



DMAW

Direct Marketing Association of Washington

CONVERSATION WITH AN EXPERT

Creative Messaging in a Crisis

Featuring Tom Gaffny, Principal, Tom Gaffny Consulting

Thanks for Joining Us this Next 60 Minutes

- **Begin With Your Survey Feedback**
- **“5 Core Principles of Effective Crisis Messaging”**
- **What Are You Seeing (this is a discussion!)**



Survey Results – What You Told Us



THIS CRISIS IS UNIQUE!



- **Business Crisis:** A problem that impacts your mission's reputation or credibility.
- **Financial Crisis:** Your mission needs immediate financial support.
- **External Crisis:** Hurricane, earthquake, **stock market collapse... and pandemic.**

COVID-19 is unprecedented because...

it directly affects everyone.



**So, What Exactly
Does The American Public Want From Us Right
Now?**

EDELMAN STUDY: Brand Trust and the COVID-19 Pandemic

- **77% said they want brands only to speak in ways that show they are aware of the crisis *and the impact on people's lives.***
- **83% said they want *compassionate messaging that communicates empathy* and support with their struggles.**
- **65% said a brand's response to this crisis *will have a huge impact on the likelihood of receiving their support in the future.***



5 CORE NEEDS

Creative Messaging During This Crisis



1. Be proactive: Reach out and *keep* reaching out

Phone audio of Kevin call



From: Food For The Poor <webmaster@foodforthe poor.org>
Sent: Thursday, March 19, 2020 9:35 AM
To: THOMAS GAFFNY <tomgaffny@hotmail.com>
Subject: Coronavirus - Poor, Sick, And Nowhere To Go

Sent: Thursday, March 19, 2020 9:35 AM



EMERGENCY APPEAL

Dear THOMAS,

The coronavirus pandemic is getting worse by the day.

Unlike in the United States, where the government and local agencies are able to help those in need, the destitute in Latin America and the Caribbean are often on their own. **Imagine being poor, sick, and having nowhere to go for help.**

At Food For The Poor we take our responsibility to protect those that we serve very seriously, and we know you do too. **Therefore, it is critical that we act now to protect our most vulnerable brothers and sisters.**

On Tuesday we airfreighted 20 pallets of much needed health supplies to Jamaica, Honduras, Guyana, and Haiti, but there is so much more we need to do, and we can't do it without your help.

Please, send your most generous gift today so we can continue to get supplies to those who need it the most.

In service of the poor,

Ed.
Ed Raine
President/CEO

[DONATE NOW](#)

*"Be strong and courageous.
Do not be afraid or terrified because of them,
for the LORD your God goes with you;
he will never leave you nor forsake you."
(Deuteronomy 31:6)*

Dear THOMAS,

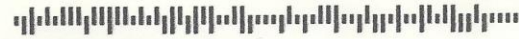
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Tom Gaffny
71 Cliff Ad.
Wellesley Hills, MA 02481-3010

AUTO



For I was hungry,
and you gave me
something to eat.
I was thirsty,
and you gave me
something to drink.
I was a stranger, and
you invited me in.

Matthew 25:35

**COVID-19
UPDATE**

Dear Friend,

As a cherished member of our Covenant House family, we want you to know we are thinking of you during this crisis with COVID-19. We are praying that you, and all those you love, remain safe in this uncertain and troubling time.

You have taken care of our kids through many difficult moments in their lives. Whenever they have needed you most, you have always been there for them. And thanks to you, we are continuing to keep our doors open for every kid who needs us. We are so very grateful for you and all you have done.

But we — and our kids — face many challenges ahead. The heartbreaking truth is that homeless communities are more vulnerable to the coronavirus — and more likely to get sick and suffer high mortality rates. And most homeless kids who come to us have already been medically neglected and their bodies bear the scars of life on the streets. They are frightened in ways I've never seen before.

Yes, COVID-19 will fiercely test us. But I believe it is no match for a people united in hope. Thank you for being love in the world for our kids, and remembering them when they need us most of all.

Kevin Ryan

Covenant House
461 Eighth Avenue
New York, NY 10001



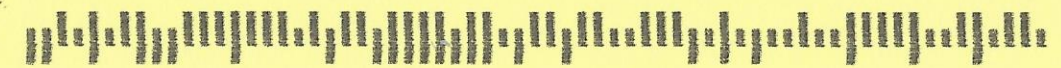
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**COVID-19
UPDATE**

Tom Gaffny
71 Cliff Road
Wellesley, MA 02481-3010

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AUTO



5 CORE NEEDS

Creative Messaging During This Crisis



1. Be proactive: Reach out and *keep* reaching out

2. Be 'you-centered': Show empathy and gratitude



65%

**said a brand's response
*will have a huge impact
on the likelihood of receiving their support in the
future***

- Opening of letters (beginning and end)
- Show a couple lines about “I know these times are tough, and you may not be able to help. Thank you
- At least for keeping those we serve in your thoughts.
- Monthly Donors example: ‘How about we pause and call you in 4 months?’
- Boston Marathon example



Dear <Name>,

As I write you today, we are all facing a time of great uncertainty that seemed unimaginable just one month ago. Please know that I am praying for you, and all those you love, to remain safe and protected during the COVID-19 crisis.

<Name>, since xxxx, you've been part of our Catholic Extension family and have generously supported our mission. You have worked in solidarity with us to pray for and inspire those we serve in the most desolate regions of America. I hope you know that I am forever grateful for your compassion and generosity.

And so I am humbly asking for your help once again to address a very urgent need caused by the COVID-19 outbreak. This pandemic is challenging us all, but it's been quite devastating for pastors and staff at 120 of America's poorest parishes who have nowhere else to turn. To give you an example, the total Sunday collection at each parish averages just \$375 a week...and many churches take in considerably less. These weekly

BE A PARTNER WHO UNDERSTANDS....

- **“I know these times are tough, and you may not be able to spare a donation right now. Thank you at least for keeping those we serve in your thoughts.”**
- **“I know that right now many of our dear friends are struggling, and can not spare a gift right now. If this is a particularly difficult time for you please know we understand and appreciate all you’ve done for us before”**
- **“I’ve heard from many of our donors who are struggling right now during these uncertain times, and who feel badly because they can not help right now. If you are one of these dear friends, please know we understand, and our thoughts are with you and those you love.”**

How To Reduce Monthly Giving Cancellations & Build Supporter Relationships

April 10, 2020 Kevin Schulman, Founder, DonorVoice and DVCanvass

The cancellations are here and more are coming.

The biggest one-time uptick of monthly giving cancellations ever recorded just happened in the UK with a 41% increase in cancellation rates comparing March 2019 to March 2020.



Source: Rapidata

MONTHLY GIFT STRATEGIES DURING THIS CRISIS....

- **Work with donors who call and say “I can’t do it anymore”.**
- **Suggest an alternative – “Why don’t we suspend your monthly giving for now, and let’s re-visit what works for you in 3-4 months.”**
- **Call to thank those who have continued giving generously, so they understand how important their support is now.**



Tom -

Can we fill out the
health form for David?

4/15

Wendy - Food For The Poor -

Saw the marathon
coverage - hopes we're
OK - Sending prayers -

Will call back but
would love to hear from

US - 954-427-2222

x 6358

4/17 Jose P. 508-641-4321

4/15 Wendy - Food for the Poor -
Saw the marathon
Courage - rapes we're
OK - Sending Prayers
Will call back but
would love to hear from
US - 954-427-2222
x 6358

FIRST CLASS



U.S. POSTAGE  PITNEY BOWES



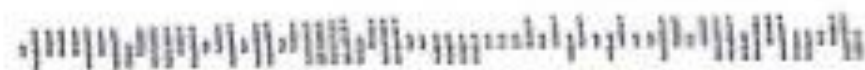
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Mr. and Mrs. Thomas Gaffney


71 Cliff Road

Melrose Hills, MA 02481-3010





God's word says...
Never will
I leave you...



Dear Tom and Candy,


As you and your community recover from the effects of the recent disaster, we pray that you will know God's presence, see His provision, and be filled with His peace.

In the midst of whatever you are experiencing right now, may you feel God's Mighty Hand grasping yours.

May the hope that you have given to so many be multiplied back to you in this hour. We ask God to give you strength for today and hope for tomorrow.

Praying for you in Jesus' name.

The Food For The Poor staff



*With all our love,
Stendy*

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- 2. Be 'you-centered': Show empathy and gratitude**
- 3. Be a real partner: Cultivate friendship and trust**

THE
CARTER CENTER



Tahira Boothe
The Carter Center
One Copenhill
453 Freedom Pkwy. NE
Atlanta, GA 30307-1406



Dear Ms. Boothe:

As you are well aware, our country is facing a health crisis. Though the behaviors of COVID-19 are not fully known, what we do know makes it a global threat to our physical and economic health.

We all have every confidence that we will come together as a nation and overcome this invisible threat. This virus and its impact must be addressed at every level of government and society. Each of us is gratified at the examples of volunteers and community organizations that have quickly mobilized to help those in need.

It is in this spirit that we ask you to forgo your next gift and direct it to a local group that is reducing the suffering caused by this pandemic. Each of us asks you to concentrate on the needs of your family, friends, neighbors, and all in your community. Your commitment will help stop this threat.

With thanks and best wishes,

Rosalynn and Jimmy Carter, Founders

It is in this spirit that we ask you to forgo your next gift for the work of The Carter Center and direct it to a local group that is reducing the suffering caused by this pandemic. Each of us asks you to concentrate on the needs of your family, friends, neighbors, and all in your community. Your commitment will help stop this threat.

From: Meg Bohne, Consumer Reports <action@cr.consumer.org>
Sent: Sunday, March 22, 2020 1:26 PM
To: Thomas Gaffny <tomgaffny@hotmail.com>
Subject: Tuesday: Hear from CR experts on COVID-19



CORONAVIRUS UPDATE

Dear Thomas,

Your safety during the coronavirus pandemic is our number one priority.

To make sure you and your family have the latest, trusted information about staying healthy and stopping the spread of the virus, **Consumer Reports is hosting a Facebook Live event Tuesday with our experts to help you navigate this crisis.**

We'll have tips and advice on how best to protect yourself from catching the virus, what to do if you think you have symptoms, and how to cope with self-quarantines and community lockdowns.

And we'll also answer your questions about the coronavirus, and make sure you have the straight facts so you can be as prepared as possible.

Mark your calendar, invite your friends and family, and get your questions ready:

[Facebook Live Event](#)

Consumer Reports Live: Staying Safe Through the Coronavirus
3 p.m. ET, Tuesday, March 24
[Bookmark this Link](#)

We know it's hard to separate fact from fiction during this ever-evolving crisis. So our experts and journalists will be discussing the latest information and best practices for staying safe and navigating these trying times.

By joining the event at 3 p.m. ET, you'll have the opportunity to participate and ask questions. **[If you can't join in real-time, you can still watch the event afterward at this link. \(You can view the event even if you're not on Facebook\).](#)**

We look forward to seeing you online Tuesday!

Meg Bohne
Consumer Reports

P.S. Don't forget to forward this email to friends and family so they can also participate in the event.

Dear Thomas,

Your safety during the coronavirus pandemic is our number one priority.

To make sure you and your family have the latest, trusted information about staying healthy and stopping the spread of the virus, **Consumer Reports is hosting a Facebook Live event Tuesday with our experts to help you navigate this crisis.**

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P.S. Don't forget to forward this email to friends and family so they can also participate in the event.

From: Boston Children's Hospital <webmaster@chtrust.org>
Sent: Tuesday, April 21, 2020 10:24 AM
To: Tom Gaffny <tomgaffny@hotmail.com>
Subject: **Tips to help your kids stay busy and happy at home**



[Give Now](#)

Dear friend,

Every day, I am amazed by the resiliency of our patients and caregivers, and by your continued commitment to supporting them. This is truly a time none of us have ever seen before. But what inspires me most is how we're all coming together as a community to lift each other up. Families recently shared special messages with Boston Children's staff on the frontlines, and I hope you will take a moment to honor them and their tireless work in your own way.

Thank you for all you continue to do for kids.

Lynn Susman, President
Boston Children's Hospital Trust



Stuck-at-home coping tips for kids

Keeping children both busy and relaxed can be challenging during this time of uncertainty. Boston Children's Child Life Services offers some helpful ways to help your child deal with feeling cooped up at home.

[Learn more](#)

Subject: Tips to help your kids stay busy and happy at home



Stuck-at-home coping tips for kids

Keeping children both busy and relaxed can be challenging during this time of uncertainty. Boston Children's Child Life Services offers some helpful ways to help your child deal with feeling cooped up at home.

[Learn more](#)

JOIN US FOR ...

SUNDAY CATHOLIC MASS ONLINE

www.catholicextension.org/onlinemass

At Catholic Extension, we are pleased to share Catholic Mass Online—every Sunday.
Please join us as we all do our part to stay healthy and safe during the Coronavirus Pandemic.

Available in English and Spanish.

For ongoing updates follow us on:   

*I pray you
can join us.*

Join our digital Catholic community for online Mass this Sunday! *(over)*

From: Food For The Poor <webmaster@foodforthe poor.org>

Sent: Monday, April 27, 2020 9:27 AM

To: THOMAS GAFFNY <tomgaffny@hotmail.com>

Subject: Can We Pray For You?



Dear THOMAS,

These are troubling times for all of us.

The coronavirus (COVID19) pandemic has brought fear into our hearts, worry for our loved ones, and anxiety for our country and our future. Scientists and doctors are furiously working to find a cure for this deadly disease.

Now it's our turn!

We have asked you so many times in the past for your help, and you have not disappointed us. But this time we are asking you to allow us to give something back to you. We are offering you the one sure remedy for fear, anxiety and worry... PRAYER!

Please allow us to pray for you and your loved ones.

We assure you that, together and with God's help, the work that we accomplish for the poor will go on. But, at this moment, we would like to turn our full attention to you. Please accept this gift that we offer you to experience God's peace through our beautiful ministry of prayer.

All you need to do is call **888-940-4076** or [send us your request](#) and a member of our prayer team will be in touch with you to take care of your prayer needs.

Please remember that our staff prays for you every day.

In service to the poor and our donors,

Ed.
Ed Raine
President/CEO

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5 CORE NEEDS

Creative Messaging During This Crisis



- 1. Be proactive: Reach out and *keep* reaching out**
- 2. Be 'you-centered': Show empathy and gratitude**
- 3. Be a real partner: Cultivate friendship and trust**
- 4. Be nimble: Change to meet today's reality**



THE HOLY FATHER HAS CHALLENGED EACH OF US TO SERVE THE POOR.

WILL YOU ANSWER HIM?



Dear [Name]:

Since Pope Francis ascended to the papacy, he has reminded the world that Christ commands us to serve the poor and marginalized.

“Holiness is not about swooning in mystic rapture” — the Pope has stressed to each of us. **Instead, holiness is about actively helping our neighbors, especially the neediest among us.** And that is exactly what we do at Catholic Extension.

Since 1905, we have reached out to the poorest areas in America, bringing hope and the light of Christ to those most in need.

BUT TODAY IN AMERICA THE CRIES FOR HELP ARE INCREASING

Today, there are more poor Catholic brothers and sisters suffering than any time in memory ... mired in poverty and trying circumstances you and I can scarcely imagine. These dear Catholic neighbors are rich in spirit and in faith, but desperately poor in resources.

Here, in America's poorest regions **Mrs. Sample**, many live in places where there is no church in which to worship ... no priest to say weekly mass to their families ... no religious sisters to comfort those in need ... in short, nothing but their dreams and their faith. **And Catholic Extension.**

With God's grace, and the support of caring people like you, we work in solidarity with America's poor to build up vibrant and transformative Catholic faith communities...

... building or repairing churches and schools in disadvantaged communities ... helping to fund the placement of priests in remote areas where Catholics are yearning to practice their faith ... funding religious sisters, right there on the front lines, to help battle poverty, addiction, despair, and more...

over please >

MY GIFT — TO LOVE AND SERVE THE POOR.

I want to answer Pope Francis' plea — and God's command — to help the poorest among us. Enclosed is my gift to lift up our struggling brothers and sisters suffering this winter.

[] \$xx [] \$xx [] \$xx [] Other: \$_____



Mrs. John D. Sample
COMPANY
123 Maple Lane
Anytown, State, Zip



XXXXXX XXXXXX XXXXXX

Please make your check to “Catholic Extension” and return it in the envelope provided. To make a gift via credit card, visit www.catholicextension.org/ or fill out the reverse side of this form, or call 800.842.7804.

Catholic Extension is a nonprofit 501(c)3 organization. Your gift is tax-deductible as allowed by law.



As I write to you today, we are facing a time of crisis and uncertainty that seemed unimaginable a few short weeks ago. Please know that with this letter comes a prayer — that you, and all those you love, remain safe and protected during the Coronavirus Pandemic.

THE HOLY FATHER HAS CHALLENGED EACH OF US TO SERVE THE POOR.
WILL YOU ANSWER HIM IN THIS GREAT TIME OF NEED?

Dear [Name]:

Since Pope Francis ascended to the papacy, he has reminded the world that Christ commands us to serve the hurting and the poor.

“Holiness is not about swooning in mystic rapture” — the Pope has stressed to each of us. **Instead, holiness is about actively helping our neighbors, especially the neediest among us.** And that is exactly what we do at Catholic Extension. Since 1905, we have reached out to the poorest areas in America, bringing hope and the light of Christ to those most in need.

BUT TODAY IN AMERICA THE CRIES FOR HELP ARE INCREASING

Today, as we face the effects of an unprecedented pandemic, there are more poor Catholic brothers and sisters suffering than any time in memory ... mired in poverty and trying circumstances you and I can scarcely imagine. These dear Catholic neighbors are rich in spirit and in faith, but desperately poor in resources.

Here, in America's poorest regions **Mrs. Sample**, many live in places where there is no church in which to worship ... no priest to say weekly Mass ... no religious sisters to comfort those in need ... in short, nothing but their dreams and their faith. **And Catholic Extension.**

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over please >

MY GIFT — TO LOVE AND SERVE THE POOR.

I want to answer Pope Francis' plea — and God's command — to help the poorest brothers and sisters among us suffering during these uncertain times.

[] \$25 [] \$50 [] \$100 [] Other: \$_____



Mrs. John D. Sample
COMPANY
123 Maple Lane
Anytown, State, Zip

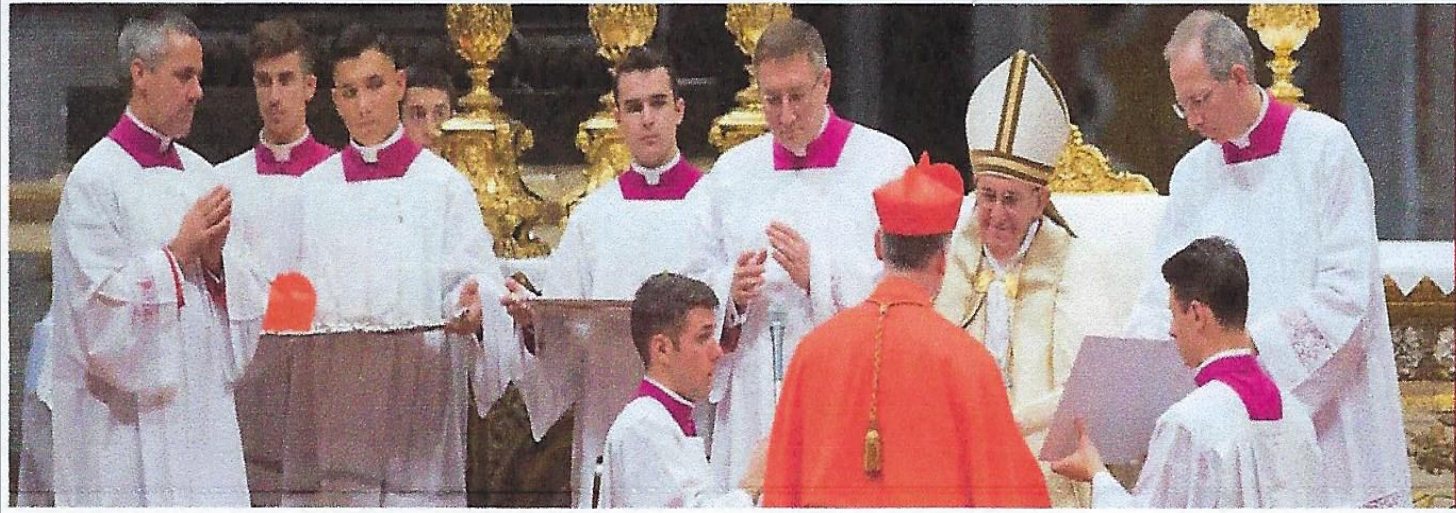


XXXXXX XXXXXX XXXXXX

There are three easy ways to give to Catholic Extension:

- Check.** Make your check payable to “Catholic Extension” and return it in the envelope provided.
- Credit Card.** Go to www.catholicextension.org/pledge or fill out the reverse side of this form.
- Phone.** Call 1.800.842.7804.

Catholic Extension is a nonprofit 501(c)3 organization. Your gift is tax-deductible as allowed by law.



CATHOLIC
EXTENSION

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THE HOLY FATHER HAS CHALLENGED EACH OF US TO SERVE THE POOR.

WILL YOU ANSWER HIM IN THIS GREAT TIME OF NEED?

Dear [Name]:

Since Pope Francis ascended to the papacy, he has reminded the world that Christ commands us to serve the hurting and the poor.



**JAZZ AT LINCOLN CENTER'S
FREDERICK P. ROSE HALL**

BROADWAY AT 60TH STREET | NEW YORK CITY

We can't wait to come together with you and celebrate the Covenant House mission and the young men and women in our care. Here are a few things you should know before you arrive on the big night:

WHEN AND WHERE

The doors will open at 5:30 p.m. Access the theater by using the JAZZ elevators located on the ground floor of The Shops at Columbus Circle. Check in on the 5th floor of Jazz at Lincoln Center, in the line designated as SPONSORS + TICKET HOLDERS where your show ticket will be held under the group name: **Tom Gaffny Consulting**

If you have multiple tickets associated with your group, be sure to inform ALL of your guests of the group name to ensure a quick and easy check-in for everyone.

Give yourself enough time for travel as this area of NYC can be very busy during evening hours. [Directions are available online.](#) Please note that business attire is appropriate for the event.

COCKTAIL RECEPTION (with exciting raffles!)

**JAZZ AT LINCOLN CENTER'S
FREDERICK P. ROSE HALL**

BROADWAY AT 60TH STREET | NEW YORK CITY

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COCKTAIL RECEPTION (with exciting raffles!)



2020 NIGHT OF COVENANT HOUSE STARS

They're talented, resilient, and inspiring. And they're coming to a screen near you. A Night of Covenant House Stars is going virtual!

[DONATE OR SPONSOR](#)

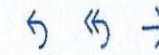
A Night of Covenant House Stars is coming to you!



Rachelle Albach, Covenant House Events Team

Fri 3/27/2020 10:14 AM

To: You



**SAME DATE
NEW NAME
AND IN YOUR HOME**

MONDAY, MAY 18, 2020

join us for

**A NIGHT OF
COVENANT HOUSE**
Stars

In this time of social distancing, we need to come together more than ever for the youth of Covenant House. We're bringing the show you love -- with new performers, even more talented and resilient youth, and all the Covenant House feels -- directly to you! So, wash those fancy pajamas, save the last bag of popcorn, and charge up your screens.

JOIN US FOR THE VIRTUAL SHOW!

A Night of Covenant House Stars is coming to you!



Rachelle Albach, Covenant House Events Team
Fri 3/27/2020 10:14 AM
To: You



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NEW NAME
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56

Catholic Extension is live now. 18 mins · ⚙️

#GivingTuesdayNow: A Sister Act
 Thank you for joining us for **#GivingTuesdayNow: A Sister Act**, featuring dozens of Catholic sisters serving on the front lines of this crisis.

You can support poor Catholic faith communities affected by COVID-19 by texting NOW to 50155 or visiting catholicextension.org/sisteract

#CatholicCares

30 5 Comments

Like Comment Share

Comments Hide

Like · Reply · 3m

Josh Maywin
 Amen! ...

Like · Reply · 1m

Write a comment...

5 CORE NEEDS

Creative Messaging During This Crisis



- 1. Be proactive: Reach out and *keep* reaching out**
- 2. Be ‘you-centered’: Show empathy and gratitude**
- 3. Be a real partner: Cultivate friendship and trust**
- 4. Be nimble: Change to meet today’s reality**
- 5. Be impactful: Outline a ‘need’ ... and show real action**





April 15, 2020

Name
Address
Address
Address

Dear <Salutation>,

As a treasured member of AMC, you've been on my mind during this COVID-19 crisis. It's my fervent hope that you, and all those you love, are safe and well.

I hope you've turned to the outdoors as much as possible in this time of disrupted routines and physical distancing. So many friends have reached out to tell us that this emergency, as painful as it has been, has also reminded them how vital it is to spend time outdoors.

Whether you've found yourself walking around your neighborhood or driving to a local secluded trail where you can hike on your own, being outside rejuvenates us and reduces stress.

Members like you stand at the forefront of our mission to protect the outdoors. Today, I am asking you to send an emergency gift.

You see... to slow the spread of COVID-19 and to minimize the risks to the most vulnerable among us, last month we suspended all AMC lodging and program offerings.

And now AMC faces a very urgent problem.

We temporarily closed all lodging and food service facilities. We suspended all AMC trips and activities. We suspended all in-person staff- and volunteer-led programs. **In all, we cancelled more than 400 scheduled activities for March, April, and May.**

We don't regret doing any of it. Not for a second. There is nothing more important to AMC than to be good stewards of both nature and our communities.

But the impact on AMC is devastating.

The majority of our operating revenue at AMC – funds to do critical conservation work – comes from lodging and programs. Now, with the closure of facilities and suspension of activities, we are all the more reliant on support from members like you. An emergency gift would make a huge difference right now.

Can I count on you for a gift of \$\$\$ or \$\$\$ to help us through these unprecedented times?

Because of your past support, AMC is fighting to save the great outdoors on _____
(over, please)

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We temporarily closed all lodging and food service facilities. We suspended all AMC trips and activities. We suspended all in-person staff- and volunteer-led programs. **In all, we cancelled more than 400 scheduled activities for March, April, and May.**

We don't regret doing any of it. Not for a second. There is nothing more important to AMC than to be good stewards of both nature and our communities.

But the impact on AMC is devastating.

The majority of our operating revenue at AMC – funds to do critical conservation work – comes from lodging and programs. Now, with the closure of facilities and suspension of activities, we are all the more reliant on support from members like you. An emergency gift would make a huge difference right now.

Can I count on you for a gift of \$\$\$ or \$\$\$ to help us through these unprecedented times?

As you know, food security has always been a desperate problem for many seniors, and it was especially the case this spring as many seniors “sheltered in place” to limit physical interactions.

So back in April, AARP Foundation introduced the Food Assistance Helpline, a rapid response program that includes delivery of Emergency Food Boxes to ensure vulnerable older adults have food in their pantry during COVID-19, regardless of their ability to pay.

For this unique and innovative program, AARP Foundation enlisted our

Low Dollar

Face masks and gloves
\$60 supplies 3 boxes

A day’s worth of meals
\$100 feeds 10 kids

Isolation spaces
\$250 houses 2 sick youth

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And so I am humbly asking for your help once again to address a very urgent need caused by the COVID-19 outbreak. This pandemic is challenging us all, but it’s been quite devastating for pastors and staff at 120 of America’s poorest parishes who have nowhere else to turn. To give you an example, the total Sunday collection at each parish averages just \$375...and many churches take in considerably less. The weekly collections barely cover their basic needs and necessities.

Also, to make matters worse, now that Masses have been suspended indefinitely, these 120 parishes have literally no money to pay their monthly operating expenses, or provide pastoral and humanitarian support — such as wellness checks for the elderly or meals for hungry families who are suffering due to a recent job loss.

To provide a financial lifeline to these devastated parishes, Catholic Extension has launched a \$1 million emergency fundraising effort.

Provide Segmented
“Impact Opportunities”
Based on Gift History

Mid-Range

High Dollar

Face masks and gloves
\$100 supplies 5 boxes

Isolation spaces
\$500 houses 4 sick youth

A day’s worth of meals
\$1,000 feeds 100 kids

Face masks and gloves
\$400 supplies 20 boxes

Isolation spaces
\$1,000 houses 8 sick youth

A day’s worth of meals
\$2,500 feeds 250 kids

5 CORE NEEDS

Creative Messaging During This Crisis



- 1. Be proactive: Reach out and *keep* reaching out**
- 2. Be ‘you-centered’: Show empathy and gratitude**
- 3. Be a real partner: Cultivate friendship and trust**
- 4. Be nimble: Change to meet today’s reality**
- 5. Be impactful: Outline a ‘need’ ... and show real action**

