



Keeping Supporters Engaged When Crisis Is the New Normal

 **everyaction** PARSONS | TKO

Webinar Recording

A recording of this webinar will be available for download by the end of the week via our website.

everyaction.com

Zoom: Asking Questions

Questions



Q&A



Chat

Technical Questions



Raise Hand

Bios



Adam Good

Senior Strategist
ParsonsTKO

Adam helps mission-driven organizations improve their overall Engagement Architecture: the holistic arrangement of people, processes, and platforms they use to connect with audiences and impact the world. Adam's clients have included the United Nations Foundation, the Brookings Institution, the Folger Shakespeare Library, the Cystic Fibrosis Foundation, and UNICEF.



Mike Liddell

GM of Digital
NGP VAN + EveryAction

Mike is a highly regarded digital thought leader. Before joining the team in 2011, he ran the digital team for the Treasury Department for two years and the Democratic Senate Campaign Committee for four years. He also worked on the CTSG team as a Project Manager, serving nonprofits like the Alzheimer's Association, Community Foundations of America, and Hillel International. Mike has worked for numerous nonprofits and campaigns and is a proud University of Texas Longhorn.

Engagement.



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Crisis.



Framing “Engagement”

Four Aspects of Engagement

Define

Measure

Encourage

Automate

Four Aspects of Engagement

Define

Who do we want to do **what** to advance our mission?

Measure

Encourage

Automate

Four Aspects of Engagement

Define

Measure

How will we know if we
are succeeding?

Encourage

Automate

Four Aspects of Engagement

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What will we do to get our audiences to take the desired actions?

Automate

Four Aspects of Engagement

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What engagement steps can be automated and personalized?

Four Aspects of Engagement

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What engagement steps can be automated and personalized?

Architecture Enables Engagement

Define

Measure

Encourage

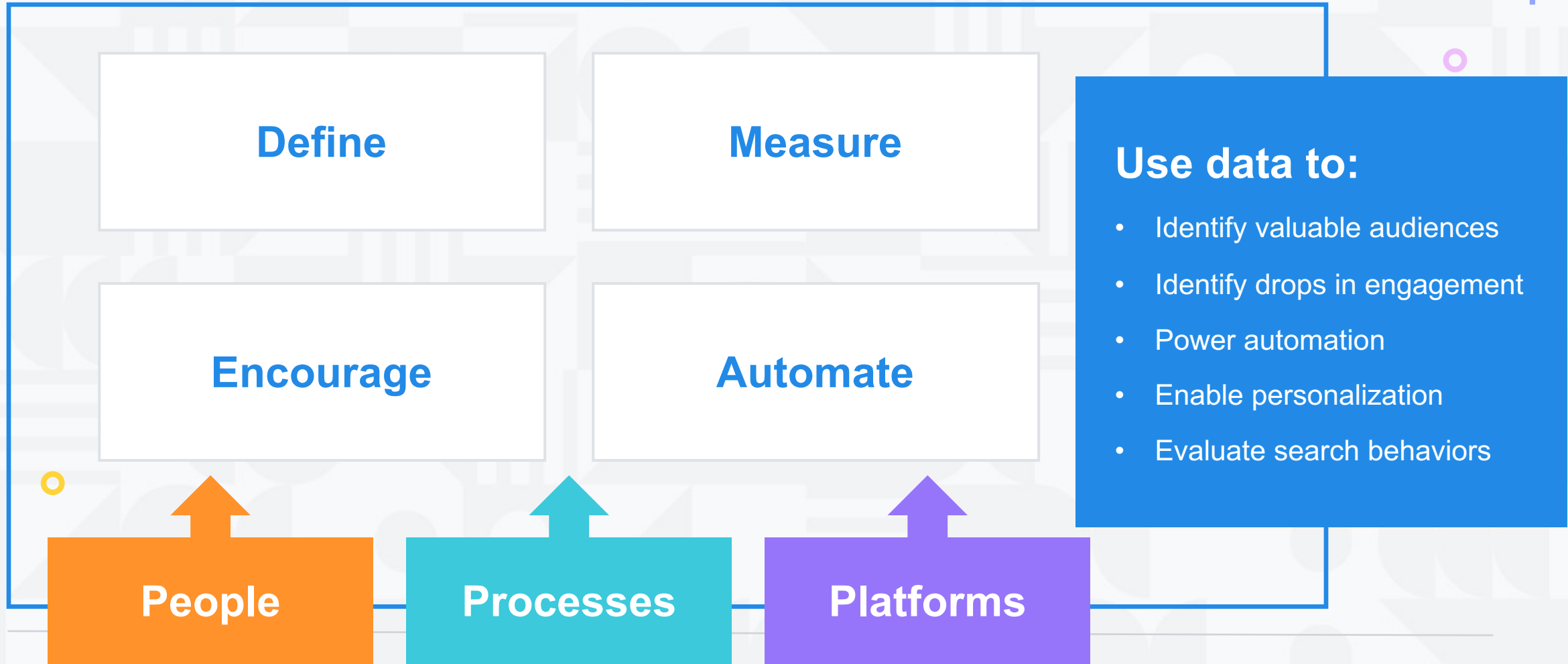
Automate

People

Processes


Platforms

Data Powers Engagement



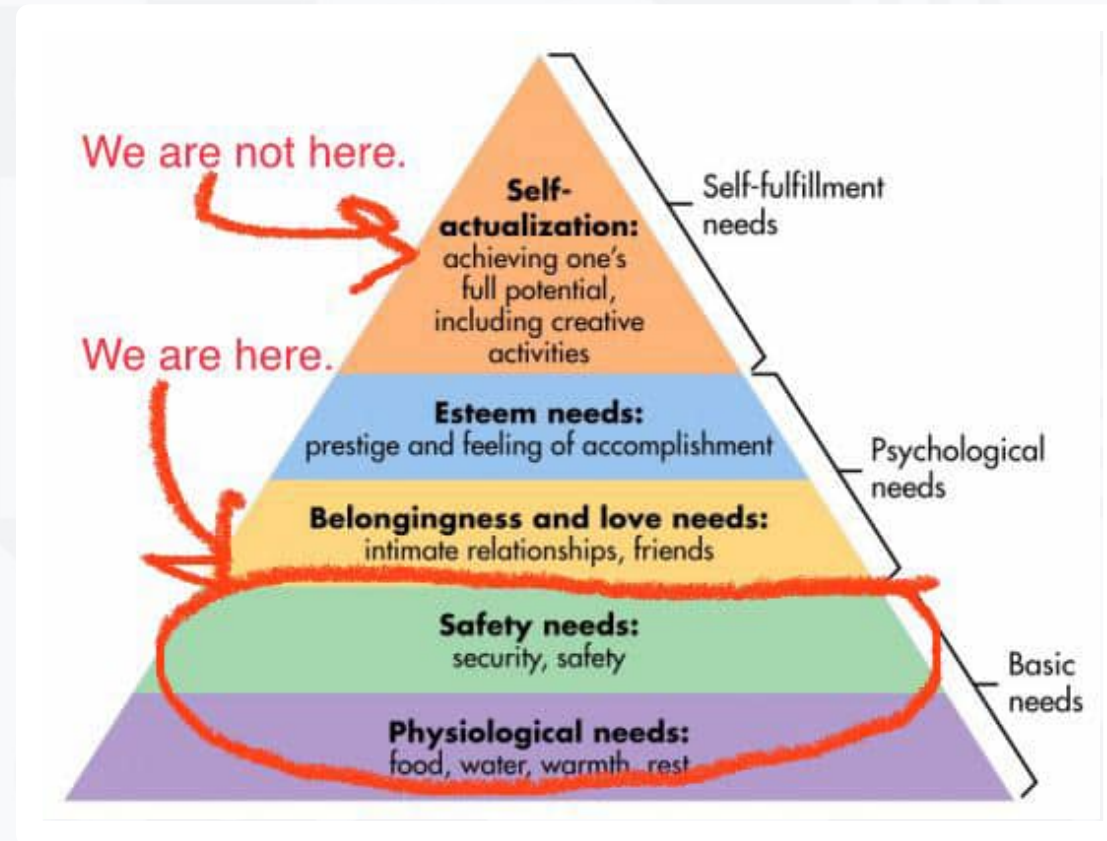
The Impact of Crisis

You Are Not Working From Home

A woman with dark hair, wearing a blue denim shirt, is sitting at a desk in a dimly lit room. She is looking down at a laptop with a distressed expression, her hands resting on her temples. The background is dark and out of focus.

You Are At home.
During a crisis.
Trying to work.

It's Ok to Not Be “Ok”



As People



- Uncertainty
- Now-focus
- Survival
- Stress
- Anger
- Flight or fight
- Guilt
- Fatigue
 - Body
 - Emotions
 - Messages
 - Actions



As Organizations

- Distributed work
- Project disruption
- Resource disruption
- New responsibilities
- Funding uncertainty

Remember

- Breathe
- Be mindful
- Be kind to yourself
- Extend compassion
- ...this too shall pass



Keeping Supporters Engaged

First...

Supporters are people, too.

Three Principles for Ongoing Engagement

- 1 Foundational:** Authentic Communication
- 2 Strategic:** Compassionate Realism
- 3 Tactical:** Focused Experimentation

1

Foundational:

Authentic Communication

1. Acknowledge (shared) humanity
2. Speak in your own voice (organizational/personal)
3. Understand this is uncharted territory



2

Strategic: Compassionate Realism

1. Be realistic about what you can accomplish
2. Define what engagements matter most, right now
3. Use data to identify opportunities or gaps



3

Tactical: Focused Experimentation

1. Adopt a testing mindset
2. Choose a tactic to test... and define how you will evaluate it
3. Identify opportunities to automate



Revisiting Engagement

Define

Who do we want to do **what** to advance our mission?

Measure

How will we know if we are succeeding?

Encourage

What will we do to get our audiences to take the desired actions?

Automate

What engagement steps can be automated and personalized?

Engagement Mad Libs

DEFINE

We want _____ (audience) to _____ (engagement action) .

MEASURE

We will look at _____ (data point) to evaluate success.

ENCOURAGE

We will try _____ (engagement tactic) .

AUTOMATE

We will automate _____ (automation tactic) .

Example: Email Sign-Ups

DEFINE

We want new email subscribers to view our most compelling content.

MEASURE

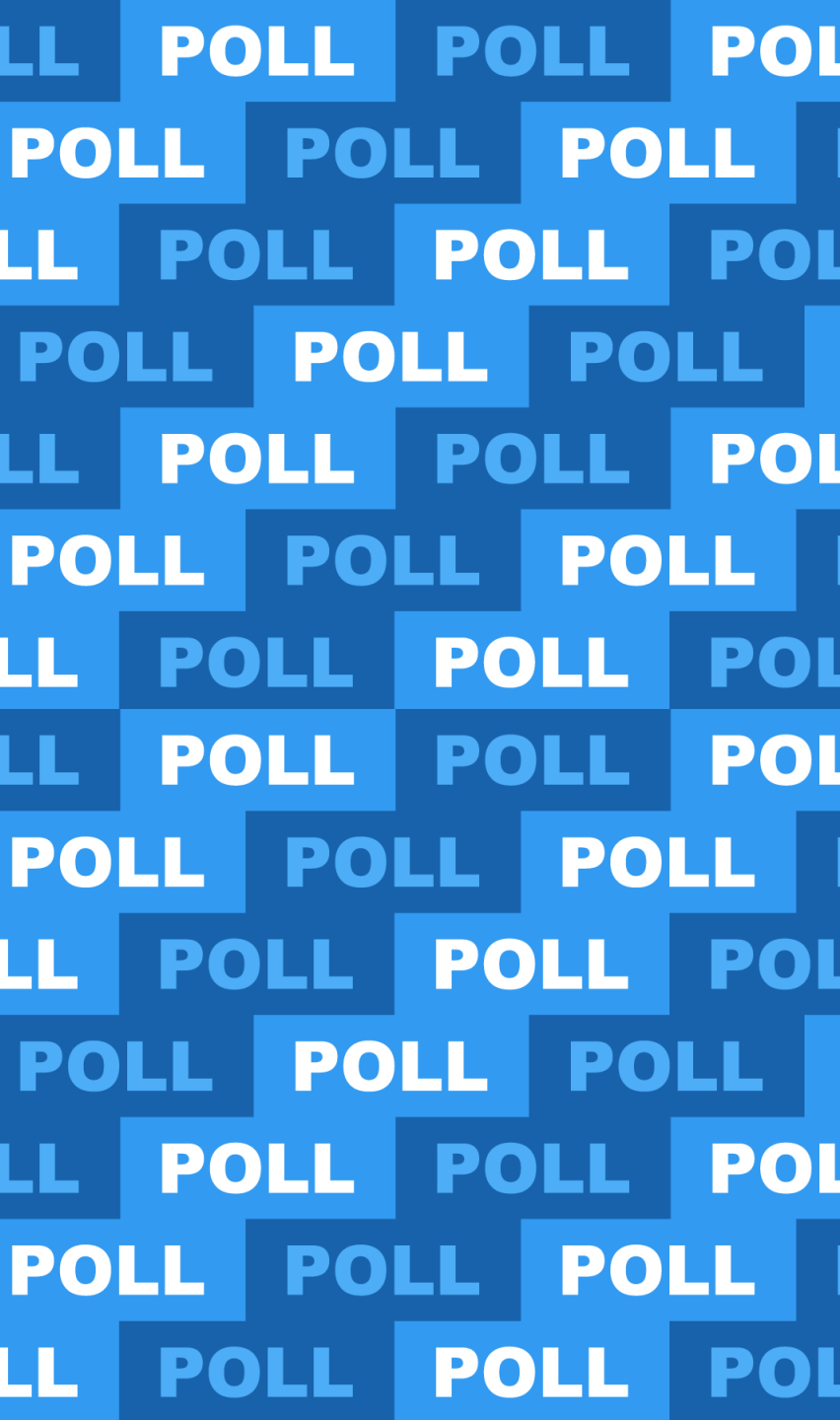
We will look at opens, click-through rates, and content consumption on our site (for new email subscriber segment).

ENCOURAGE

We will re-evaluate our welcome email (series) and adjust its content to align with our goals and the current crisis.

AUTOMATE

We will automate a standard welcome series and define engagement scores to support future segmentation, personalization and automation.



Poll

What engagement goal do you think is most pressing for your organization right now?

1. **Engage current audiences**, such as regular readers of your content
2. **Re-engage drop-offs**, such as audiences who regularly attend in-person events or volunteered
3. **Retain donors**, such as “crisis donors”
4. **Upgrade donors**, from one-time to monthly, for example
5. **Encourage advocacy action**, such as signing a petition

Engagement Mad Libs

DEFINE

We want _____ (audience) to _____ (engagement action) .

MEASURE

We will look at _____ (data point) to evaluate success.

ENCOURAGE

We will try _____ (engagement tactic) .

AUTOMATE

We will automate _____ (automation tactic) .

Additional Approaches

Additional Engagement Tactics

- Host a virtual town-hall
- Attend and/or organize online community events
- Ask for feedback directly with audience surveys
- Partner with a front-line adjacent organization with mission overlap

What's EveryAction?

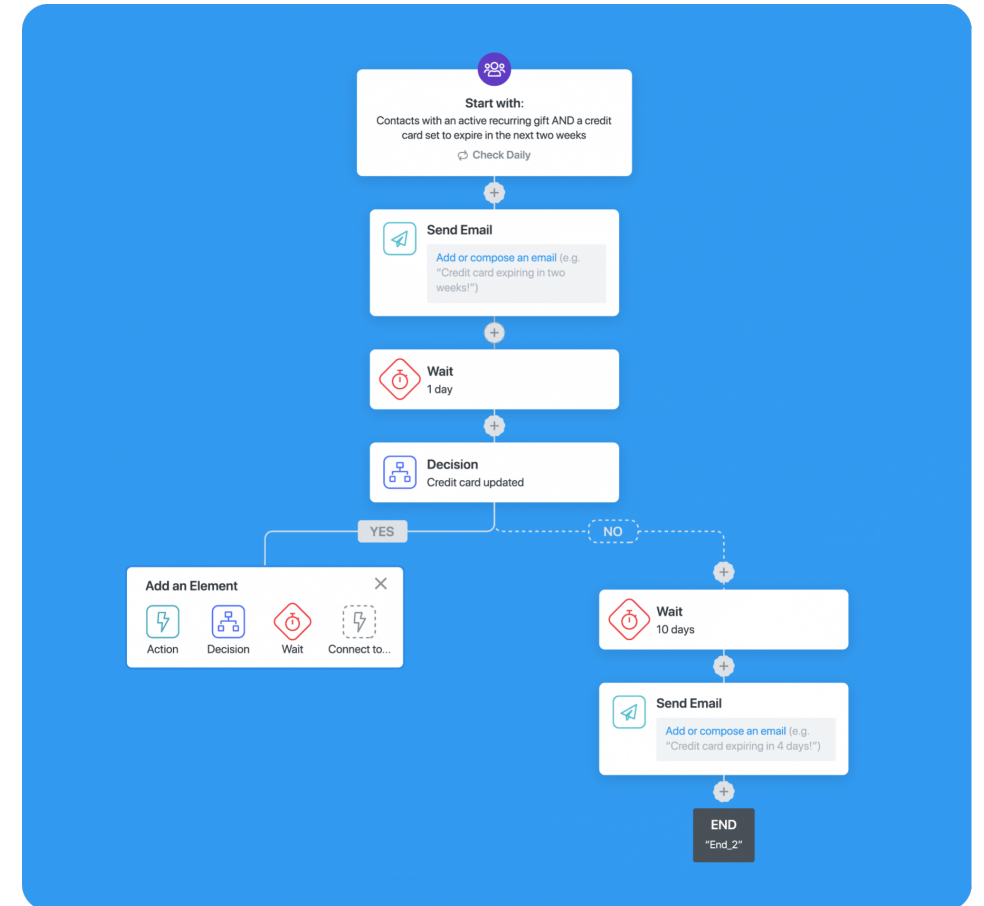
We're a unified CRM. We offer Donor Management, Email, Online Forms, Advocacy, and Volunteer Management.



ALL IN ONE PLACE.

Automation

Marketing automation can help your clients raise more money by growing their donor funnel and by streamlining repetitive and time-consuming tasks, so that you can focus on larger and more strategic visions.



Zoom

We're all doing a lot more virtual meetings these days, we've made it easy to sync your Zoom events with EveryAction so you can save time and automate repetitive tasks.

▼ Zoom Integration

✓

This event is linked to a Zoom Meeting. All registrations will be synced and attendance will be recorded after the event is over. [Learn more about Zoom Integration](#)

zoom

Zoom Meeting

Raise All the Dollars, April 27, 2020 at 8:00 am EDT

Meeting ID
957 404 388

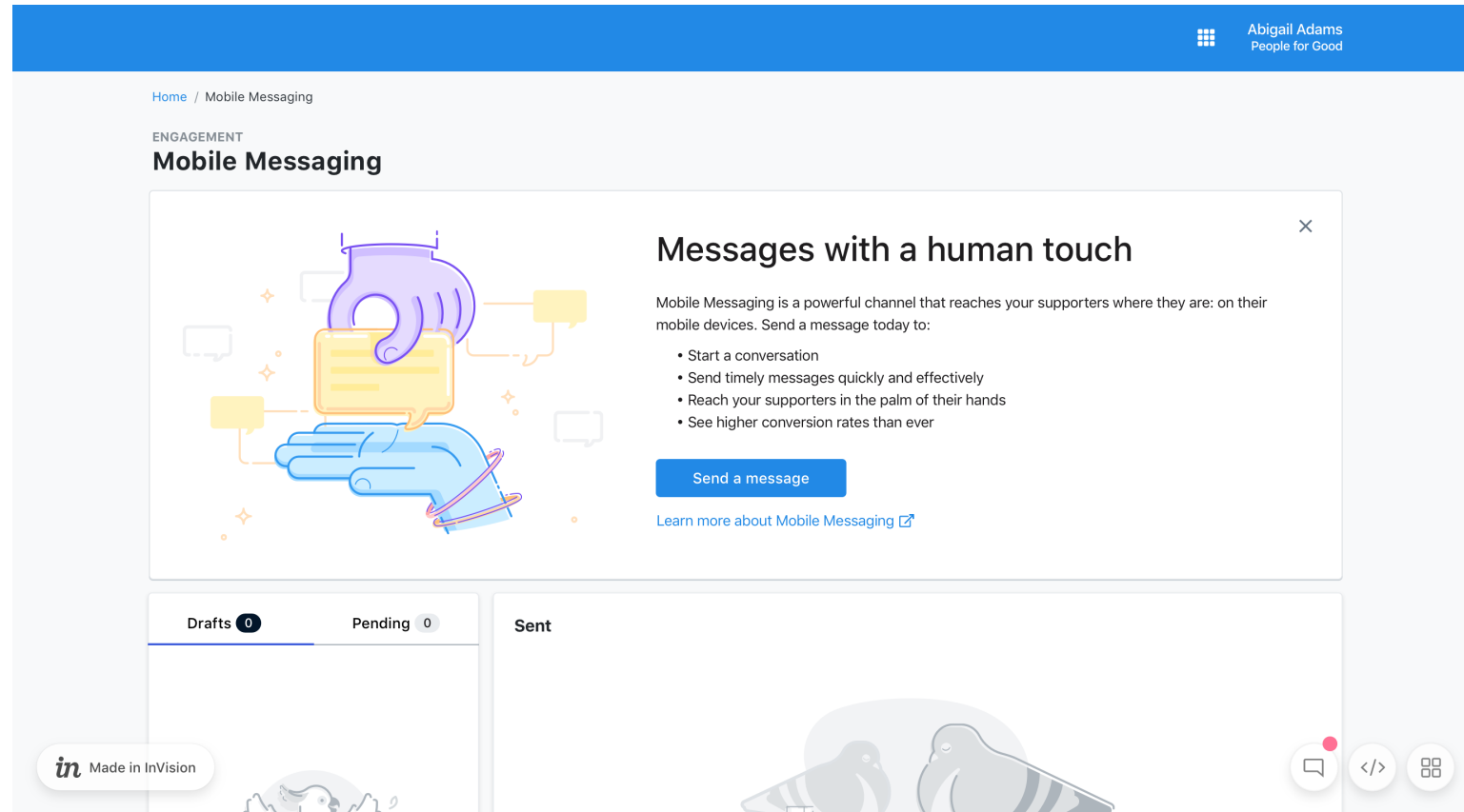
Refresh

☐ Capture meeting poll responses as survey questions

Save

Unlink

SMS



Q&A



5 Takeaways

1. Everyone is in crisis, including you.
2. Supporters are people, too.
3. Determine what engagements matter most right now.
4. Use data to understand your opportunities.
5. Test tactics to increase engagement.

Additional Resources

- EveryAction: Nonprofits and COVID-19 Resource Library

everyaction.com/covid-19

Get Demo: everyaction.com/get-demo

- ParsonsTKO Tools and Case Study

parsonstko.com/crisis-engagement

- Mindfulness and Resilience Tools from the Greater Good Science Center at UC Berkeley

ggia.berkeley.edu

And don't forget...

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Thank You!