Fundraising During COVID-19
(PLEASE MUTE PHONES & LAPTOPS)

June 4, 2020  1:00 - 2:00 PM EST
Webinar Disclaimer 6/4/20

Please note that this meeting may be recorded and/or captured in another manner (“Footage”). Footage from the meeting may be used by the United States Tennis Association Incorporated (“USTA”), USTA Foundation Incorporated, USTA Player Development Incorporated, USTA National Tennis Center Incorporated, and/or its affiliates. By participating in this meeting/training, you consent to such recording and its release, publication, exhibition, and/or reproduction. The USTA owns the names, logos, trademarks, trade name and service marks of the USTA and its affiliates (the "USTA Marks") shown in this meeting and all rights and all goodwill associated therewith. The use of the USTA Marks in this meeting shall not grant to any participant any ownership in or right to use the USTA Marks and the USTA retains all right, title, and interest in and to the USTA Marks
AGENDA

● OPENING REMARKS
  Rob Howland, Director of Programs & Services - USTA Foundation

● FUNDRAISING IN/POST COVID-19
  Steven Klein, Founder & Senior Partner, Firefly Fundraising

● CHAPTER PRESENTATION
  Kings County Tennis League, Brooklyn, NY

● Q&A - Via Chat Box
Fundraising in/post Covid-19
If past is prologue…

Giving took 6 – 12 months to slow.

Lowered giving did not in general mean smaller grants. Foundations generally kept their giving levels the same, but reduced the number of grants they gave. Individual giving increased.

While that means a smaller number of grants and gifts awarded, there were also fewer nonprofits competing for those awards, both because lesser nonprofits did not survive and because nonprofits tended to reduce “mission creep” and focused entirely on their core strengths.

The result: nonprofits that skillfully filled a need in their market – and could communicate that to funders – remained able to win support.
So what does this mean for you…?
Stay focused

• What can you measure/prove that you can do?
  • Stick to that!
  • Metrics define everything
• Resist the temptation to raise money reactively.
  • Don’t create new programs (e.g., nutrition). These cost money to ramp up and have no promise to sustain.
  • Resist acronyms.
• But: if you can implement a new metric and prove that you *already* run, e.g., a nutrition program, superb.
  • e.g. pre and post testing on diet may prove you already are a nutrition program.
  • What else can you measure: Leadership? Academic gains? BMI?
• These rules apply to all of your fundraising.
• For grants or private appeals: message what you already do to serve needs that are now more urgent.
  • If you need money to “keep the lights on,” articulate how much and make it clear that your essential services cannot happen without this support.
• For public “events”/campaigns: emphasize the community, not the organization, with youth you serve likely your strongest asset.
• For events: if your constituents seem to support an event, defined and needs (w/costs) are strongest ask, but data suggest events generally are tough.
Real Examples

Let’s discuss your programs, challenges, and ideas...
KINGS COUNTY TENNIS LEAGUE
Dave Webley & Vanessa Bornholdt

● **History**
  ○ 10 years ago, Kings County Tennis League (KCTL) was founded by Michael McCasland on a chain link tennis court near Marcy Houses, a Brooklyn Public Housing Development, with the goal of bringing the joy of tennis to kids living in and around that community.

● **Mission:** KCTL combines tennis and education to SPARK the potential of children living in and around Brooklyn Public Housing.
  ○ Take programming directly to the communities
  ○ Renovate empty blacktop spaces and rundown courts in and around Public Housing
  ○ 2 Star NJTL Chapter

● **Community:** 250+ students living in and around 6 different Brooklyn Public Housing Developments
  ○ 43% of students live in households with an income under $25,000
  ○ Created a year round program in 2017
  ○ 80-100 Volunteers

● **Budget:** ~$350,000 operating budget
KINGS COUNTY TENNIS LEAGUE
Dave Webley & Vanessa Bornholdt

KCTL Cares Campaign (give.classy.org/kctlcares)

● Preparation
  ○ Phone calls with every KCTL family who has registered over the past 18 months (300)
  ○ Programming delivery considerations
  ○ Board/Junior Board partnership
  ○ Major Donor communications
Kings County Tennis League
Dave Webley & Vanessa Bornholdt

KCTL Cares Campaign (give.classy.org/kctlcares)

- **Fundraising goal:** $75,000
- **Objective:** The KCTL Cares campaign will secure funding to deliver care packages to families living in/around Brooklyn Public Housing with:
  - Tennis/fitness equipment and learning technology so KCTL students can participate in our new virtual tennis and educational program; and,
  - Gift cards to local grocery stores or online vendors to reduce the financial burden of purchasing essential supplies.
- **Timeline:**
  - Campaign signed off by KCTL Board on April 1st
  - Campaign preview on April 8th and 9th
  - Official campaign launch on April 10th
  - Campaign conclusion: May 5th (Giving Tuesday)
KINGS COUNTY TENNIS LEAGUE
Dave Webley & Vanessa Bornholdt

KCTL Cares Campaign (give.classy.org/kctlcares)

● Marketing:
  ○ SOAP emails
  ○ Social media
  ○ Images and videos
  ○ Resident President letter
  ○ Student and family testimonials
  ○ Press coverage

● Fundraising Structure:
  ○ Drip donations
KINGS COUNTY TENNIS LEAGUE
Dave Webley & Vanessa Bornholdt

KCTL Cares Campaign (give.classy.org/kctlcares)

● Plan for the future:
  ○ Programming
  ○ Fundraising
QUESTIONS & ANSWERS

*PLEASE SUBMIT QUESTIONS USING THE CHAT BOX

*PLEASE INDICATE WHO THE QUESTION IS FOR

*A RECORDING OF THIS WEBINAR AND ASSOCIATED MATERIALS WILL BE PROVIDED.

*IF YOU HAVE ANY ADDITIONAL QUESTIONS PLEASE EMAIL NJTL@USTA.COM AND THE APPROPRIATE INDIVIDUAL WILL RESPOND.