

## AFP GDC Virtual Town Hall Forum on Coronavirus #4 April 9, 2020

- 00:14:52 MWeisse: Hello Everyone!
- 00:15:13 MWeisse: We hope that you are keeping well!
- 00:15:31 MWeisse: Say hello if you are joining!
- 00:15:59 Emily Rathod: Hello everyone and I'm sending well wishes to you all!
- 00:16:35 Sommer Brock: Hi Everyone! Welcome! Thank you for joining us today!
- 00:20:18 Kristy Mitchell: Hi there. Wishing everyone well!
- 00:20:22 Katja Thomakos: Katja with Cranbrook Institute of Science
- 00:20:28 laurenparrott: Hello! This is Lauren Parrott from the Epilepsy Foundation of Michigan.
- 00:20:29 MWeisse: Hello Everyone!!
- 00:20:59 cwill367: Christa Williams, Ascension Providence Foundation
- 00:21:29 Terri Morawski: Terri Morawski, Cranbrook Educational Community
- 00:21:48 Katja Thomakos: Discussion question: I'd like to know if anyone is participating in the new May 5 giving day that the #GivingTuesday folks have set up?
- 00:23:06 Stephen Ragan: Thank you to everyone for joining today! You have much better moderators than previous weeks! 😊
- 00:24:37 Stephen Ragan: And please continue to send feedback or suggestions for specialized and more focused webinars. All feedback and suggestions are welcome. send to [sragan@hopenetwork.org](mailto:sragan@hopenetwork.org) or [info@afpdet.org](mailto:info@afpdet.org). Thank you and keep up the great work you are all doing! 🙏
- 00:26:35 Michael Palmer: To all participants Please register your name and email at: [covid19.afpdet.org](https://covid19.afpdet.org)
- 00:26:37 PaulaD: This is a challenging time, professionally and personally!
- 00:26:37 Ann Masek: Hi, can you please post here, the link where we should register? I missed parts of it.
- 00:26:44 lisa: Coping ok on my end! Hoping everyone else is as well.
- 00:26:53 Ann Masek: never mind, now I see it.
- 00:27:18 Daryel Peake: hanging in there, but all is well

00:28:32 deborahvigliarolo: We are contacting donors that have made an annual commitment and letting them know that some of their specific donations will not be used for a specific event that we needed to cancel.

00:30:44 Abby Adair: We launched a specific campaign for COVID19 response and changed some things that were already going out to match that. for instance we normally have a wishlist in our bi-monthly newsletter and are no longer accepting in-kind donations during this time so used that space in the newsletter to talk about how that will affect our families.

00:30:46 Michael: This morning, The War Memorial asked iits full contact base of Individual Supporter to give to agenices that are on the front line of fighting the outbreak

00:31:14 PaulaD: Are most organizations rescheduling, canceling or going virtual?

00:31:16 Dennis: We converted a planned solicitation mailing to a mailing regarding how we are responding to the Crisis and how it has changed things we are doing programmatically. We anticipate following up with a solicitation piece in a few weeks.

00:31:19 Dawn Barrack, Alternatives For Girls: At Alternatives For Girls we are doing more social media communication and doing a once a week outreach from our CEO to our donors to let them know how we are doing.

00:31:22 lisa: We are planning to cancel our event in the fall and plan to ask within the next few weeks if we can count on the continued support from consistent sponsors/donors at since the need is more important than ever. That initial support will be used to incentives added giving at a virtual event yet tbd.

00:33:47 Daryel Peake: Here at Dutton Farm, we had to cancel two of our major fundraising events, however, in the process we have created segmented campaigns to talk with our donors regarding our current need during this pandemic and that has been able to assist with recouping funding to our organization.

00:35:44 scottrosencrans: For those who are increasing their electronic outreach, are you seeing an increase or decrease in subscribers? When we increased our e-news to 2 per month we saw an increase in those unsubscribing.

00:36:51 Michael Palmer: If you haven't signed in to this session please go to <http://www.covid19.afpdet.org/>

00:43:04 lisa: Yes, end of September event planned.

00:43:05 cwill367: The link for signing in indicates the page cannot be found.

00:43:16 Maureen Rovas - American Lung Association: Yes, we are on October 4 a the Zoo

00:43:23 carolyn:Downtown Boxing Gym is cancelling a late September event and hoping to launch something virtually.

00:43:35 Tricia: Beaumont has rescheduled some spring events to fall. We'll see what happens

00:43:38 Maureen Rovas - American Lung Association: Still planned to move ahead and so excited for our volunteers who have embraced virtual meetings

00:43:42 Kendra Corman: I have a mid July event that is still on

00:43:56 Daryel Peake: Dutton Farm has a 10 year anniversary event in November which will be our big fundraiser event after cancelling the last two events.

00:44:15 lisa: Going to go virtual and multi-tiered. September 25 event cancelled. Also- on an international board with an event scheduled in NYC for mid-October and canceling as well.

00:44:15 PaulaD: MHS is planning to still have our event this fall. Date TBD. (This is a reschedule of our PURRfect Bow Wow Brunch that was to be held on April 26.)

00:44:27 Dennis: At Rose Hill Center we have shifted two community outreach events planned for this Spring to September.

00:44:51 AmyDeWys: Yes, we are planning an event in October at the DYC, but are also looking to do a virtual event either in conjunction with and/or as a replacement to the planned event based upon where the country is at that time.

00:48:00 Stephanie: Has anyone done COVID-related fundraising campaigns through paid social?

00:49:13 Dennis: Are any organizations planning to participate in the May 5 "Giving Tuesday" event?

00:49:36 Daryel Peake: Dennis can you touch base on the May 5th event?

00:50:07 Tricia: Me too Paul!

00:50:58 Stephen Ragan: Thank you, Paul. That is very kind. AFP is in a position to be a resource because of the leadership that you, Tricia and so many others provided. Thank you.

00:50:59 Judy Wernette: At University of Detroit Mercy I will be sending one email out that morning highlighting our blog featuring alumni that are on the front lines and things that they can do including supporting our Student Emergency Fund, our student pantry and our campus kitchen programs in addition to general and scholarship support.

00:51:20 Maureen Rovas - American Lung Association: We have had a great response from connecting with vendors, partners and sponsors with just a simple, casual - how are you "Just Checking In" email. We did it personally and it was so well received.

00:52:09 Tricia: Great point Melissa!

00:52:51 Maureen Rovas - American Lung Association: Any new plans you personally/your org has put in place for Volunteer Appreciation Week?

00:53:31 Stephen Ragan: The Remington Group has compiled a list of Covid resources. we will be post it online.

00:54:11 Stephen Ragan: The loan referenced is the Paycheck Protection Program. You need to go to through your banking partner and they are backlogged.

00:54:45 Dennis: The United Way's grant program is very simple and they are turning decisions around very quickly. We had a grant confirmed in two days, but I understand they are running through the available funds pretty quickly.

00:54:58 Stephen Ragan: Dresner Foundation also has a special find for nonprofits smaller than \$5 M in revenue

00:55:07 Michael: saw a nice resource list for arts orgs - looking for the link again

00:57:05 lisa: Regarding events - are people feeling like silent/live auctions may not raise the same amount of money given that small businesses may be unable to donate items given the negative impact COVID has had on their businesses and attendees may not be attracted to things/travel packages any longer?

00:57:46 Michael: slightly misnamed -- includes links to list of private sources of funding as well as CARES Act [www.ArtsActionFund.org/CaresActTable](http://www.ArtsActionFund.org/CaresActTable)

00:58:10 Michael: PPP loan. In process

00:59:51 Michael: Go to your bank FIRST - Federal chaos means they will need to take a leap of faith

00:59:53 lisa: Applied as soon as it opened via our bank (Bank of Ann Arbor) but have not heard yet. Two of three form variations submitted in the process - more confusing than hoped.

01:01:21 Kendra Corman: Comerica hasn't launched theirs yet.

01:03:23 Stephanie: I've been taking a short walk before starting work every day to approximate some kind of "commute" :)

01:03:28 Maureen Rovas - American Lung Association: I loved that our CEO asked all staff to get in 30 minutes of physical exercise!

01:03:51 Maureen Rovas - American Lung Association: We have had "challenge" weeks with the teams. Spirit Week, learn something new weeks

01:04:01 Maureen Rovas - American Lung Association: We also have OKed walking during some staff update calls

01:04:19 Carol Lessure: Yes, taking breaks and having more frequent staff meetings via video conference.

01:04:19 lisa: Checking my must-do boxes each day: exercise, learn something, clean something, do something kind, check-n on someone, etc.

01:05:00 cwill367: Daily walks and have enjoyed seeing all the sidewalk chalk art throughout many neighborhoods.



01:20:24 PaulaD: Thanks everyone!!

01:20:56 PaulaD: Be well.

01:21:09 lisa: Thank you so much! Signing off.

01:21:09 Dennis: Thanks to all. Very Beneficial!

01:21:12 Emily Rathod: Many, many thanks! Stay safe everyone!

01:21:14 Abby Adair: thank you! I think weekly discussions are helpful since things are changing so rapidly every week it's nice to have the updates.