

HELPING NONPROFITS THROUGH COVID-19

The COVID-19 pandemic has exposed the fragility of our country's healthcare, political and cultural systems. During this global health and economic crisis, people and institutions have sought help, as always, from the organizations best suited to bring aid, clothing, food and comfort. Many nonprofit organizations are suffering to stay above water and are facing an existential crisis. Government relief has not come fast enough.

Nonprofits can take this moment in time to magnify their relevancy and the impact they make in communities. Now is the time to find creative ways to reach existing donors and volunteers, while exploring ways to reach new ones. Allison+Partners has a long history of developing awareness and fundraising campaigns. We offer special nonprofit discounted rates throughout this pandemic and offering services to engage in meaningful and authentic ways with target audiences.

DONOR SUPPORT

Nonprofits invest years developing and establishing loyal databases of donors. Yet, there is constantly a need to add new donors to support fundraising goals and objectives. Today, with social distancing, nonprofits must migrate to new mediums, particularly digital. We develop online strategies and content that can be used through email, websites and social media channels. In addition, our creative team creates and distributes newsletters, brochures and direct mail pieces that will capture donor attention.

FUNDRAISING MATERIAL AND OUTREACH TRAINING

Many nonprofits bring fundraising requests to corporations, but don't necessarily understand the needs of the company they speak with. How do those requests align with the organization's mission or audiences? Our team conducts a comprehensive audit of a charity's marketing assets, such as social media, events, logo usage, databases, current sponsors, donor and volunteer demographics, case studies and testimonials. Once completed, we create materials that clearly articulate the benefits and opportunities of potential partnerships. This is followed by a facilitated, half-day workshop with board and development team members to show how to use the collateral and generate corporate leads.

INTERNAL COMMUNICATIONS

As most employees work from home, they seek good communication and leadership. We partner with a nonprofit's leadership to develop messages and ways to reach team members, volunteers, and local affiliates. This empowers an organization to develop thoughtful, confident and sensitive messaging that motivates and inspires team members looking for stability and continuity.





EXTERNAL STORYTELLING

It may feel like COVID-19 has brought everything to a standstill, but the business world goes on and the media seek positive stories and impact. We develop nonprofit stories and content across numerous communications channels that help build awareness to a charity's mission and services. Storytelling services include:

- + Media outreach
- + Media training
- + Video and Podcasts
- + Crisis support
- + Online special events

INFLUENCER RELATIONS

Allison+Partners identifies and works with influencers that best fit the demographic of a nonprofit. The goal is to find those authentically tied to the issue or service. We customize each campaign for micro or macro influencers depending on the need for storytelling, offering positive tips, for fundraising requests. Through our proprietary research, we found those who followed authentic influencers associated with a cause would either donate or volunteer at much higher rates (33%), in comparison to direct mail.

RESEARCH AND MEASUREMENT

Allison+Partners has dedicated team members specializing in research and insights, measurement and analytics. These services allow nonprofits to better understand how other charities position themselves, how brands are supportive and what companies sponsor similar or like nonprofits. Research also helps to better understand what the needs of donors, potential donors and volunteers are when investing in causes, and what would it take for someone to support a specific cause. We use measurement tools to evaluate the impact of messaging and the impact of reach for online fundraising campaigns. These services help a cause stay relevant and at the forefront within their category of service.

At Allison+Partners, we are here for you in times of duress, just as you are for the missions and causes you serve. For more information regarding these services visit www.allisonpr.com or reach out to agency, Co-Founder and Social Impact Lead, Scott Pansky, at scottp@allisonpr.com or (310) 780-5997.