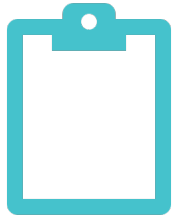


CCS PHILANTHROPIC CLIMATE SURVEY RESULTS

MAY 2020

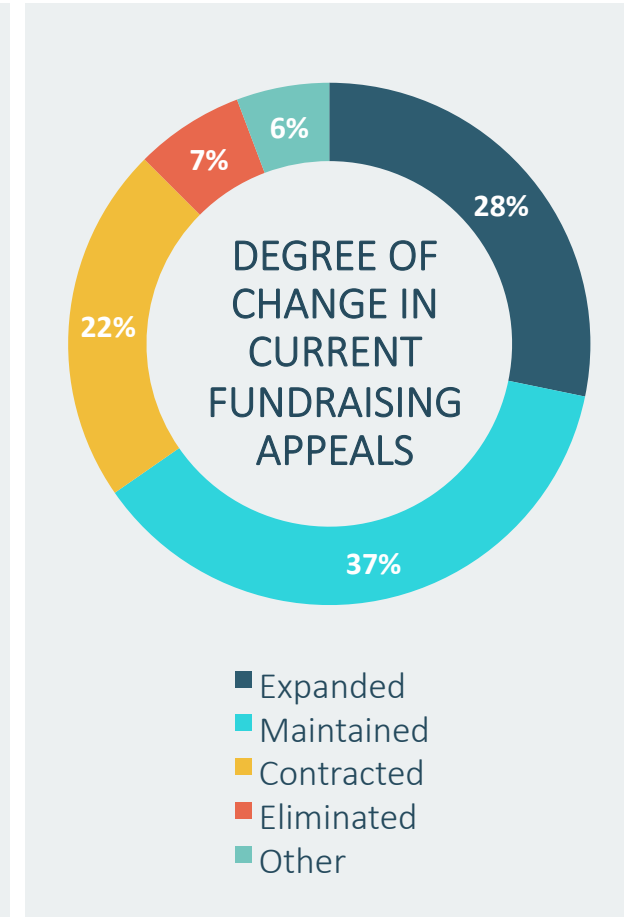
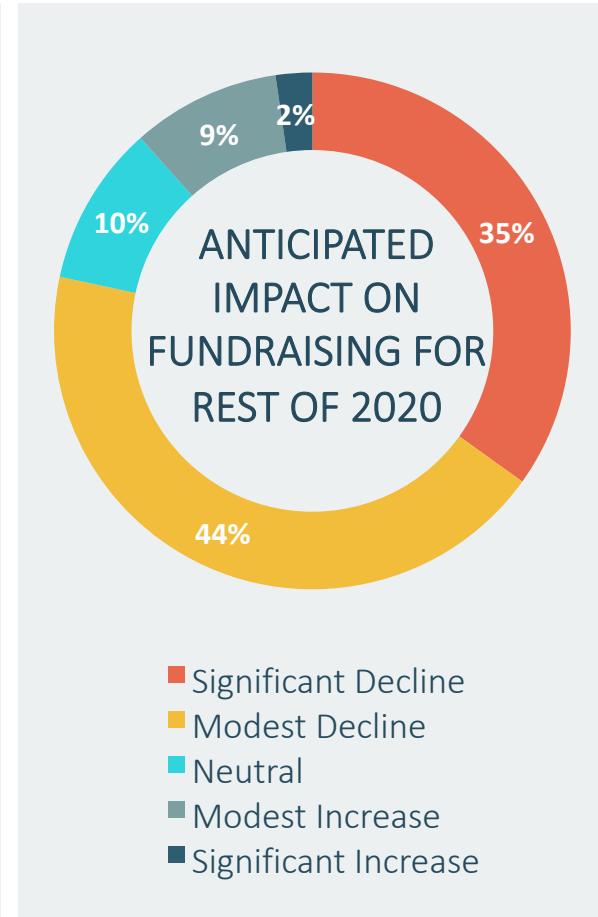
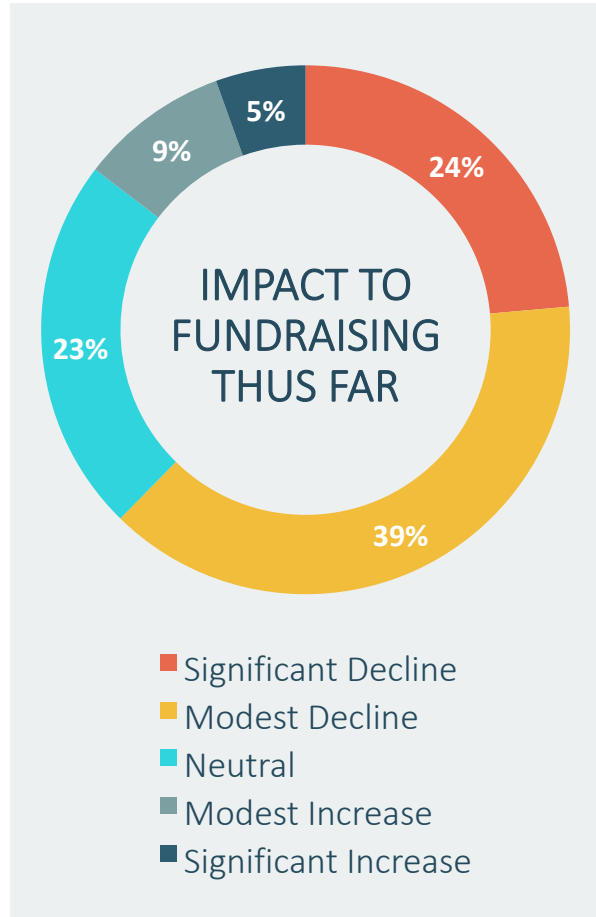


CURRENT NONPROFIT SENTIMENT



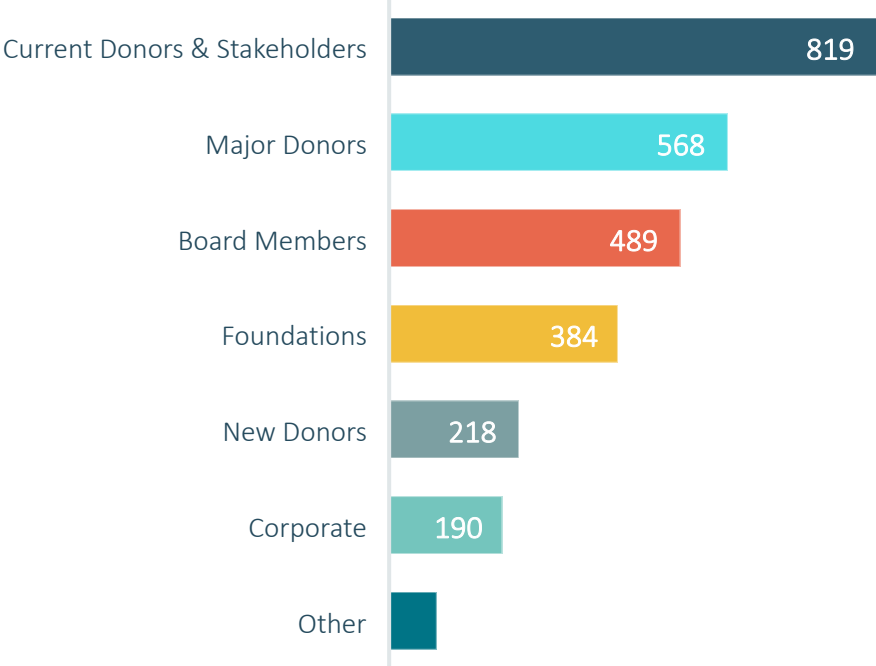
CCS distributed a **Philanthropic Climate Survey**.

Responses shared are from nearly **1,200 participants**.

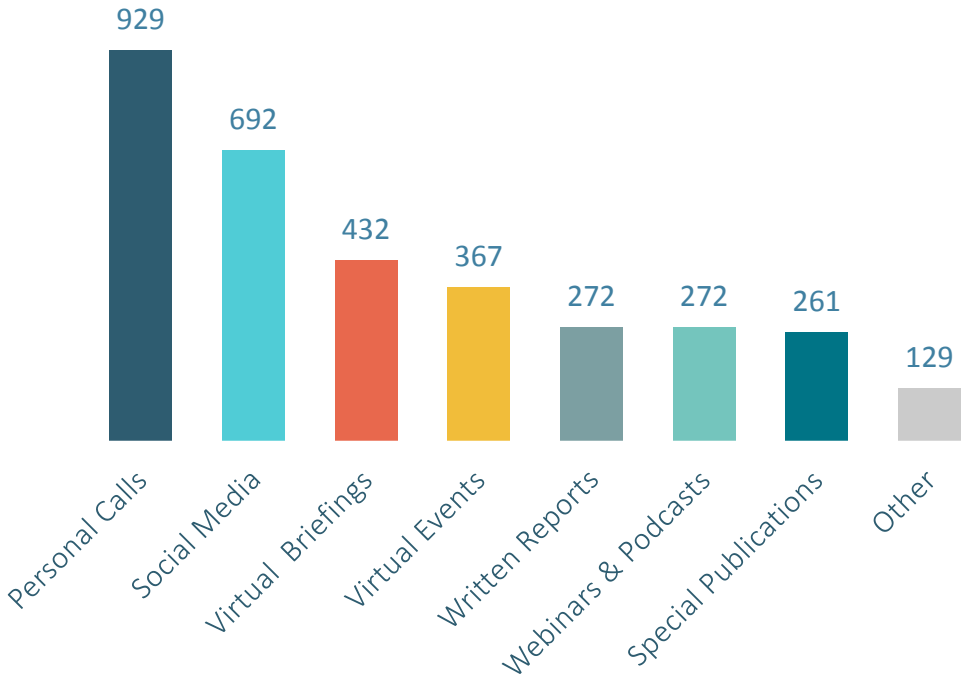


FUNDRAISING SOURCES & DONOR ENGAGEMENT

PRIMARY SOURCES OF CURRENT SUPPORT

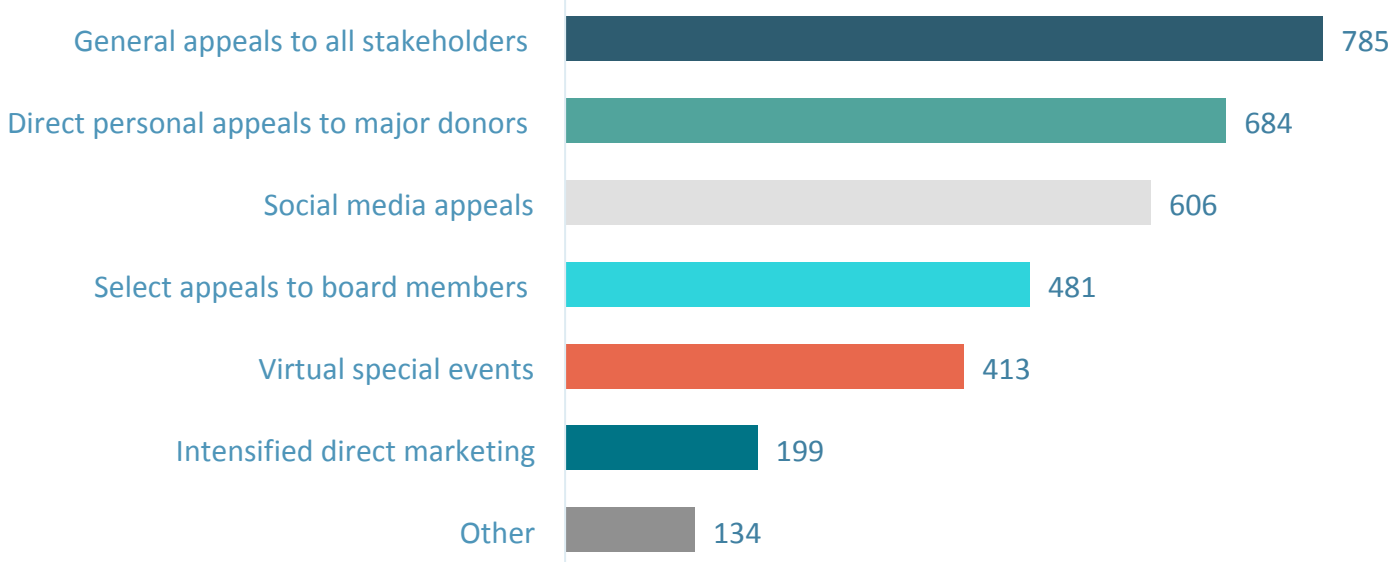


DONOR ENGAGEMENT METHODS

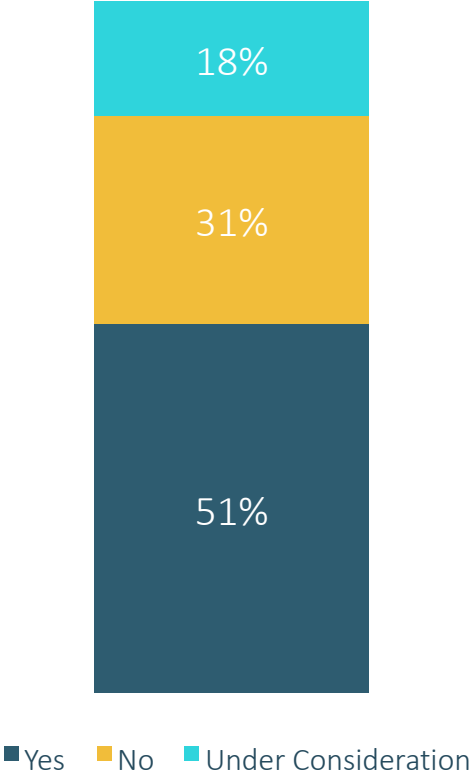


FUNDRAISING STRATEGIES EMPLOYED

PRIORITIZED FUNDRAISING STRATEGIES

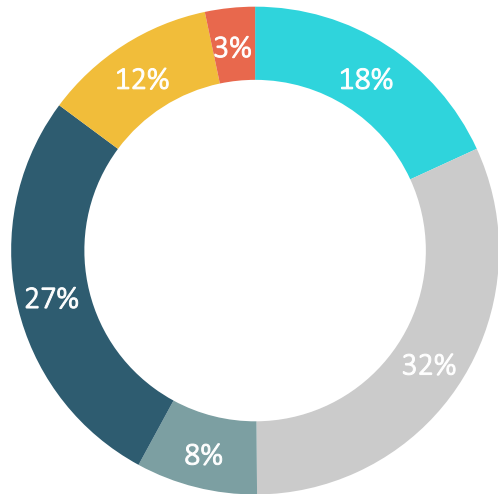


SPECIAL APPEALS / EMERGENCY FUNDS



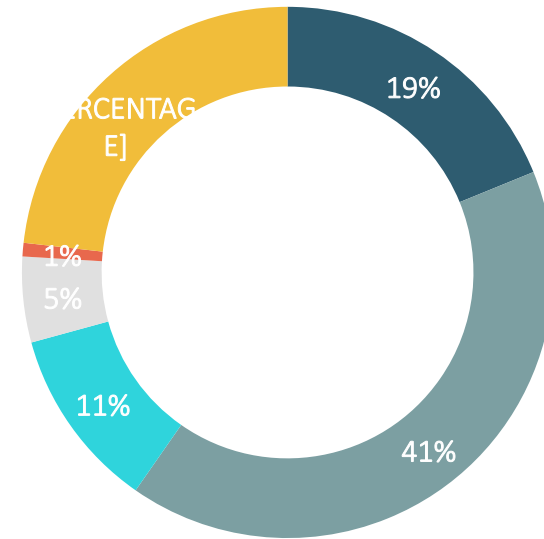
MESSAGING AND CAMPAIGN PLANS

CHANGES TO CASE FOR SUPPORT



- Yes, with special expanded focus on current programs
- Yes, with special focus on new programs responding to COVID-19
- Yes, with special focus on staff support
- No, our case and needs are the same
- Our case and priorities are currently under review
- Other

CHANGES TO MAJOR CAPITAL OR COMPREHENSIVE CAMPAIGNS

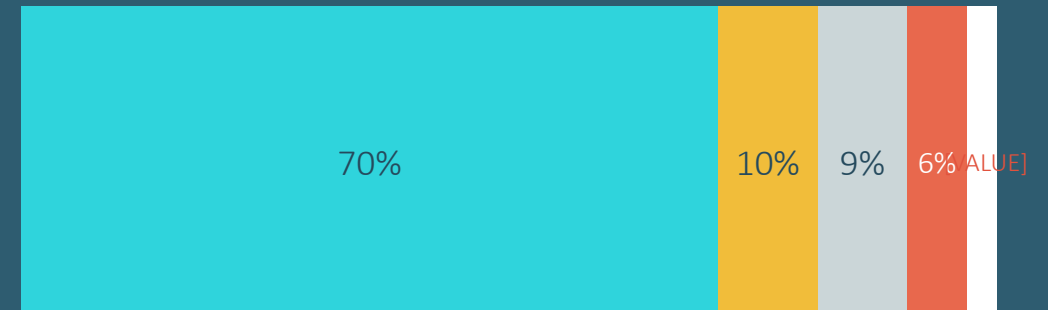


- Continue as planned
- Continue with modifications (e.g. extend timetable, adjust goal, modify case)
- Postpone campaign
- Postpone launch
- Cancel campaign
- Under review

HIGHLIGHTS: FUNDRAISING STAFF ACTIONS

- Our research shows that **less than 16%** of nonprofits have experienced fundraising staff reduction
- **6.5%** have reported significant reductions while **9.2%** have reported modest reductions
- An additional **10.5%** have staffing changes under consideration

FUNDRAISING STAFF LAYOFFS/ FURLONGHS



- No
- Under consideration
- Yes, modest reductions
- Yes, significant reductions
- No, some additions

THANK YOU!

For more resources on the impact of COVID-19 on philanthropy, visit
<https://ccsfundraising.com/strategies-during-covid-19/>

To learn more about CCS Fundraising, visit us at
<https://ccsfundraising.com/>

