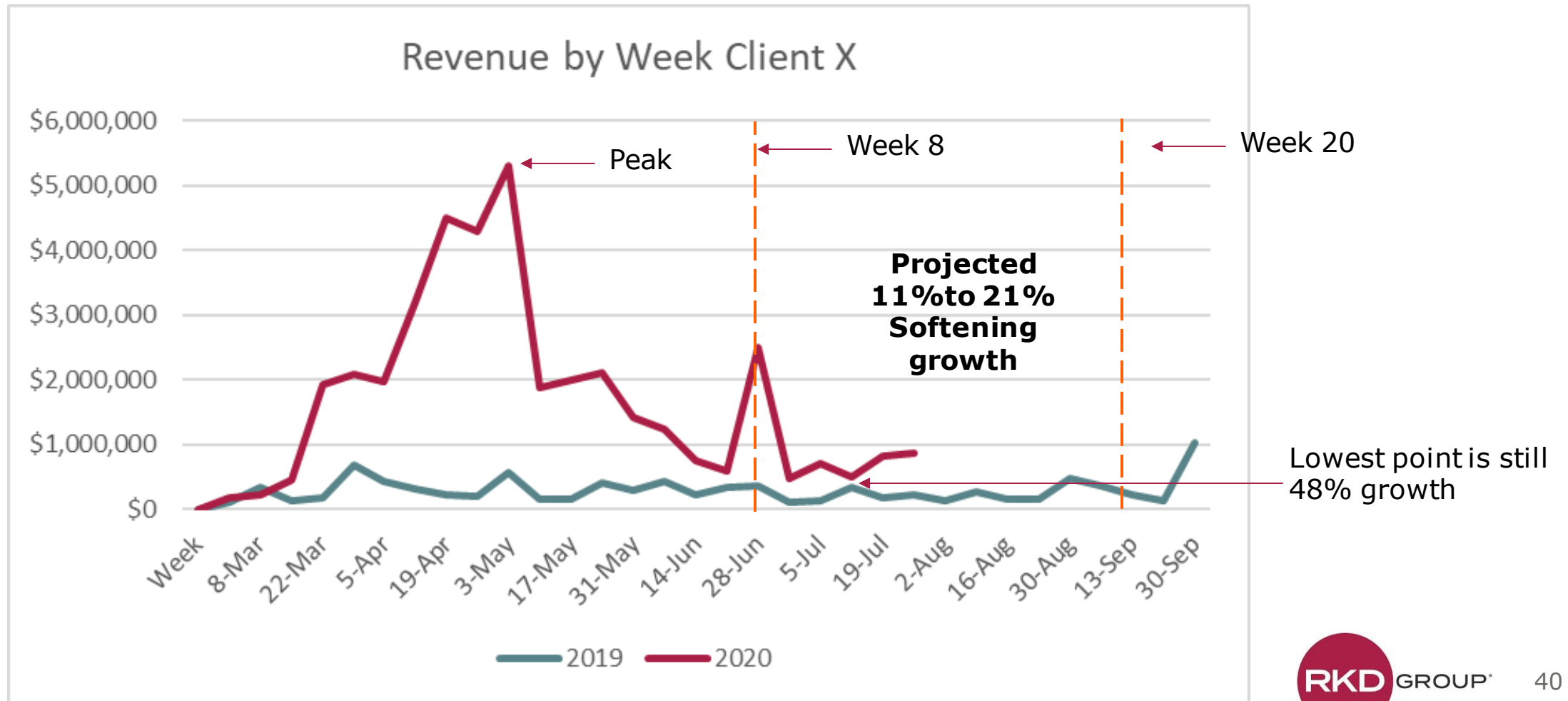
Based on our assumptions, middle case member scenario is 70% growth in 2020 fundraising relative to 2019



Note: 2020 impact model assumes exponential change during "Surge" & "Surge Softening" and linear change during "Return to Baseline"; Does not account for distribution of FANO COVID funds to member food banks
Source: Expert interviews; FANO data; BCG analysis

• Where Do We Go From Here?

According to the Feeding America study, after the peak, the organization will feel the surge softening over the next 8-20 weeks.

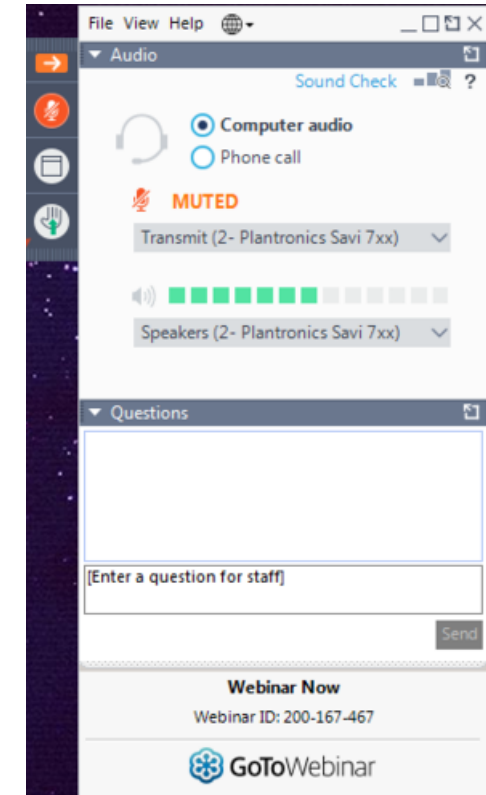


• Key Takeaways

- If you ask, they will give
 - 15%+ made a second gift within 90 days of the first gift
- If you ask for a long-term commitment, they are ready to oblige
 - 1.4% have already become sustainers
- Once committed, treat them like the major donors they are
 - 49% of first gifts were \$100+
- Test talking to their demographic
 - 53 years old, single parent, above average household income

Any Questions?

Send your questions and comments by clicking this section of your panel





Thank You!

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RKDgroup.com/webinars