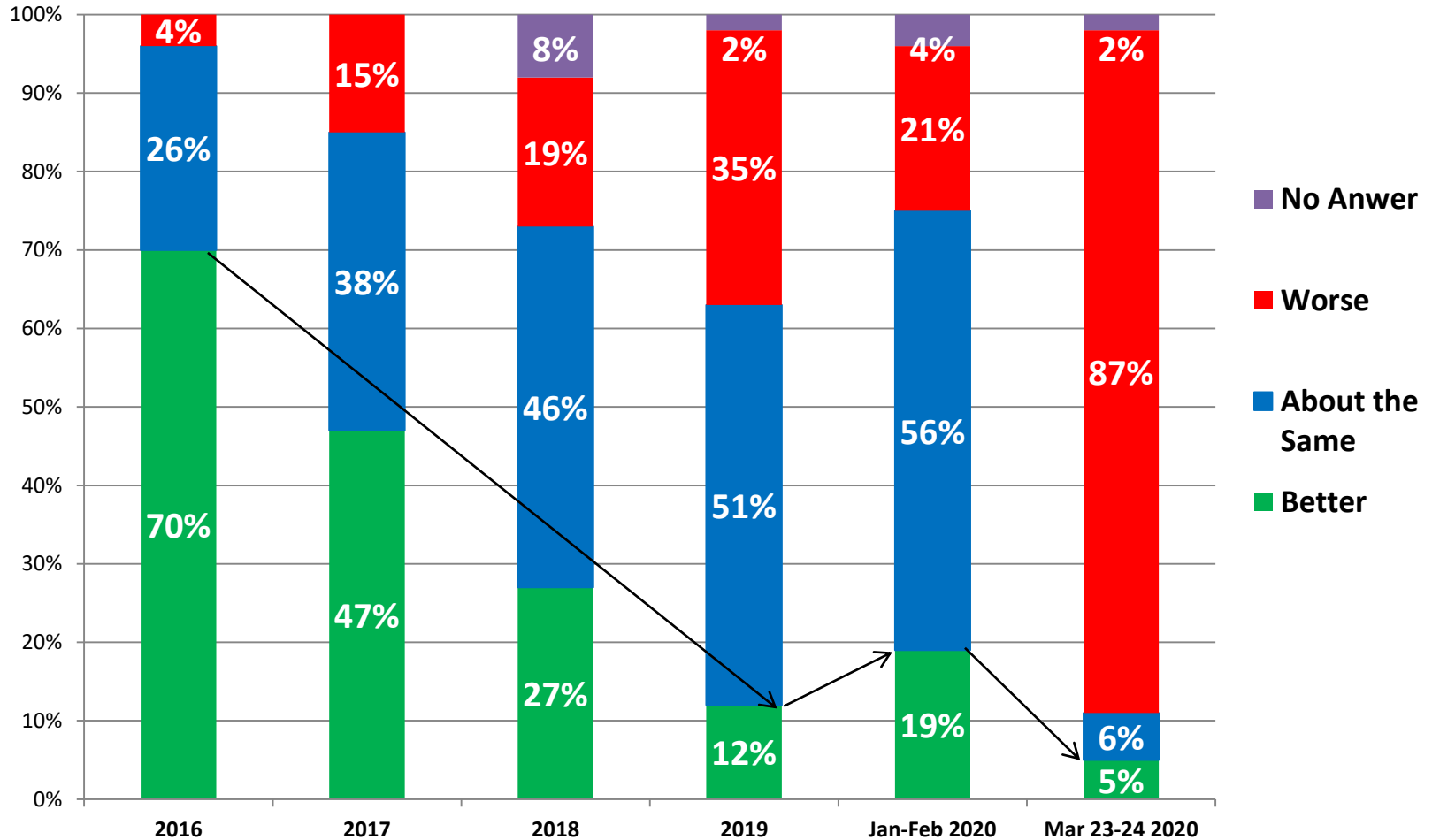


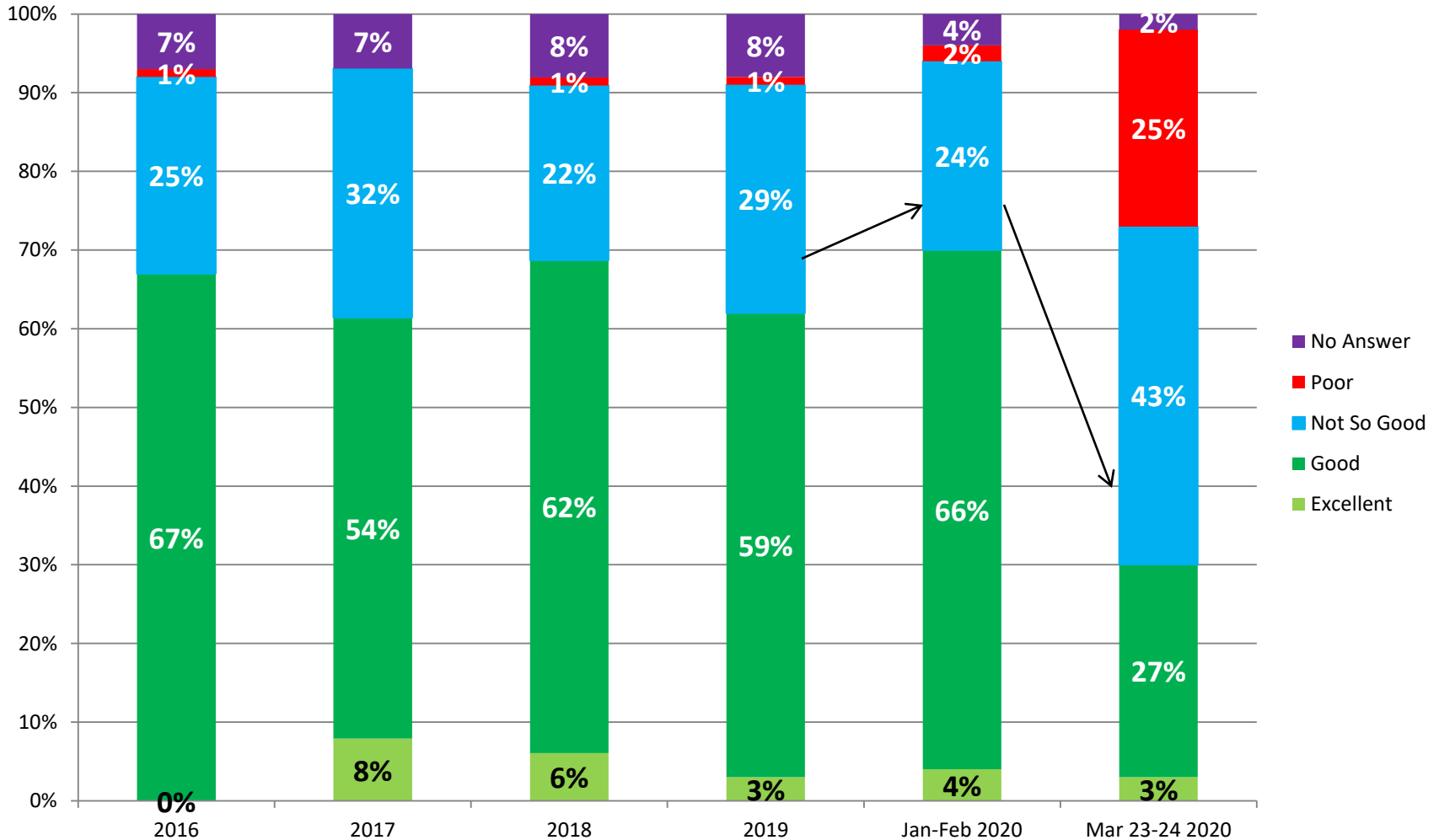
2020 Michigan Fundraising Climate Survey Revisited

Statewide Fundraising Conditions 2016 - 2020 (2x)



2020 Michigan Fundraising Climate Survey Revisited

Local Fundraising Climate 2016 – 2020 (2x)



2020 Michigan Fundraising Climate Survey Revisited

NPO RESPONSES TO COVID-19

- Staff is working from home 88.89%
- Our facilities and/or programs are closed to the public. 61.90%
- Our facilities and/or programs are open and operating but offering limited services. 33.33%
- We have cancelled one or more fundraising events. 53.97%
- We are considering cancelling one or more fundraising events. 36.51%
- We are stepping up work with major donors and institutional funders specifically because of disruptions resulting from COVID-19 42.86%
- We are deferring work with major donors and institutional funders because of disruptions resulting from Covid-19. 20.63%
- We are considering cancelling one or more mass fundraising appeals 14.29%
- We have cancelled one or more mass fundraising appeals. 14.29%
- ***We do not yet have a clear strategy for addressing how Covid-19 may affect our organization.*** 31.75%

2020 Michigan Fundraising Climate Survey Revisited

What Info Sources are We Relying Upon?

INPUTS INFLUENCING OUR OPINIONS	VERY INFLUENTIAL	INFLUENTIAL	SOMEWHAT INFLUENTIAL	COMBINED
One-on-one exchanges (phone, email, etc) with professional peers	37.10%	38.71%	14.52%	90.33%
Input from donors.	45.76%	30.51%	13.56%	89.83%
Mass media reporting (Newspapers, Television, Radio, etc.)	22.95%	27.87%	32.79%	83.61%
One-on-One exchanges (conversations, email, etc) with family and members of your personal network	24.19%	24.19%	32.26%	80.64%
Online and Social Media Sources associated with your personal network	24.59%	27.87%	24.59%	77.05%
Specialized media (Chronicle of Philanthropy, Nonprofit Quarterly, etc)	14.75%	26.23%	34.43%	75.41%
Online or Social Media sources associated with professional organizations or peer networks (AFP, CASE, etc)	16.39%	32.79%	24.59%	73.77%