



nebraskachildren
AND FAMILIES FOUNDATION



COVID-19

COMMUNITY RESPONSE TOOLKIT

ABOUT THIS TOOLKIT

This toolkit is intended to include specific information to the process or policy considerations of Community Well-Being Collaboratives and Community Response/Connected Youth Initiative prevention systems statewide. The categories included in this toolkit include:

- Central Navigation
- Support Services Funds
- Electronic Payment Processes:
 - Direct Deposit of Funds from Nebraska Children
 - Electronic Payment Processes for service recipients
- Youth & Parent Engagement and Leadership
- Virtual Coaching
- Resources for Nonprofits

CENTRAL NAVIGATION

- Central Navigator utilizes phone, email and social media to engage with youth and families
- Office phones are forwarded to Central Navigator cell phone
- Voicemail of office and cell phones are checked hourly
- Social media and email inboxes are checked hourly (e.g. Facebook messenger of collaborative page)
- Central navigation initial meetings are conducted virtually or by phone (preferably by teleconference using Zoom, Skype, or other videoconferencing technology)
- Forms are submitted electronically – through a fillable online form from the website, fillable PDF or by hand and scanned/mailed to the Navigator. [Data Collection and Guidance \(Appendix 1\)](#)

ELECTRONIC PAYMENT PROCESSES

- **Direct Deposits of Nebraska Children payments to Communities**
 - We are encouraging all of our payees to receive future payments by way of ACH. The attached form provides Nebraska Children and Families Foundation with the information necessary to make payments to you through and electronic funds transfer. All the information requested must be complete. An authorized individual must sign the form. Please complete the [ACH application](#) (Appendix 2) and return to us, or upload into web grants, at your convenience.
- **Direct Payments for Youth/Family Stipends or Support Services Funds**
 - Review your current policies and procedures for internal approvals and controls for electronic payments
 - Identify new policies and procedures for electronic payments, considering appropriate internal controls and checks & balances
 - *Note:* Electronic payment process should include multiple levels of internal controls – follow your policies and procedures
 - [Venmo](#) (Appendix 3) and Paypal are an excellent resource for electronic payments
 - Venmo does not require youth or parent to have a bank account and offers a Venmo debit card for use as credit card or at ATMs for cash withdraw

YOUTH AND PARENTING ENGAGEMENT AND LEADERSHIP

- **Virtual engagement strategies:**
 - *Social media influencers:* implement a [social media influencer](#) (Appendix 4) strategy to help spread accurate COVID19 information (facts mitigate fear) and resources in a peer-to-peer network.
 - *Virtual events:* encourage providers to set-up virtual events via Facebook Live, Google Hangout, Zoom, WhatsApp, Skype or other mobile video technology. Youth and families can participate and even earn a stipend for educational activities or trainings. Examples of these events that are being scheduled include:
 - Facebook Live “lunches”
 - Fitness classes
 - Children’s book readings
 - Cooking classes
 - Car mechanic basics class
 - Mindfulness and yoga classes
 - Parenting tips and resources
 - Tutoring classes for college students
 - General hangout and Q&A sessions
- **Virtual trainings:** providers can create or offer (many trainings are being offered due to COVID crisis) mini sessions for training and education. Examples of trainings include:
 - Budgeting
 - Prioritizing finances when faced with unemployment
 - Accessing public benefits
 - Youth and Families Thrive or Reaching Teens
- **Virtual service projects:** providers can implement service projects to help youth and families connect with one another. Examples of service projects include:
 - Sharing Hope – sharing messages of hope via social media
 - Letter-Writing Campaigns – write letters and create art to share with one another or post to windows and doors in the community
 - Chalk Art – create chalk art on sidewalks and driveways in the community
 - Texting Campaigns – share texts with uplifting messages with one another
- **Posting resources:** providers can keep recent and updated information via social media
 - Social media influencers: see above
 - Updated resources posted to Facebook page daily
 - Use social media dashboard tools like Hootsuite or Loomly to schedule and post to multiple social media platforms at one time

VIRTUAL COACHING

Virtual Coaching Definition: an in-person coaching conversation that is conducted over a web-based video conferencing service, this could include but is not limited to Zoom, FaceTime, WhatsApp, Skype, and Fuze.

Coaching time: All efforts should be made to use some sort of video conference with the youth or parent/family in place of a face-to-face meeting. If a video call is not possible, a phone call will suffice for coaching time. Text and email can be excellent ways of communication with a youth or parent/family, however, would not count as coaching time unless it was a significant amount of time.

Relationship Building: Building relationships between youth/family and coaches is imperative to the work. It is important to continue building rapport and building a relationship with the youth and parent/families being served to help support them even through virtual means.

Resources and Support: Assisting people to access services and supports can be done virtually, however it will be important to offer additional check-ins in order to help the youth and parent/family through the processes and continue to help them feel supported.

Reporting: All communication should be documented. Virtual coaching time should also be tracked, as well as the means in which the coaching was conducted.

Evaluation: It will be important to check in with youth and parent/family to make sure their needs are being met while utilizing virtual coaching. Are the means in which the coaching is being conducted user friendly for the young people, do they feel supported, are their needs being met?

Safeguards: It will be important to maintain confidentiality while utilizing online means for virtual coaching. This may include the purchase of HIPPA-compliant technology software.

RESOURCES FOR NONPROFITS

Nonprofits have specific considerations during this time of crisis.

- Prosperity Now has a resource page: <https://prosperitynow.org/resources/covid-19-resources>
- National Council on Nonprofits — <https://www.councilofnonprofits.org/trends-policy-issues/initial-analysis-of-the-coronavirus-aid-relief-and-economic-security-act-cares> (Appendix 5)
- What Nonprofits Need to Know — <https://www.marylandnonprofits.org/covid-19-what-non-profits-need-to-know-about-coronavirus/>
- Fundraising during financial crisis — <https://bloomerang.co/blog/raising-funds-in-tough-times/> (Appendix 6)



Data Collection Expectations during COVID-19

Frequently Asked Questions

Purpose: The purpose of this document is to provide guidance around how to meet various data collection expectations in light of the challenges and changes communities are experiencing as a result of COVID-19.

Audience: The audience for this document are Community Coordinators, Central Navigators, Coaches, and other involved in the implementation of Community Response (CR) and/or the Connected Youth Initiative (CYI).

What data collection instruments need to be completed at this time?

- The following data collection instruments should be completed, per usual:
 - Any new Community Response or Connected Youth Initiative participant should complete a *CR/CYI Participant Information Form and CR/CYI Participant Information Survey*
 - Any Community Response or Connected Youth Initiative participant requesting funds to meet a need should complete a *Support Services Fund Application Form*
 - If a Community Response Participant is also in coaching, the participant should complete a CR Coaching Survey. We recommend completing the CR Coaching Survey online using the following link: tinyurl.com/CRCoachingSurvey1920
 - If a Connected Youth Initiative participant starts Opportunity Passport (OP), they should complete any required enrollment paperwork and be entered into the Opportunity Passport Data System. This is done by OP providers.
- The following data collection instruments do **not** need to be completed at this time:
 - Connected Youth Initiative participants do **not** need to complete an April 2020 Transitional Services Survey. The survey administration has been cancelled.
 - Connected Youth Initiative participants who are currently active in Opportunity Passport™ do **not** need to complete an April 2020 Opportunity Passport Participant Survey. The survey administration has been cancelled.

What are some strategies for data collection when not meeting with participants in-person?

- Use the fillable PDF version of forms. There are fillable, standalone PDF versions of both the *CR/CYI Participant Information Form* and *Support Services Fund Application Form*, which allow you to complete forms electronically. These forms can be found on Box under: Evaluation Forms and Training → Evaluation Related Forms → CR CYI Forms → Standalone forms. Simply download the forms, type in responses directly into the appropriate fields, and use the “save as” function to save the completed forms in a safe, accessible place on your computer.
 - With these fillable forms, you can:
 - Complete forms over the phone for the participant and enter information into the form electronically.
 - If a participant has internet and computer access) Send fillable forms to the participant, who can complete and return forms electronically.
- (If you have printer access) Print and complete hard copy forms for the participant over the phone.
- (For Community Response participants in coaching) Use the online version of the *CR Coaching Survey*, available at tinyurl.com/CRCoachingSurvey1920

How should I obtain a participant's signature for evaluation consent purposes if I am not meeting with participants in-person?

- We understand that obtaining participant's physical signature may not be possible at this time. This should **not** prohibit service provision whatsoever, as the purpose of obtaining a participant signature is to participate in the evaluation. If a participant signature can be collected from a participant at a later date, please make reasonable efforts to do so.

Should I still enter participant data into my electronic data system (i.e., Quick Base, Service Point, Child Plus)?

- Yes, please continue to enter data into your electronic data system as you normally would, though we understand there may be delays in data entry. If you are concerned about entering data according to the regular schedule (enter data monthly by the 15th of each month for the previous month's activities), please let your UNMC Evaluation Point of Contact know.

Are data collection requirements for specific grant projects (e.g., Pregnancy Assistance Fund, Child Welfare Community Collaboration Grant) still in effect?

- Yes. Nebraska Children will continue to reach out to communities receiving specific grants with any adjustments to grant requirements as they are confirmed, but otherwise, please continue to collect data for specific grants according to previous guidance.

When can I expect changes to data collection instruments?

- No changes will be made to the data collection instruments themselves due to COVID-19. You can expect updated data collection instruments to be provided according to our regular schedule, with updated instruments being provided for use starting July 1.

Additional questions or concerns not addressed in this document?

- Contact Catherine Brown (cbrown@nebraskachildren.org) and Claire Hoff (choff@nebraskachildren.org)

Nebraska Children and Families Foundation

ACH Transaction Information Form

Organization Information

Organization Name _____

Address _____

City _____

State _____

Zip Code _____

Phone _____

Bank Information

Name of your Organization's Bank _____

Address _____

City _____

State _____

Zip Code _____

Bank ABA Number _____

Organization's Account Number _____

Select Type of Account:

Checking _____

Savings _____

Name of Contact at Bank _____

Phone Number for Bank Contact _____

Email Address for Bank Contact _____

Please attach a copy of a voided check

Transfer Information

I understand that I am confirming my organization's authorization for Nebraska Children and Families Foundation to process this financial transaction via ACH transfer.

Signature of Organization Officer _____

Please Note: You will receive an email notification when the payment has been transferred to your account.

venmo

How to receive electronic stipends:

To quickly receive an electronic stipend, Nebraska Children and Families Foundation is asking young people to link their bank account using the Venmo app OR order a Venmo Debit Card.

Young people will sign up using their phone numbers (through the app or online) and will be able to make and share payments, as well as receive payments. The young person will be able to use the money in their Venmo account or be able to link a bank account or debit card. The young person will also be able to transfer money from their Venmo account into their bank account. A bank account is not required to send or receive money with Venmo.

There are no fees associated with sending money from the Venmo account, bank account, debit or prepaid card. Receiving money is also free.

If a young person does not have a bank account, there is the Venmo Debit Card option. The young person would have to order it through their account.

Additional information regarding the Venmo Debit card is below:

- No credit check
- No monthly or minimum fees
- Works everywhere Mastercard is accepted in the US
- Rewards at certain merchants
- If lost or stolen can easily be disabled in the app
- No-cost withdrawals from MoneyPass ATMs in the US (\$2.50 fee for out of network ATMs)

A young person may also choose to receive a paper check instead of an electronic payment, however, choosing a paper check via mail could cause a delay in payment.



Quick steps:

Follow the instructions below to quickly sign up for Venmo:

1. Download one of our mobile apps: iOS & Android (Venmo does not have a Windows app)
2. Open the Venmo app
3. Choose your sign up method and create a secure password (between 8 and 32 characters long).
4. Verify your phone number and email address
5. Add and verify your bank account

You can also sign up for Venmo from your computer **HERE**.

Venmo is only available in the United States and only compatible with U.S.-based bank accounts and phone numbers. You must also be able to send and receive SMS/text messages from short codes.

www.venmo.com



Young Adult | Parent | Caregiver
Electronic Stipend Form

Instructions:

- Please be sure to receive confirmation that the event is eligible for stipend prior to event and check with the lead of the event for stipend rate and transportation and childcare pre-approval.
 - Mileage is paid at the federal rate for the most direct route to and from the meeting.
 - Childcare must be pre-approved by staff and will only be paid for the duration of meeting and time spent driving from the meeting to/from childcare location.
- Submit completed forms to the event lead or to **Lincoln Arneal**, Director of Youth and Family Engagement, at larneal@nebraskachildren.org.

Please Print Clearly

Name: _____

Full Address: _____ City: _____ Zip: _____

Email Address: _____

Social Security Number*: (for tax purposes) _____

**If you have previously received a stipend or payment from Nebraska Children, do NOT include your SSN.*

If you have not previously received a stipend or payment from Nebraska Children, please include your full SSN, upload your form to the BOX folder at <https://app.box.com/s/unieq7n8cj82iqb2e0mj97udo7e4flw2> and notify Lincoln Arneal or your event lead once your stipend form is uploaded. This process will ensure your SSN remains protected.

Venmo Username: _____

Date of Event: _____ **Event Description:** _____

Stipend Amount: \$ _____

Transportation: \$0.575 per mile (complete only if you drove your own car to this event):

Miles (round trip) _____ X \$0.575 = \$ _____

Childcare: \$5 per hour per child - complete only if you paid someone to watch your child(ren).

(Maximum amount allowed is \$50 per day/event and must be preapproved by event lead)

_____	X	\$5	X	_____	= \$	_____
(Hours of childcare provided)				(Number of children)		(Total)

Total:

Stipend \$ _____ + Transportation \$ _____ + Childcare \$ _____ = **TOTAL \$** _____

Check to confirm all information provided is accurate _____

Check to agree to receive electronic payment _____

(you may choose to receive paper checks via mail, however this may result in a delayed payment)

For Office Use:

Electronic payment method:

Initial Approver Name:

Date approved:

Funding Source:

2nd Approver Name:

Date approved:

Date transaction completed:

*2nd approver attach electronic receipt to this form and submit to Wendi Schulz.

YOUTH AND YOUNG ADULT SOCIAL MEDIA INFLUENCER APPLICATION



As a social media influencer, you will be asked to:

- Use your own phone or device to share content on your personal Instagram, Facebook, or Twitter accounts weekly
- Report your post metrics every two weeks
- Attend at least one training session with staff at Nebraska Children and Families Foundation

Thank you for your interest in being a Social Media Influencer for young people in Nebraska! If you love social media and like to share great content that starts conversations, this is the opportunity for you. We are looking for several Social Media Influencers (ages 14-25) that can help us to inform others on topics related to young parents.

This is a great opportunity to be creative, build your social media skills, inspire others to take care of their needs, and become educated. This is a 4-month opportunity with the potential to extend depending on your performance. Compensation is \$100 per week, based on reports and documentation that you completed all requirements of the position (this could be as easy as adding us to your social media so we can see that you post!).

Please read the expectations for the position, then complete the following application and submit it via email to: Crystal Aldmeyer
caldmeyer@nebraskachildren.org
402.659.7611

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PREGNANT AND PARENTING SOCIAL MEDIA INFLUENCER EXPECTATIONS

Project overview

The purpose of this initiative is to positively transform parenting behaviors and outcomes for expectant and parenting young people whose lives are affected by involvement in foster care or juvenile justice, homelessness, running away from home, and/or sexual exploitation. The overarching goal of the project is to prevent two-generation involvement in the child welfare system among 0- to 5-year-old children whose parents are in, or formerly were in, the foster care system and/or have experiences in the juvenile justice system, homelessness, or sexual exploitation, or were runaways.

Nebraska Children is looking to identify young mothers and fathers as social media influencers who we can mobilize to help spread education and important information in order to help improve the lives of those who are pregnant or parenting.

Program objective

- Increase public knowledge about resources to support pregnant and parenting young people
- Identify new strategies to serve special populations

How will we measure success?

- Increase the number of engaged young fathers
- Increase the number of engaged young African American mothers and fathers
- Track the number of likes and comments (post metrics) on posts made by you

Influencer content

Our goal is to target young people of all genders between the ages of 14-25. We want you to authentically share content and messages with your audience. You can post on the social media channel of your choice and will be required to post weekly for the entire duration of your contract. We will provide you with some content but are also wanting original content. We ask that you send us the content you plan to post one week prior to publishing for review.

Reporting

You will be required to submit a report every two weeks to be compensated. After your content has been approved, you will post the content and monitor performance (likes, comments, DMs, shares). You will be asked to switch your social media accounts to business ones, as this will enable you to get the metrics necessary for your reporting. You will also be asked to use a specific hashtag with your posts.

Post frequency

Each week, you will make the minimum number of posts per desired platform:

Instagram: 2 main feed posts per week

Twitter: 3 tweets per week

Facebook: 2 main feed posts per week

Additional terms and conditions

- You must have a phone or device that allows you to post frequently and meet the requirements of the position.
- All posts will be reviewed for accuracy and approval prior to publication.
- You must submit your report every two weeks to be compensated.
- You will be compensated via check, mailed to your address, throughout the duration of the 4-month contract. Compensation is \$100/week.
- Posts to your social media accounts should remain on your feed for the duration of the contract.
- You must credit any outside sources for the information you post.
- All posts, social media updates, tweets, and/or comments should be in good taste and free from inappropriate language and/or any content promoting bigotry, racism, or discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age. Failure to adhere to this would result in immediate termination.
- Posts must be non-partisan and should not indicate affiliation with any political party or candidate.
- This is a 4-month opportunity with the potential to extend depending on your performance.



YOUTH AND YOUNG ADULT SOCIAL MEDIA INFLUENCER APPLICATION

Please complete the following information for our consideration:

Full name: _____

Email: _____ Phone: _____

Birthdate: _____ Age: _____

Are you pregnant or parenting a child(ren)? ☐ YES ☐ NO

If yes, ages of your child(ren): _____

Social media handles + followers

Instagram: _____ # of followers: _____

Facebook: _____ # of followers: _____

Twitter: _____ # of followers: _____

Other social media that you use (LinkedIn, YouTube, Snapchat, etc): _____

Please attach screenshots of your top 3 performing social media posts (the posts with the most “likes”).

What was your engagement rate on your top 3 posts? (You can find this by taking the number of likes and comments you get on a post and dividing it by your number of followers).

Post 1 rate: _____

Post 2 rate: _____

Post 3 rate: _____

About you

Do you currently attend school? ☐ YES ☐ NO

School name: _____

Other activities you are involved in/group associations: _____

Have you ever created social media or marketing content for another brand? If so, please explain and provide examples of your work with them: _____

What is your favorite social media platform and why: _____

Why would you make a good social media influencer for pregnant and/or parenting young people? _____

Anything else we should know about you? _____

If you are under 19, please include a parent or guardian signature below:

Parent/guardian name: _____

Parent/guardian signature: _____

Parent/guardian contact (email or phone #): _____

Date signed: _____

Please complete and submit this application via email to:

Crystal Aldmeyer

Assistant Vice President of Transition Services

Nebraska Children and Families Foundation

caldmeyer@nebraskachildren.org

402.659.7611

ENACTED

Coronavirus Aid, Relief, and Economic Security Act CARES Act (Pub. L. 116-136)

On March 27, the House unanimously passed and President signed into law the [Coronavirus Aid, Relief, and Economic Security \(CARES\) Act](#), a \$2 trillion economic stimulus law intended to provide immediate relief for individuals, nonprofits, businesses, and state and local governments. The CARES Act is the third law enacted in response to the COVID-19 pandemic.

What's in the Law for Nonprofits

The **CARES Act** provides significant funding for governments, businesses, hospitals, schools, and social support programs, among many other things. Below are key provisions of sector-wide interest to charitable nonprofit organizations.

Paycheck Protection Program Loans (emergency SBA 7(a) loans): Creates an emergency loan program providing loans of up to \$10 million for eligible nonprofits and small businesses, permitting them to cover costs of payroll, operations, and debt service, and provides that the loans will be forgiven in whole or in part under certain circumstances. **Section 1102.**

- **General Eligibility:** Available to entities that existed on February 15, 2020 and had paid employees or paid independent contractors.
- **Nonprofit Eligibility:** Available for charitable nonprofits with 500 or fewer employees (counting each individual – full time or part time and not FTEs). The law does not disqualify nonprofits that are eligible for payments under Title XIX of the Social Security Act (Medicaid), but does require that employees of affiliated nonprofits may be counted toward the 500 employee cap, depending on the degree of control of the parent organization.
- **No Personal Guarantee:** No personal guarantee or collateral will be required in securing a loan.
- **Loan Amount:** The lesser of \$10 million or 2.5 times the average total monthly payroll (including benefits) costs from the one-year period prior to the date of application.
- **Loan Use:** Loan funds can be used to make payroll and associated costs, including health and retirement benefits, facilities costs, and debt service.
- **Loan Forgiveness:** Employers that maintain employment for the eight weeks after the origination of the loan, or rehire employees by June 30, would be eligible to have their loans forgiven, essentially turning the loan into a grant. **Section 1106.**

Economic Injury Disaster Loans (EIDL): Creates emergency grants for eligible nonprofits and other applicants with 500 or fewer employees enabling them to receive checks for \$10,000 within three days. **Section 1110.**

Self-Funded Nonprofits and Unemployment: Only reimburses self-funded nonprofits for half of the costs of benefits provided to their laid-off employees. This is [explained in a recent blog article](#). **Section 2103.**

Charitable Giving Incentive: Creates a new above-the-line deduction (universal or non-itemizer deduction that applies to all taxpayers) for total charitable contributions of up to \$300. The incentive applies to cash contributions made in 2020 and can be claimed on tax forms next year. **Section 2204.** The law also lifts the existing cap on annual contributions for those who itemize, raising it from 60 percent of adjusted gross income to 100 percent. For corporations, the law raises the annual limit from 10 percent to 25 percent. Food donations from corporations would be available to 25 percent, up from the current 15 percent cap. **Section 2205.**

Employee Retention Payroll Tax Credit: Creates a refundable payroll tax credit of up to \$5,000 for each employee on the payroll when certain conditions are met. The entity had to be an ongoing concern at the beginning of 2020, experienced a whole or partial shutdown, and had seen a drop in revenue of at least 50 percent in the first quarter compared to the first quarter of 2019. The availability of the credit would continue each quarter until the organization's revenue exceeds 80 percent of the same quarter in 2019. For tax-exempt organizations, the entity's whole operations must be taken into account when determining eligibility. Notably, employers receiving Paycheck Protection Program loans would not be eligible for these credits. **Section 2301.**

Delayed Payment of Payroll Taxes: Allows employers to delay payment of the employer portion payroll taxes in 2020; payable in equal halves at the end of 2021 and 2022. **Section 2301.**

Economic Stabilization Fund: Creates a loan and loan guarantee program for industries like airlines to keep them solvent through the crisis. It sets aside \$454 billion for "eligible business" which is defined as "a United States business that has not otherwise received economic relief in the form of loans or loan guarantees provided under" the legislation. It is expected, but unclear, whether charitable nonprofits qualify under that definition for stabilization loans. **Mid-sized nonprofits** and businesses that have between 500 and 10,000 employees are expressly eligible for loans under this provision. Although there is no loan forgiveness provision in this section, the mid-size business loans would be charged an interest rate of no higher than two percent and would not accrue interest or require repayments for the first six months. Nonprofits accepting the mid-size business loans must retain at least 90 percent of their staff at full compensation and benefits until September 30. **Section 4003.**

Other Significant Provisions

Direct Payments to adults of \$1,200 or less and \$500 per child (\$3,400 for a family of four) to be sent out in weeks. The amount of the payments phases out based on earnings of between \$75,000 and \$99,000 (\$150,000 / \$198,000 for couples). **Section 2201.**

Expanded Unemployment Insurance: Includes coverage for workers who are furloughed, gig workers, and freelancers. Increases payments by \$600 per week for four months on top of what state unemployment programs pay. **Section 2104.**

Amendments to the New Paid Leave Mandates: Lowers the amounts that employers must pay for paid sick and family leave under the [Families First Coronavirus Response Act](#)* (enacted March 19) to the amounts covered by the refundable payroll tax credit – i.e., \$511 per day for employee sick leave or \$200 per day for family leave. **Sections 3601 and 3602.**

Significant Spending: The law also calls for large infusions of cash to the following sectors:

- \$150 billion for a state, tribal, and local Coronavirus Relief fund
- \$130 billion for hospitals
- \$30 billion for education
- \$25 billion for transit systems

Legislative Resources

- [Coronavirus Aid, Relief, and Economic Security \(CARES\) Act](#), H.R. 748 legislative text
- [Section-by-Section Summary of the CARES Act](#)

* See: [Analysis of the Families First Coronavirus Response Act](#).

Raising Funds in Tough Times



This article was originally published during the 2008 financial crisis. It has been republished here with permission from the Panas estate.

It's a puzzling phenomenon. It may seem counterintuitive, but in tough financial times people actually give more. But they give to organizations they care greatly about. Those organizations that have done an outstanding job of thanking them properly and often, and where they feel their gift has been celebrated and used effectively. Donors become more selective in tough times. They choose organizations that demonstrate how much the donor means to those the organization serves.

Some Surprising Advantages

There is no “perfect moment” to raise money. There is no such thing as a time when all possible factors are in your favor.

But there are some surprising and significant advantages to raising funds in tough times.

This may surprise some. But we find that economic conditions are not a prime factor in the success of raising funds or in a campaign. Philanthropy has been one of the

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Pivoting
Your
Nonprofit
Comm
Strateg
for
2020

April 1st, 2020



[VIDEO]
Donor
Comm
In The
Wake
of
COVID
19

March 31st, 2020



To
Ask or
Not to
Ask –

most stable factors in the economy, year in and year out. From the time we've been keeping records, philanthropy has increased steadily, each year more than the year before.

In fact, since 1980, we have experienced five “official” recessions— and still, philanthropy has continued to grow. Each year more than the year before.

The plain fact is in good times and bad, Americans give to worthy causes. But when times are difficult, they seem to respond with even greater dedication, generosity, and a genuine sense of sacrifice. They will allow nothing to interfere with their fervor in supporting worthwhile causes.

The Campaign that Never Was

Through 24 Tax Revisions since 1980, a Standard & Poor Index that looks like a roller-coaster, and economic peaks and valleys— Americans support those organizations they believe in. They have never failed.

Not raising money when you are ready causes program deficits. Not raising money when you are ready means you are not meeting needs. Not raising money when you are ready results in a mission unfulfilled.

If you do not build, or go forward with your project— the services of your organization will be less than you believe they should and could be. Less than what they must be.

Look at it this way. The real loser is not the campaign that raises only 85% of its goal. The great failure is the campaign that never gets off the launching pad. Zero!

85% beats zero any day.

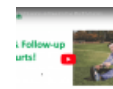
Waiting for precisely the right time to raise money, and keeping an anxious eye on the economic barometer, is not the prudent answer.

What is truly good stewardship is taking the time and thought to prepare properly. Creatively conceived, carefully prepared, and tightly organized fundraising programs and campaigns win— in both good times and bad.

Not One Day Before

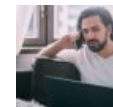
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March 27th, 2020



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Tips
for
Fundra

March 26th, 2020

Authors

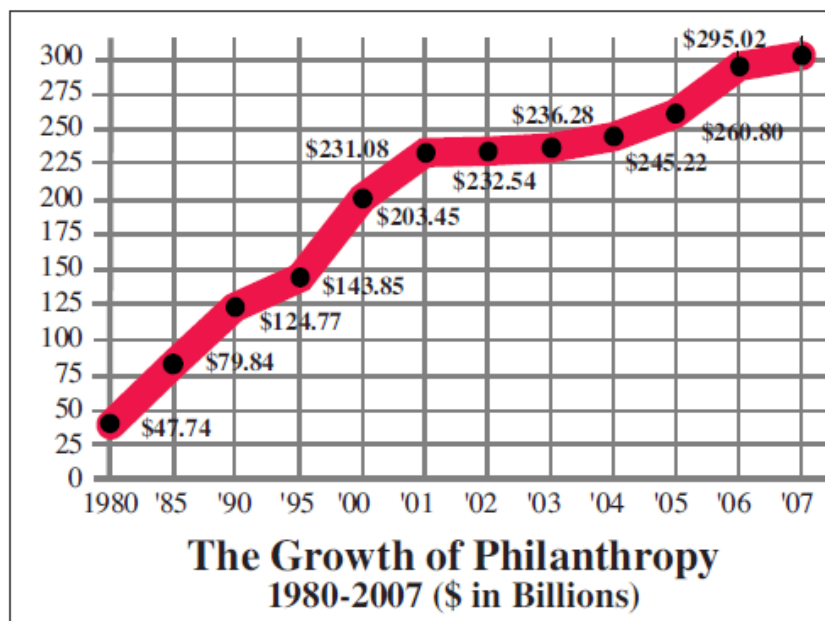
Select Author...



Here's what you need to remember. If you are not properly prepared, your fundraising program is almost certainly doomed to failure. In good times and bad.

Is there a good time for your organization to raise money? Yes. When you are ready. That is a good time to raise money. Not one day before.

There is one way to be certain to find out if you're ready. It is fail-proof. You can be assured there will be no surprises.



Source: Giving USA

Conduct a feasibility study to determine your state of readiness. All fundraising firms of quality offer and assist in this service before undertaking a fundraising program.

The study will evaluate accurately your readiness and determine the amount you can raise. The assessment will help you to design a strategy that assures the success of your program.

Our firm's research people have looked carefully to determine if there is some relationship between the fluctuations of our economy and the results of fundraising. There's no correlation.

We hear it often: "People are worried about the future . . . the times aren't good— and they won't give." But we have been hearing some trustees making those same observations for the past 40 years that the firm has been in operation. When you look at the data, it appears quite clear that giving is not based on the economy.

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Here's what we find. As the economy rises, giving rises with it. But seldom as fast as the economy. Now here's what's interesting. When the economy declines, philanthropy continues to increase. But at a slower pace.

[Nonprofit philanthropy](#) continues to grow even in the most difficult of economic times. It has since we've been keeping track.

This will surprise you. In boom periods, Americans give a lower percentage of their income. But in tough times, they give more. That's right— more !

Tough Times Can be Good

Get out your highlighter because what comes next is most important of all. The best time to raise money is when you are prepared. Nothing else is of greater significance. No other consideration is as important.

Here's what is most fascinating. There are actually important advantages to [raising funds in tough times](#).


1. **You will plan and prepare more carefully.** There will be riveting attention to detail.
2. **You will settle only for first-choice leaders.** And you are more likely to enlist the best because competition for their time will be less encumbered.
3. **Your leaders will take their campaign responsibilities more seriously.** They will understand the need for longer and more careful preparation. And they will appreciate your higher standards of selection and performance.
4. **There will be fewer competing campaigns to interfere with your prospective givers.**
5. **The fact you are raising funds in tough times and in the face of challenging economic conditions underlines the importance of your cause.** And the urgency.

People give to causes that are worthy. Philanthropy has grown each year, the new year more than the one before. But in difficult times, people dig deeper and give more to the organizations they care most about. All of the evidence points to this.

It is quite clear that difficult times emphasize the urgency and drama of compelling needs.

Obviously, we don't suggest you wait for hard times. We recommend only that you be prepared. And when you are—you're ready to launch a successful campaign and raise significant funds. In good times and bad.







Jerry Panas
Founding Partner at Jerold Panas, Linzy & Partners

Jerold Panas was Founding Partner of Jerold Panas, Linzy & Partners—one of the nation's most highly regarded firms in the field of campaign services and financial resource development. The firm has served over 3900 client-institutions since its founding in 1968. Jerold Panas was professionally involved in fundraising and financial resource development for over forty years. He was idea-rich and high energy.

By Jerry Panas | March 12th, 2020 | COVID-19 / Coronavirus, Disaster Fundraising, Fundraising, Philanthropy

One Comment



Jim March 13, 2020 at 2:33 pm - Reply

thanks for this timely article. I had the opportunity to actual be in on one of his seminars at an AFP Conference, many years ago. These are truly difficult times, especially those of us who raise funds for the performing arts.....no shows means