

The “New” Normal

Where are we now and what the
future may hold





Welcome - Introductions

- Thank you for joining us
- Look forward to your input



PURPOSE AND GOALS

Share stories

How can it work for your RT

Suggestions of options

Review of your input



SELF-ASSESSMENT SURVEY OF COVID-19 ADJUSTMENTS

Please complete and submit

We will review and discuss later in this session



OVERVIEW OF PRACTICES AND CHANGES

Living On-line

Membership contact

Sharing the load

Periods of shutdown



LESSONS LEARNED OPPORTUNITIES

Try new options

Work together

New Skills of members



EXAMPLES OF RELATIONSHIPS

Communications

Leadership Skills

Planning

Shared Programs



BENEFITS OF CWRT-CONGRESS

Resources

Connections

Proven Practices

National Partners



REVIEW OF SURVEY RESULTS

Examples of successful changes

Issues that arose with membership

Suggestions for moving forward



DISCUSSION

Challenges

Concerns

Advice



Discussion



TAKEAWAYS

What did you gain?

What will you do next?

Thank you for joining us

Please complete the evaluation

Stay in touch



DOWNFALL OF TEXT-TO-GIVE

Lack of storytelling

Lack of branding

Lack of donor engagement & stewardship

Lack of recurring options

Lack of donation amounts

Lack of timely funds

Lack of donor data



TOP TEXT FUNDRAISING PLATFORMS

Snowball

OneCause

Double the Donation

Qgiv

Pledgeling

Gesture

Accelevents



CWRT CONGRESS - LIVE DEMO

TEXT - 844-996-1479

RECEIVE - Text with link

SET UP - Your donation portal

- Amount
- Donor Info
- Credit card/ACH
- SUBMIT