



Basics & More™

COVID 19 Resources

[Facebook: COVID 19 Charity Preparedness Group](#)

[Covid-19 Nonprofit & Philanthropy Resources](#). A Google document curated by Beth Kanter.

[A Novel Opportunity to Strengthen Public Trust in the Nonprofit World \(Opinion\)](#)

[Nonprofit guide to COVID planning](#). From the Georgia Center for Nonprofits.

[A Huge Mistake Nonprofits Make in Preparing for COVID-19](#)

[Free resources for creating a coronavirus appeal](#) via Mark Phillips

[Meet Nana Murphy: lessons in donor care from Merchants Quay Ireland](#). Download this case study to discover how one tiny charity grew exponentially during one of the worst economic periods in history.

[FUNDRAISING IN THE TIME OF COVID-19
WHAT TO DO NOW!](#)

[COVID-19 Call Script](#) from the webinar.

[Essential Advice and Resources for Nonprofits – COVID-19 / Coronavirus | Recession | Remote Work](#). From Motivate Monday's sponsor, Bloomerang.

Webinar Doing Supporter Care from Home

Courtesy of Katie Kurilecz
Direct Marketing and Supporter Care Manager, All We Can

Before I get into the processes a bit of background on Supporter Care at All We Can to give some perspective on how you may need to adapt, scale up or scale down, these processes:

- All We Can have an income of around £3m largely from individuals and churches, legacies also form a large portion of this income.
- Our biggest appeals happen at harvest (September/October), Christmas and Lent (Jan – March). So thankfully we're not doing this during a big appeal. Although if we launch an emergency appeal then that will change.
- Our Supporter Care team has two part-time Administrators, an Officer (although this position is vacant and we were trying to recruit before we closed the office) and myself (note I split my time also heading up Individual Giving at All We Can). So the long and short is we're not a huge team
- As an organisation All We Can are keen on using tech so even before this we all had laptops, and we use WhatsApp, Zoom and Facebook's Workplace to keep in touch while people are traveling or working from home. But our Supporter Care processes were first done about a decade ago so are very reliant on being in the office
- Our database CRM is Raiser's Edge 7

Below is how we are managing Supporter Care from home but just note these are the core processes to ensure business continuity for All We Can. Other processes not included below we will be looking at as things develop and once we are comfortable with the core processes.

It's really important to note that this can be hugely disruptive time for teams and they can have stresses at home, so try and triage your Supporter Care. Start with the most vital processes and then build up – don't try and do everything at once you'll end up with chaos and stress for everyone. Also please do check in on your team and colleagues – we all handle stress differently and with working from home we can't see each other. I will detail out further how we are keeping up team morale below.

Core Supporter Care Processes for Business continuity:

It's important to recognise here that none of our processes have changed overnight, we have tried to maintain consistency and just replace paper-based processes with a digital options. I recommend taking your most critical processes first and build on from there. And make sure you get team buy-in from the start, they will have great ideas and this will help with

ensuring people feel ownership of the changes. During times of stress we need to take extra care to hear people and address any concerns they may have. If you have a bigger team I recommend setting up a steering group which didn't teams can feed into.

Each of the following is given a point-person to manage it and help share out the work, normally we'd have one person as first point of contact. As the weeks continue we may go back to that but my first priority is ensuring staff of comfortable and confident with what they are doing under the new systems.

Phones:

We don't have voice over data phone systems yet so we have bought the app Hushed to forward office phones to mobiles.

To support my team I will be taking on the main Supporter Care number first and then we will come up with a rota to share it round the team. This will also mean any more complicated queries I can address personally and reassure supporters

Email info@

- All three of the team have access to this box
- One of the 2 Admins is first point of contact. She will forward emails on to myself or another appropriate manager for replying who will bcc in info@ when we reply so she knows it's been actioned – see this as an opportunity for other teams and managers to learn about supporter care and engage directly with supporters, but do provide training and tips to them along with templates if you feel this is needed

Post

- The Finance Director who lives near the office will be getting the post from the building (which remains open as we rent our office space). He will be scanning post, receipt donations and saving the scans in a folder on our shared drives which we all have access to, with subfolders per date. These will replicate our paper-based daily batch folders

- Note this is reliant on the building staying open, if it closes we will have to discuss with the building's owners about forwarding out post to the FD
- A shout out to our FD for taking this on – it's a testament that the most important thing is team spirit and recognising that in unusual time we must all be flexible and help muck in

Donations

- Cheques and cash in the post – see above. Once the FD has receipted them he will scan them in to the scanned folder with the Donations Admin will pick them up to process on RE
- Online – the email notifications are to be saved on the post folder by date along with the post donations, the file name is the receipt number. And then will process on RE
- Telephone donations – we are exploring the option for the card machine being taken to a person's home but for the most part we will be encouraging supporters to donate through the website and talking them through the process online
- Thanking is done by the 2nd Admin who has been given a printer and letterhead, envelopes and stamps. The thank you letters are being triaged: 1) can they be sent via email and using the basis of administrative purposes (these emails will have no marketing or fundraising messages) and there will be a note explaining why we are sending emails instead of letters 2) generating batches but not sending them out. We will print and send out once we are back in the office with a comp slip or nice note to explain the delay 3) sending out letters in the post
- Again just to note this is not when we have our big volume appeals which we are really grateful for
- We are also considering sending out an email to let Supporters know about the office closure but that the work goes on and just to bear with our slightly longer processing times
- We have updated our SLA from 3 days from receipt to thank to 5 days and will review this again if needed and we continue to use our Excel spreadsheet to keep track of processing times and volumes and note any challenges we face

- Note we have a WhatsApp group where will be alerting each other so only one person is receipting donations at a time and will let the team know when they have finished and the next receipt number to use

Resources

We send out a lot of resources for the Churches and Events team. We've agreed with them that they will send these to people as PDFs.

If we stay closed into the summer months we will get resources sent to people's homes for sending out where people aren't comfortable with electronic versions

Events

We are due to be at a number of events both conferences and runs in the coming months. It has been agreed these will be handled by the respective teams/managers

GDPR

- Given that our processes are staying mainly the same we are keeping with our current GDPR and data protection procedures but providing updating guidance where needed
- As much as possible we are keeping things digital and on the share drives/One Drive to minimise risk associated with physical data (ie post)
- We have written up a note saying that given the situation people will need to work from home and have provided guidance on how to keep physical data secure when working from home but we are taking it as a case by case basis
- When we use email instead post to communicate with supporters we are making it clear this is for administrative purposes and they have not been added to email mailing lists and providing my contact details should they wish to get in touch
- It's important to remember to be pragmatic and document any decisions and reasoning made with it comes to data protection

Team contact and keeping up moral – these are stressful times not just at work but also at home for a lot of people. We are used to spending nearly 8 hours a day with our work friends and colleagues so it's important we

keep these up. And as challenges come up, we will be able to address them better if we have open lines of communication and good mental health resilience.

- We have a Supporter Care team WhatsApp Group where we stay in touch and this cuts down on emails
- As a wider Public Engagement Team we are doing scrums in the morning via Zoom so we can update each other on what we're doing
- We are planning team lunches via Zoom and people's family, kids and pets etc can join in – these are for us to socialise and keep up our friendships and check in with each other during these strange times
- All We Can staff are encouraged to do other fun keep in touch activities one idea we're going to do is MTV Cribs style videos via Zoom for those who want to take part. As an organisation we really value our friendships across the organisation and want to make sure we keep the fun and laughter in our working days
- Normally I'd have 1-2-1's fortnightly with my team but these are going to be weekly
- We have a buddy system at work and buddies have been encouraged to stay in touch with each other
- Facebook Workplace which we started using last summer is great for keeping in contact with people outside our immediate team and across the organisation

Opportunities – finally I want to highlight some of the opportunities we are already seeing in these changes, because it's important to remember that change can be a good thing

- Great engagement with SLT especially finance on Supporter Care
- Greater engagement with other teams on Supporter Care
- Able to bring forward plans to modernise and digitalise Supporter Care processes and make the case for investment in systems like voice over data phones
- Promotion of working from home and flexible working is possible for Supporter Care teams

As I said at the start, this is only the beginning for us to ensure we can continue to stay in touch with supporters and continue to receive and thank donations. We will be looking at other aspects of supporter care once we have these working smoothly and we are all confident with the

changes in processes. And of course as things develop we will have to stay flexible and update them.

“There’s nowhere else to go on Sunday...” Callum’s Lenten Story  Inbox x

Paula Byrne p.byrne@mqi.ie [via](#) [auth.ccsend.com](#)

to me ▾

Please could you help to fund a year of Sunday meals for someone like Callum? This is his story...



**A hot meal. A helping hand.
A fresh start.**

Dear Pamela,

Every Sunday morning just after half ten, Callum queues up with the others outside our Riverbank centre.

Right now MQI is the only place in the city where people who are homeless and hungry... and people who are vulnerable and living far below the poverty line... can get a free hot meal on Sundays.



He sees a lot of the same faces, he says. They will need to be able to turn to MQI in the days and weeks ahead.

Right now at MQI there are so many people like Callum who won't get to choose what to go without for Lent.

With Covid-19 – *coronavirus* – putting pressure on everyone, online and phone donations will matter more here than ever before.

Please will you give this Lent to help safeguard a year of the Sunday Dinner Service at MQI for people like Callum?

They are already living lives of such deprivation. Even basic human comforts are out of reach.

For our men and women who have no roof over their heads...
Who are alone and living far below the poverty line...
Who can't even afford hot water or a hot meal...

Please will you make a special donation now, to help?

GIVE ONE-TIME

GIVE MONTHLY

Without Merchants Quay Ireland, Callum told me that he wouldn't have any hope of a Sunday dinner. "I'd go hungry," he said sadly.

Covid-19 will almost certainly stretch our services through Lent and beyond. I'll update you as I know more.

But if you can help to **ring-fence enough funds by Easter to protect a full year of Sundays**, people like Callum – who desperately need something good in their lives – will have a place they can count on.

Whatever your faith, your kind gift to MQI this Lent will fill empty bellies and bring new hope to weary hearts.

Thank you for whatever you can give. If you prefer to ring us to make your Lenten donation, please call on 01 524 0139.

And please, keep safe.



Paula Byrne, CEO
Merchants Quay Ireland

P.S. Callum told me as well that on Sundays, MQI is the only place where he and so many others can have a hot shower, and use the private toilets without fear of retribution. And when staff and volunteers have clothes on hand, he said, it's an extra blessing to go back onto the streets with dry socks and a warm jumper. These men and women have already given up so much. **Please could you help to provide a hot Sunday meal and relief services they can depend on?** Your kind gift by Easter will be ring-fenced for MQI's Sunday Dinner Service. Surplus donations, if there are any, will fund our food and crisis services all year for people in dire need. **Each of us here is so grateful for you. Thank you.**

At MQI we respect everyone who turns to us for help – and many are just beginning their fresh start in life. So while client stories are genuine and true, names are changed and stock photographs of models are used for illustrative

Important Announcement Regarding COVID-19



FOR IMMEDIATE RELEASE

COVID-19

BOSTON, March 12, 2020

Dear Friends,

As in all things, we are writing to you about our shared commitment to the safety, well-being, and health of LGBTQ+ youth in Massachusetts.

New information comes to light daily in regards to COVID-19 (novel Coronavirus) and BAGLY has been monitoring its evolution and impact.

BAGLY, like so many other organizations, is actively making daily decisions that prioritize the health and safety of BAGLY's youth, staff, and volunteers. Organizational efforts to promote the center's cleanliness, hygienic practices, and adherence to Department of Public Health protocol have been in effect for weeks and will continue as long as BAGLY's doors are open.

BAGLY's hours are currently unchanged, but we will be making adjustments to programs and services as needed or directed by state and local officials. Currently, in close coordination with the Massachusetts Department of Public Health, BAGLY is making daily assessments of any changes that need to be made, especially about larger-scale events. Please keep an eye on BAGLY's website, social media channels, and your email for updates.

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We are encouraging all potential visitors to the BAGLY Community Center to assess their own level of comfort and well-being before visiting our location. Please make choices that support your own safety and the health of those around you.

During any major social disruption, we observe the highlights of human kindness and frailty. In this time of anxiety and confusion, we urge our communities to be active allies against xenophobia, racism, classism, and to rely on sources that apply a lens of justice to their reporting, data, and instructions.

BAGLY stands in uncompromising solidarity with Asian and Asian-American communities and we remain firm in our commitment to combatting racism in all of its forms. Furthermore, we encourage individuals, organizations, and the many leaders in our midst to remember that we cannot tell someone's vulnerability by looking at them. Please be kind and vocal in your networks about the many-layered impacts of this emerging health crisis.

Finally, we recognize that in very real ways BAGLY's drop-in space and kitchen, behavioral health, clinical, and program services are a lifeline for LGBTQ+ youth. We are balancing these needs with the community concern caused by COVID-19. We will honor our commitment to supporting LGBTQ+ youth in every moment, every way, and with every decision BAGLY makes during this difficult time.

Take good care,
BAGLY

March 15, 2020

Dear Friends,

I want to take a moment to share my concern for our many supporters, volunteers and friends in the community. I hope that you are taking care of yourself, your families and loved ones during this very unsettling and challenging time.

Please know that while our center is closed the HSP staff is working from home during this crisis. There is an incredible amount of work ahead of us to ensure children and the elderly have food and other basic needs to survive.

In the days and weeks ahead, there will be an important letter coming to your homes and places of business. We are asking for you to help the most vulnerable members of our community. This letter was created weeks ago, before we understood the incredible impact of coronavirus (COVID-19) upon our communities. Now however, more than ever kids, families and seniors need your support.

Children will go hungry, because they do not have access to meals when school is closed.

Families need help, as their hours are being cut at work so they cannot purchase groceries.

Our elderly neighbors are counting on us to purchase and deliver their groceries because they are not able to leave their homes. They are at the highest risk.

During this difficult time, we truly appreciate any support you can lend.

You can make a difference and provide food and other life sustaining support to seniors, kids and their families.

Just \$25 provides a household with healthy groceries for a week.

Click [HERE](#) to donate through our secure site and provide food to seniors and kids in need. You are also welcome to mail a check to HSP, 465 Randy Rd, Carol Stream, IL 60188.

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We will be reaching out to our many friends in the days and weeks ahead to check on how you are doing. Please know that you are welcome to contact me directly at dir@hsp.agency. I am here to listen, and I will continue to stand with you while we serve those that need us most. Take care of yourselves and be well.

Yours in Love and Service,

Kristin Senne

Executive Director

Humanitarian Service Project

Re: Coalition spring events cancelled



Dear Pamela,

As we all navigate the rapidly changing global circumstances surrounding COVID-19, we hope you are doing everything you can to keep you and your loved ones healthy and safe. We are glad to be part of your larger community and want only the best for all of you.

Here at the Coalition, we have made the decision to indefinitely postpone our spring events, including our March 21 and March 30 field trips and our Volunteer Appreciation Luncheon on April 28. We very much hope to re-schedule these events in the fall and will keep you informed as time goes on.

If you are a volunteer, please keep your eye out for a separate email coming soon regarding volunteer activities moving forward.

Our staff will be continuing to work on our projects, both in the office and at home, and will be available mostly by email and some by phone. Please reach out if you need to - we would love to connect, even if just to hear a friendly voice!

Wishing you good health and a solid support network and we look forward to seeing you sometime soon.

For the desert,



Whelan, Kathleen, Jessica (and Mateo), and Carolyn