



# FUNDRAISING IN A COVID-19 ENVIRONMENT

PRESENTED BY  
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COMMUNITY ACTION  
PARTNERSHIP OF ORANGE  
COUNTY

# ASSESSING THE NEED

- Recognized a “newly vulnerable” population
- Increase in food insecurity and hunger - long lines at the Food Bank
- Typical Donated Food Sources No Longer Available
- Understood that unemployment and increased underemployment would continue to climb as 1<sup>st</sup> wave of layoffs began in late March – Increased to 19%
- Our services were needed now more than ever before
- Poverty and racial justice increased





**Empower  
Others to Act**



**Inform &  
Educate**



**Communicate  
Often**



**OUR  
STRATEGY**

# INFORM & EDUCATE

- Crisis management by leadership – Leadership Matters
- Daily to weekly internal COVID-19 Mastermind Sessions
- Used Media as a Tool to Inform the General Public What Was Happening
- Reached out to our Top Corporate Partners, Stakeholders & Funders
- Share what we are seeing on the Frontlines





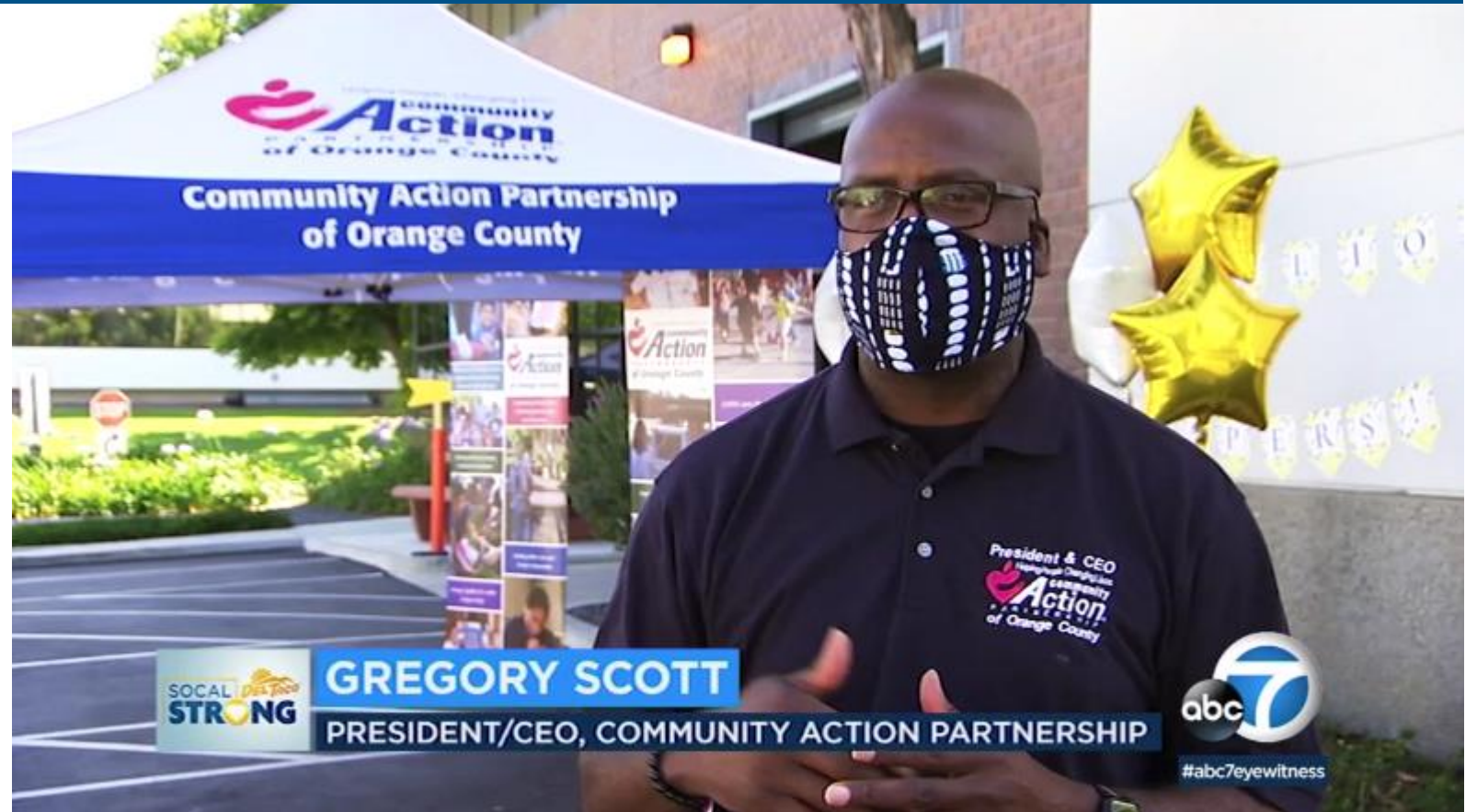
# COMMUNICATE OFTEN

- Increased our Social Media Presence by 50% on our CAP OC channel and 91% on the OC Food Bank channel
- Sent weekly Constant Contact e-mail updates and shared how we were pivoting (e.g. Drive Thru Taxes, Food Distributions and Zoom Financial Empowerment workshops)
- Went Virtual – Video Messages from the CEO helped personalize in a time of social distancing



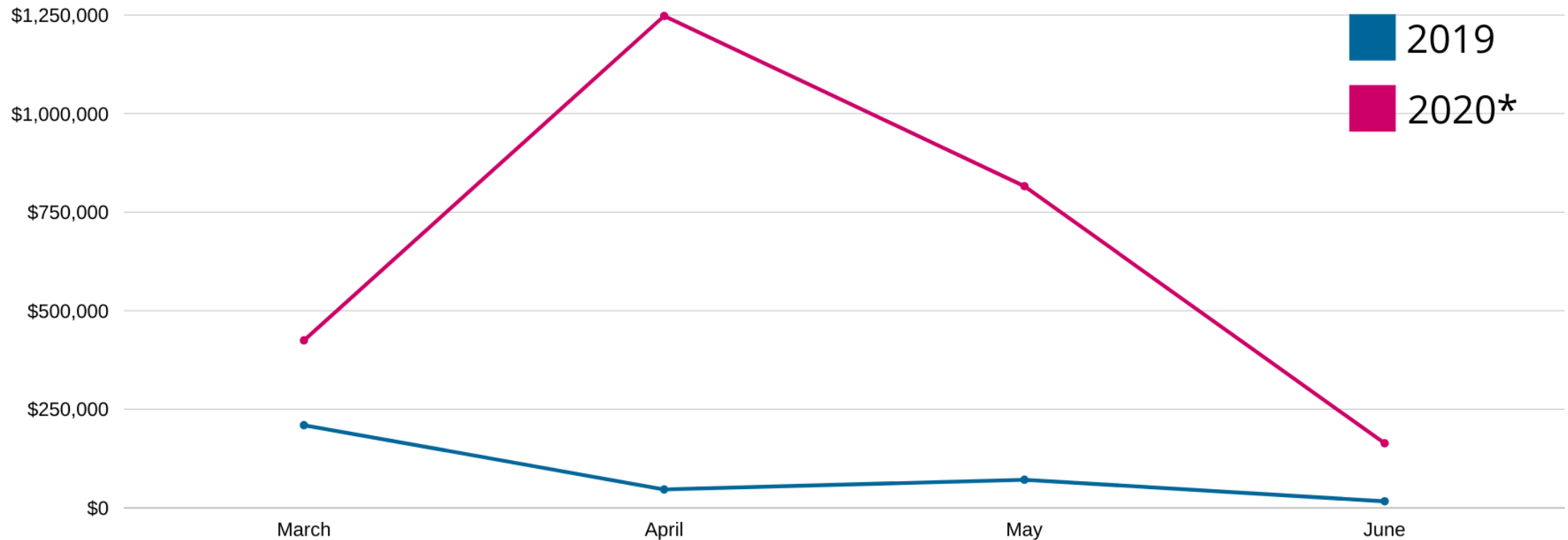
# EMPOWER OTHERS TO ACT

- **Media** was used to tell our story and describe the need
- **Virtual Food Drive** – while physical drives could not happen, a COVID-19 Emergency Response Virtual Food Drive page was launched on Everyday Hero (RaisersEdge platform) which enabled people to personalize a page and do peer-to-peer fundraising; often using social media to encourage others to donate
- **Matching Challenge** – a generous local philanthropist donated up to **\$250,000** donating \$2 for every \$1 donated – **resulting in more than \$420K total raised!**



# THE RESULTS

## Peak Fundraising During COVID-19



\*\$2 million raised in response to the COVID-19 pandemic



THANK YOU!

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