

The background of the slide features a grayscale photograph of a food bank. On the right, a woman with curly hair is smiling. On the left, there are stacks of cardboard boxes, one of which is labeled 'DONATION'. A diagonal line in shades of green and blue divides the image.

Blackbaud[®] + Food Banks + hjc

July 21 – July 23



Nostradamus and the Virus

2021 FOOD BANK SUMMIT

HOUSEKEEPING

- This webinar will be broadcast entirely through your computer.
- We recommend that you turn your volume all the way up and close out any additional browser windows.
- Please take a look at the widgets at the bottom of your screen.
- The Q&A widget can be used throughout the call to ask the presenters questions.

Q&A Widget
↓
Session Content
↓

Resources
↓



VIRTUAL bbcon[®] 2021

The Knowledge and Connections You Need for **Next-Level Impact**

Your work matters in building a better world.

Join thousands of others working for positive change for three days of virtual best-practice sessions, inspiring keynote speakers, and nonstop networking that will help you take your organization further, faster.

► Register for FREE at bbconference.com

October 13–15

The Tech Conference for a Better World



#FoodBankSummit





Today's Moderator

Hello! I'm
Mike Johnston

PRESIDENT & FOUNDER, HJC

He has been a fundraiser and management consultant for 30 years, and has worked with 100's of nonprofit organizations in Canada, the U.S., Europe, Latin America, and Asia Pacific. Mike is an expert in fundraising innovation and integrated fundraising – most especially in the use of digital technologies and their effective integration with traditional and new fundraising methods.

Today's Panelists:



Tania Little

Chief Development and
Partnerships Officer,
Food Banks Canada



Roger Castle

Chief Development Officer,
Los Angeles Regional Food
Bank



Amy Beros

Managing Director,
Network Fundraising &
Strategic Services,
Feeding America



Neil Hetherington

Chief Executive Officer,
Daily Bread Food Bank

What is this?

A fundraising survey of American and Canadian Food Banks – a first-of-its-kind cross border sharing.

For this survey, hjc partnered with Blackbaud and Food Bank staff to help deliver insight into fundraising in the cross-border food bank sector.

Who am I?

Mike Johnston

Founder & President, hjc

<https://www.linkedin.com/in/mike-johnston-hjc/>

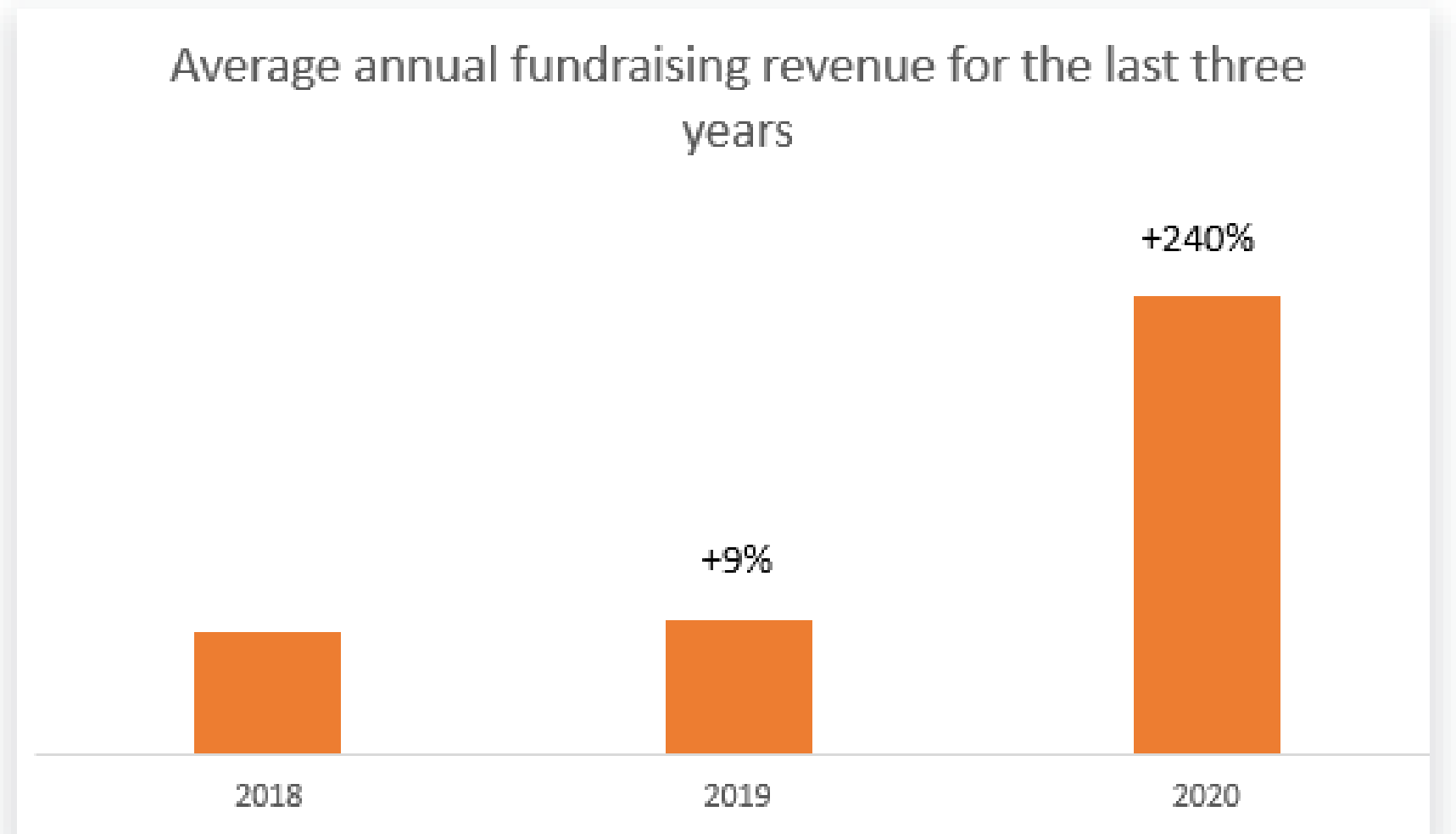


16 Food Banks

Fundraising for the last 3 years

In an
unprecedented
year, we saw
unprecedented
growth.

Why and how did
this happen?

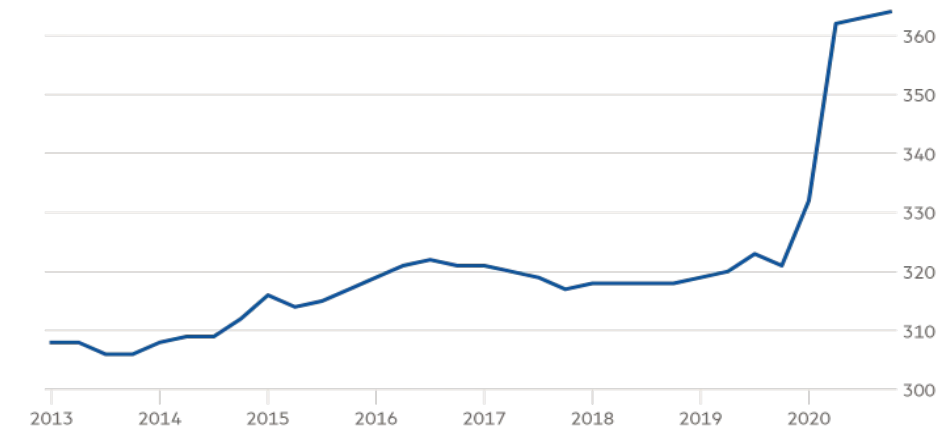


The Why

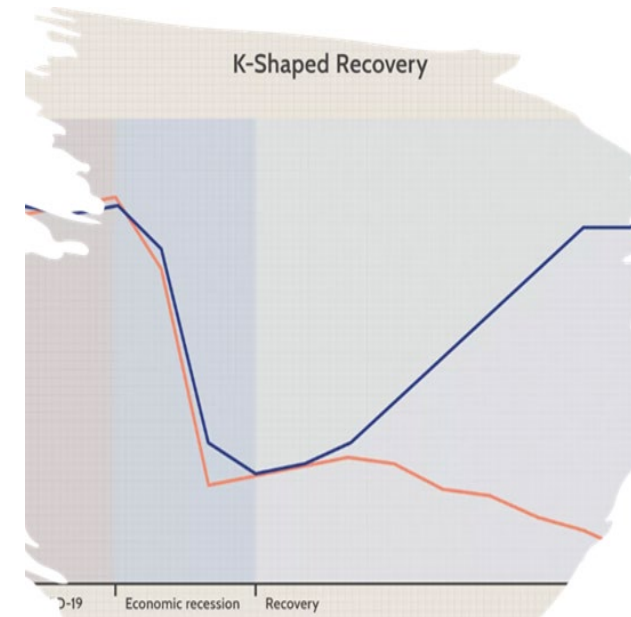
- The Government poured money into the economy
- Many donors stayed home, still worked, saved money and kept giving
- Food Bank sector experience was not K-shaped
- Overall, there was growth across almost all Food Banks

Global debts have soared during the pandemic

Total debt as share of GDP (%)



Source: Institute of International Finance
© FT



The Why

Society collectively, and individually, saw and knew that Food Banks would, did, and will play a vital role during COVID... and they stepped up with their financial and resource support.



The How

Besides Govt. support and a somewhat insulated donor base...

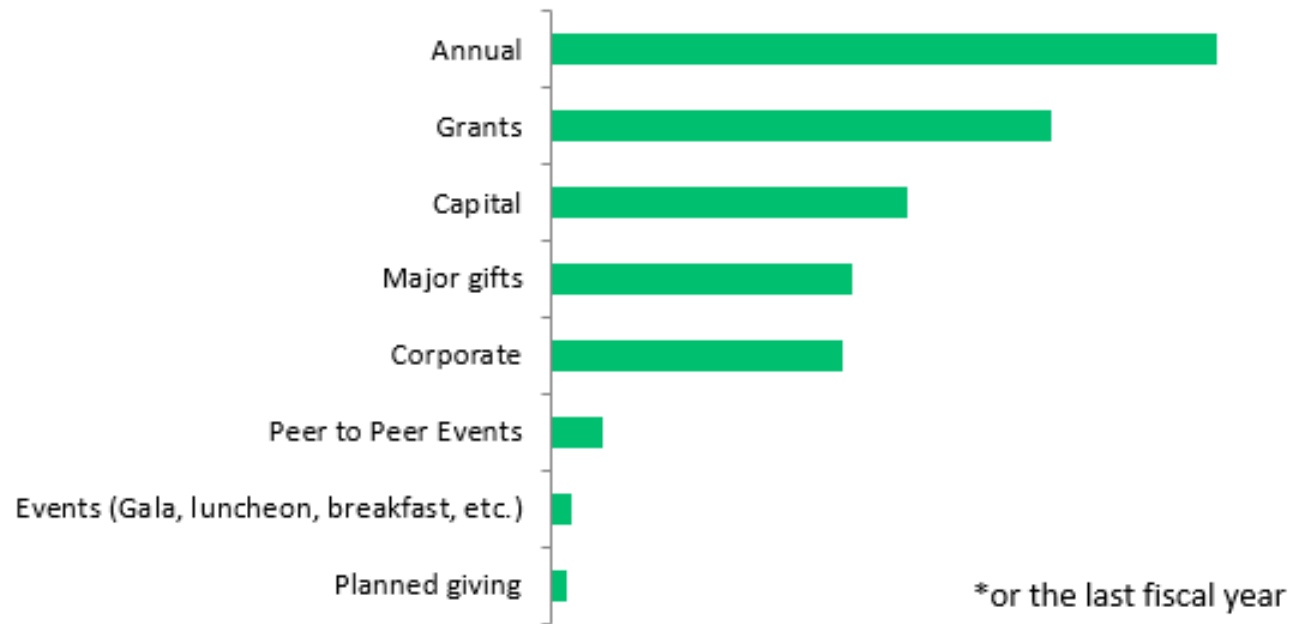
It's also because: **YOU & YOUR
HARD WORK PAID OFF**

Food Banks did an amazing job enduring and persevering through COVID.

CONGRATS!



Relative fundraising revenue by category in 2020*



Fundraising resilience came from a mixed portfolio of individual giving (annual), grants, capital, major gifts, and corporate..

Events, P2P, and Planned Giving brought up the bottom.

Resilience = 3 Keys + 1 Platform

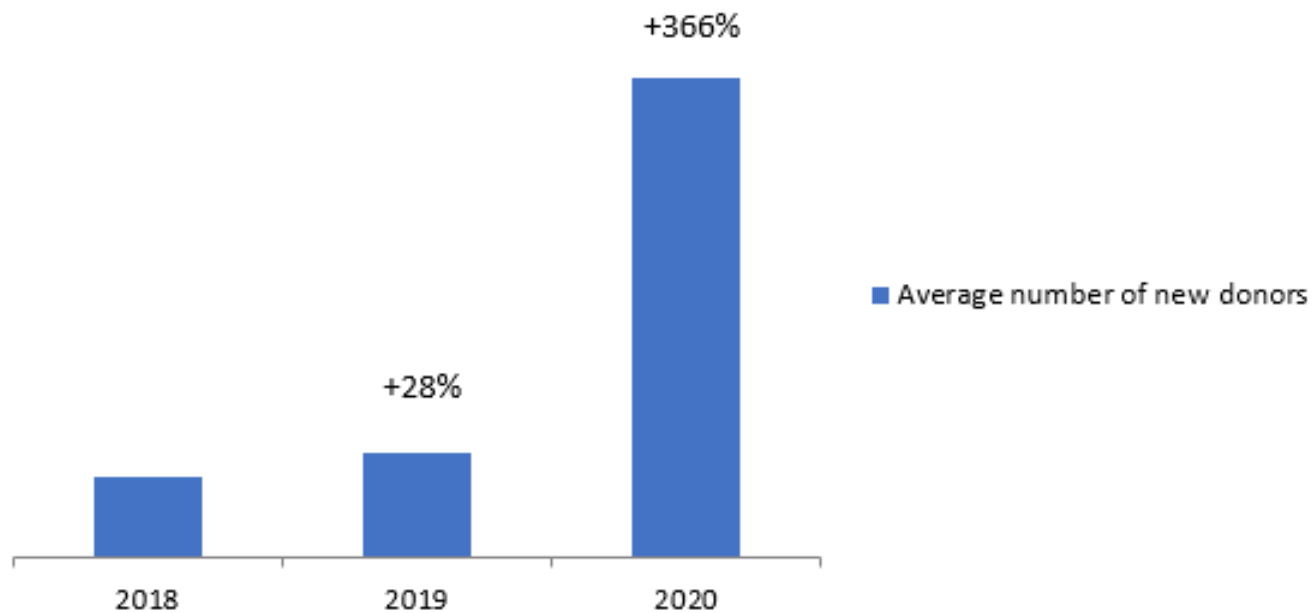
- New Donors
- Sustainers/Monthly Donors
- Human Beings



DIGITAL

The “COVID Windfall”

What is the total number of new donors to the file?



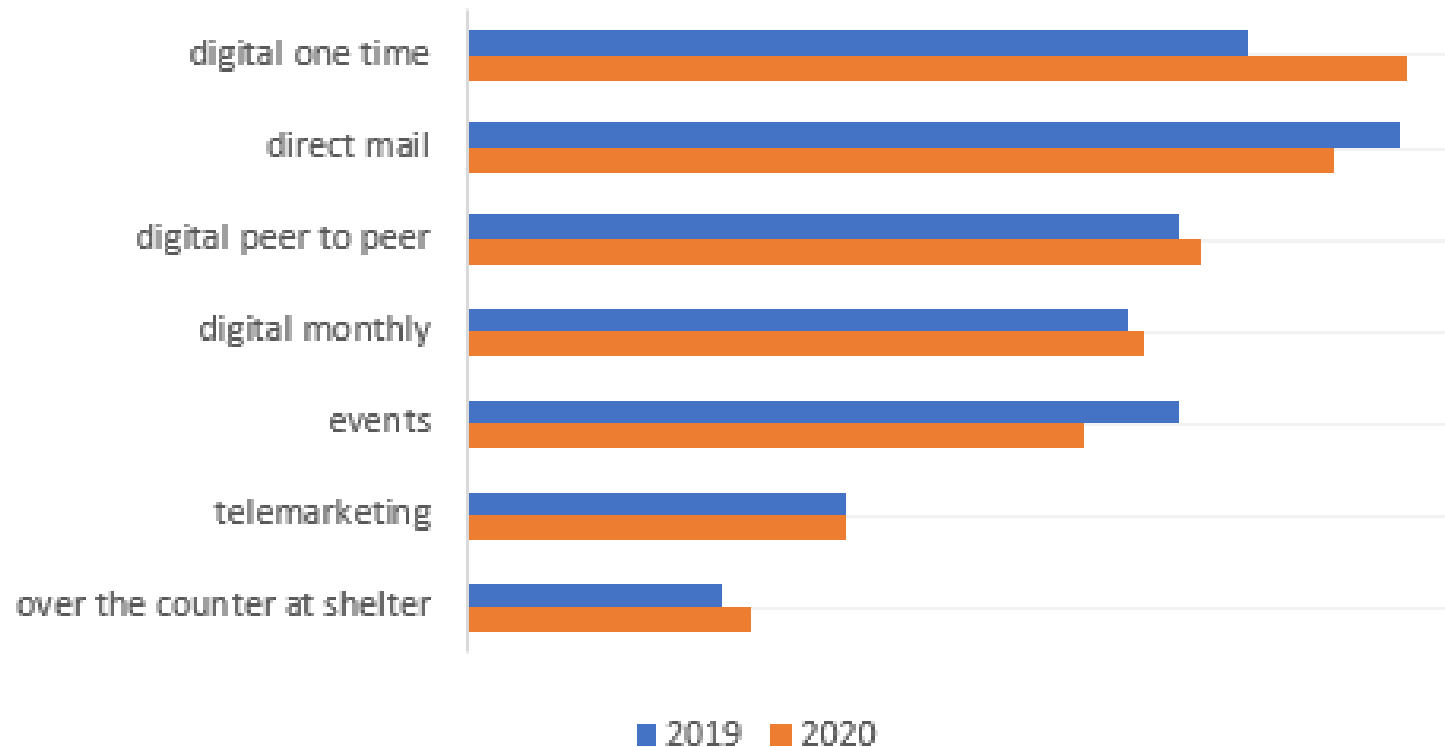
COVID created a need – and promoted the mindspace for more donors to rise to the occasion.

In short, COVID shook the new donor tree.

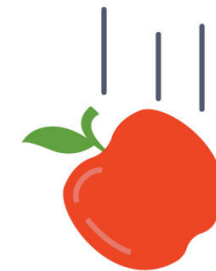


The “COVID Windfall”

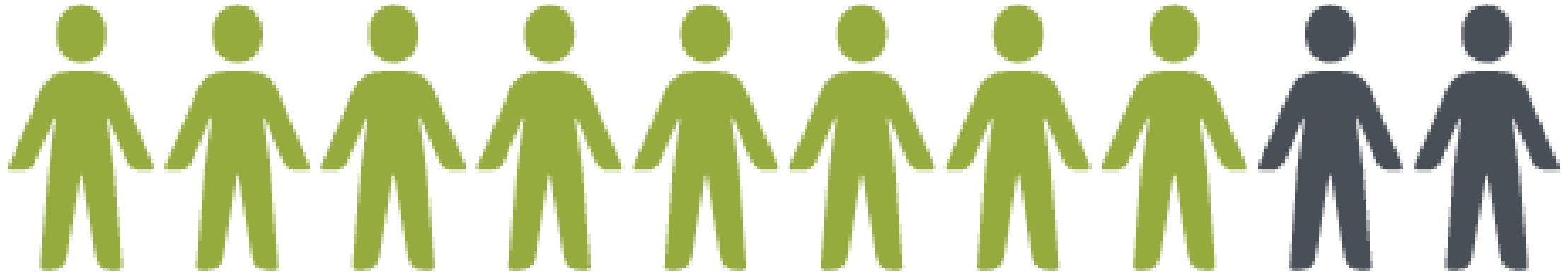
Source of new donors by channel in 2019 vs 2020



There's been an increase in digital apples falling from the tree—and less direct mail and event donors.



- The majority of new donors are single donors
- New donor surge = opportunity



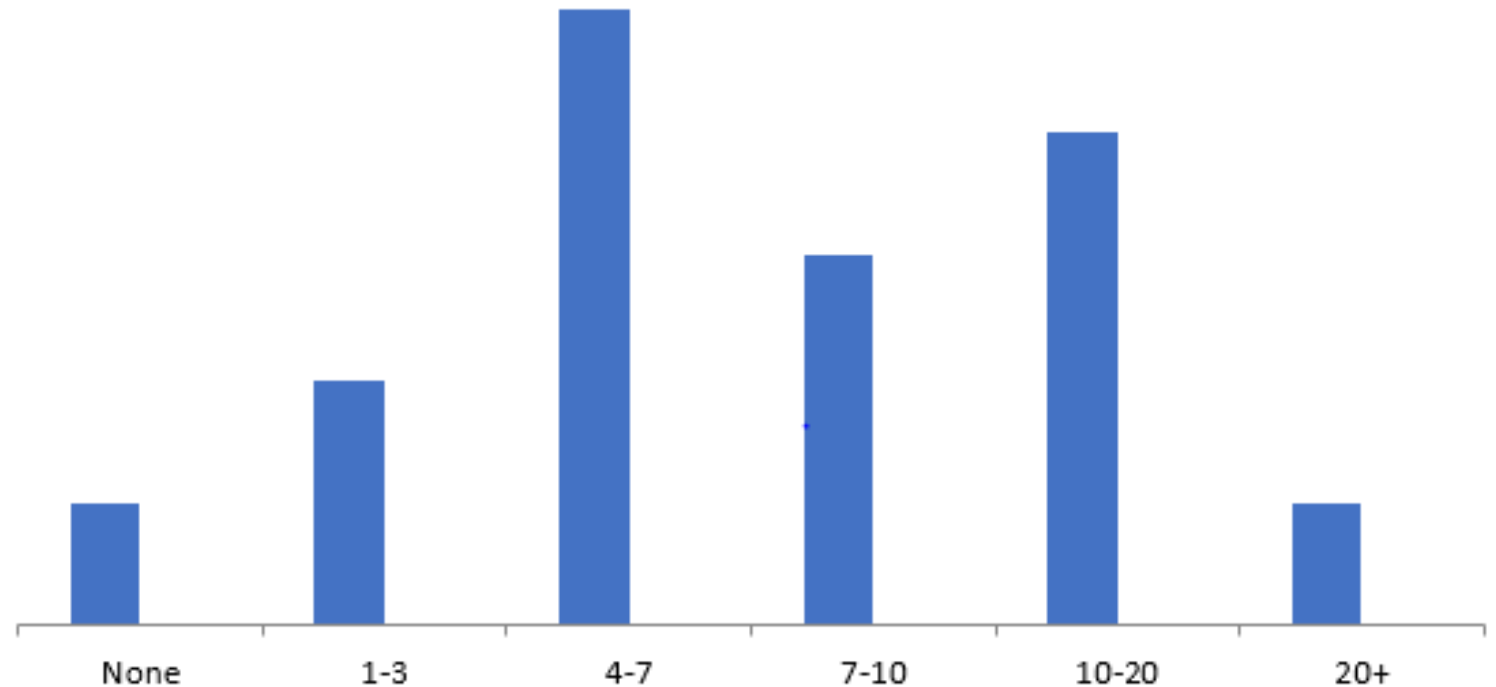
Once in a generation boost of new
Monthly Donors!



Human Beings Make Things Happen!

The more staff you have, the more revenue you generate. How will you add human resources to take advantage of the influx of donors and revenue in 2020?

How many fundraising staff do you have?



Planned Gifts matter more than ever

- People are thinking about mortality more
- They're making wills
- And they're taking out life insurance policies

US life expectancy drops a year in pandemic, most since WWII

By MARILYNN MARCHIONE February 17, 2021



INVEST IN YOU: READY. SET. GROW.

Americans rush to make online wills in the face of the coronavirus pandemic

PUBLISHED WED, MAR 25 2020-9:14 AM EDT | UPDATED WED, MAR 25 2020-11:32 AM EDT



The Zeitgeist is becoming more profound, hence there is an opportunity to talk about leaving a legacy with donors that is greater than ever.

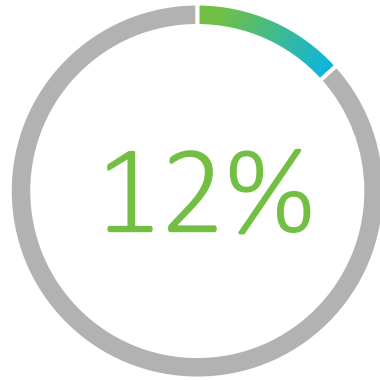
\$46,389 Average Bequest



10% of estate files from existing donors
who had informed charity prior



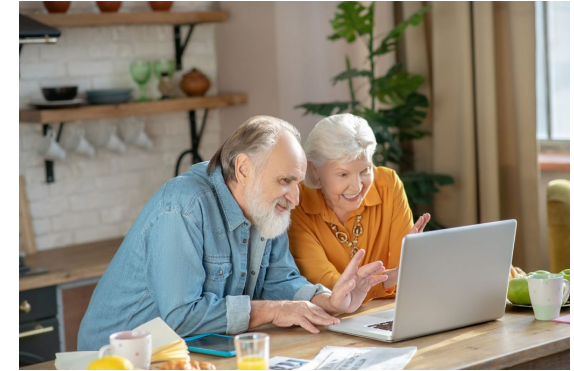
What We Found



In some digital surveys we're seeing this many respondents telling us they've left something in their will or want to have 'coffee and donuts'

If you were given \$1,000,000 to make improvements to our Food Bank, what would you do?

We're asking big hairy questions and getting big hairy answers...



Organizations are securing planned gifts and large gifts via Zoom.

NETFLIX

Uber
Eats



amazon



And the
Olympic
Medals go to..

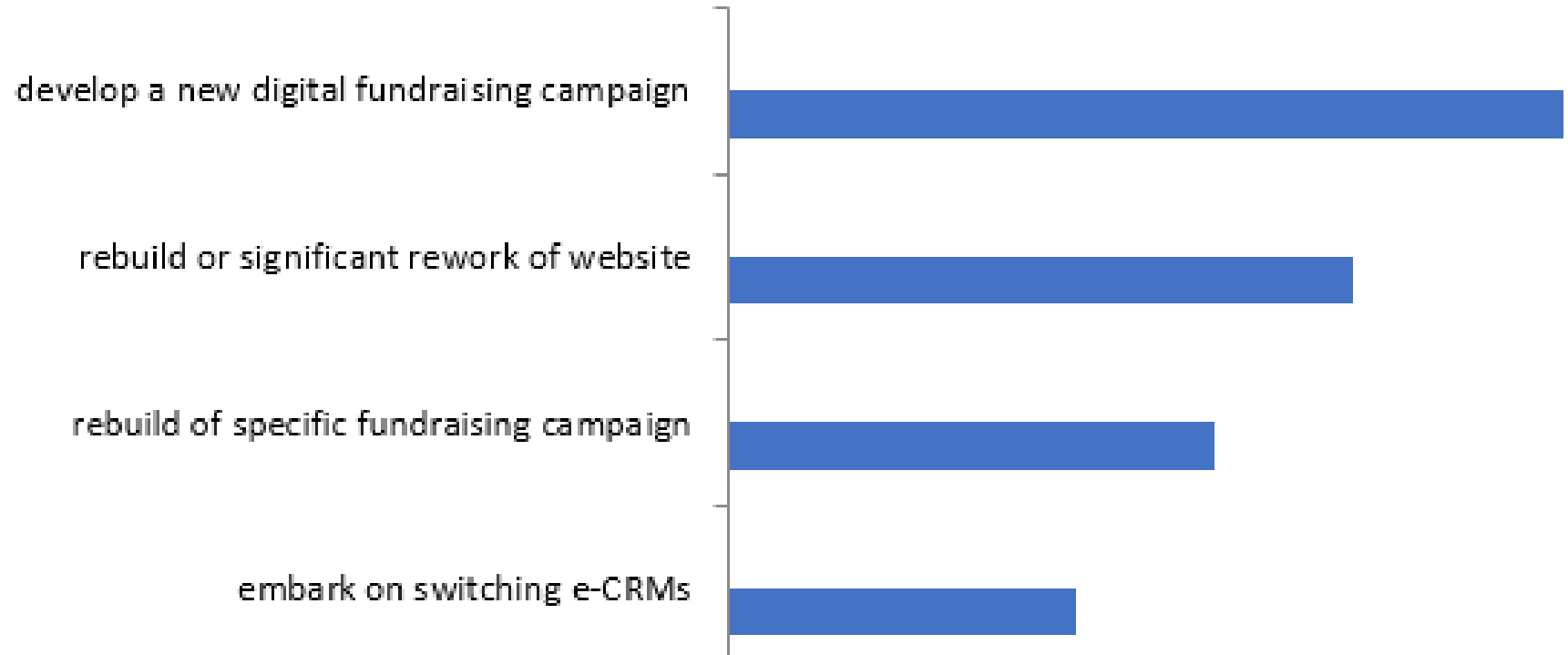
The Top Three
*Sources of
Digital Revenue*



Q: What's
your plan?

A: More
Digital

Which, if any, of the following changes are
you looking to make in 2021 (tick all that
apply):





Food Bank Fundraising 2.0.
Food Banks tweak that would protect fundraising against
new challenges



A syringe is filled with Moderna's COVID-19 vaccine at University Hospital Magdeburg. RONNY HARTMANN/AFP/GETTY IMAGES

Vaccine 2.0: Moderna and other companies plan
tweaks that would protect against new coronavirus

Adapting to the Post-COVID fundraising landscape:

- Redouble your focus on Digital (new donors & revenue)
- Convert your “windfall” of new donors to monthly and other levels of more committed giving (middle donor, major donor, etc.)
- Evaluate resources you once allocated to Event Fundraising
- Double down on donor journeys, especially stewardship for loyal donors
- Invest in identifying planned giving expectants
- Maybe try out telemarketing to convert all these donors to monthly
- Invest in the staff and technology and infrastructure you need to create a sustainable fundraising future out of this once-in-a-lifetime influx of support

Consider what investments
you should make for the
post-COVID future.
As the landscape changes,
so shall we.

Please rank what you think are the biggest
fundraising opportunities for you in the next
three years?



Please choose the three biggest pain points in fundraising in 2020



But what's standing
in the way?



Panelists, the floor is yours.



Q + A

#FoodBankSummit





thank
you!