Advancement Forum COVID-19 Survey Report

Compiled March 20, 2020

Table of Contents

Survey Respondents

In the below table are the institutions that participated in the survey along with a link to their institutions resource page on Coronavirus updates:

Institution	Coronavirus Webpage URL
South Dakota State University Foundation	
University of Rhode Island Foundation & Alumni Engagement	
Texas Tech University	https://www.depts.ttu.edu/communications/emergency/coronavirus/
Dickinson College	https://www.dickinson.edu//homepage/1380/covid-19_dashboard
William & Mary	https://www.wm.edu/about/administration/emergency/current_issues/coronavirus
Jacksonville State University	http://www.jsu.edu/coronavirus/index.html
University of Connecticut Foundation	
Georgetown University	https://ghss.georgetown.edu/covid2019/
Park University	https://www.park.edu/coronavirus/
Missouri State University	
Fort Hays State University Foundation	
University at Buffalo	https://www.buffalo.edu/coronavirus/dashboard.html
Michigan Technological University	https://www.mtu.edu/covid-19/
Ball State University	https://www.bsu.edu/about/administrativeoffices/emergency-preparedness/pandemicfluprep/coronavirus
University of Buffalo	https://www.buffalo.edu/coronavirus/dashboard.html
Butler University	https://www.butler.edu/coronavirus-updates
UND Alumni Assoc & Foundation	
MGH Institute of Health Professions	
Utah Valley University	
Lycoming College	https://www.lycoming.edu/health-services/coronavirus-covid-19.aspx
MIT	https://covid19.mit.edu/
Stonehill College	https://www.stonehill.edu/news/emergencies/updates/coronavirus/

|	
Molloy College	
Michigan State University	
Northern Michigan University	
Goldsmiths, University of London	https://www.gold.ac.uk/staff-students/info/coronavirus/
Methodist University	https://www.methodist.edu/coronavirus/
Texas Christian University	https://www.tcu.edu/coronavirus/index.php
Bucknell University	https://www.bucknell.edu/life-bucknell/health-wellness-safety/coronavirus-covid-19-updates
University of Minnesota Duluth	https://safe-campus.umn.edu/public-health-alerts
Dalhousie University	https://www.dal.ca/novel-coronavirus.html
Howard University	https://home.howard.edu/corona-virus
University of South Florida	https://www.usf.edu/coronavirus/
The College of St. Scholastica	
Occidental College	https://www.oxy.edu/covid-19-coronavirus
North Carolina State University	https://www.ncsu.edu/coronavirus/
Clark University	https://www.clarku.edu/covid-19-information/
Texas A&M Foundation	https://www.tamu.edu/coronavirus/
University of Northern Colorado	www.unco.edu/coronavirus
University of North Carolina, Greensboro	https://uc.uncg.edu/novel-coronavirus-covid-19/
University of Illinois Foundation	
Texas State University	
Fairfield University	https://www.fairfield.edu/undergraduate/student-life-and-services/health-and-wellness/health-center/emergencies/coronavirus/
The University of Alabama	https://healthinfo.ua.edu/
University of Derby	https://www.derby.ac.uk/coronavirus/
Princeton University	https://www.princeton.edu/content/covid-19-coronavirus-information
Boston College	https://www.bc.edu/content/bc-web/sites/updates/coronavirus.html
Miami University	https://www.miamioh.edu/coronavirus/
East Tennessee State University	
Auburn University	https://ocm.auburn.edu/news/coronavirus/

University of Illinois at Chicago	https://ready.uic.edu
Penn State	https://sites.psu.edu/virusinfo/?utm_campaign=banner
Iowa State University Foundation	
Furman University	www.furman.edu/covid-19/
Emory University	https://www.emory.edu/coronavirus/
Kent State University	http://www.kent.edu/coronavirus
University of Delaware	
University of Ottawa	Www.uottawa.ca/coronavirus/en
California Institute of Technology	https://www.caltech.edu/coronavirus
University of Alabama at Birmingham	https://www.uab.edu/news/coronavirus?utm_source=home&utm_medium=emergency
Washington University in St. Louis	http://coronavirus.wustl.edu
University of Kentucky	https://www.uky.edu/coronavirus/
University of Alaska Anchorage	https://sites.google.com/alaska.edu/coronavirus/
Oregon State University Foundation	
Widener University	www.widener.edu/coronavirus
Winthrop University	https://www.winthrop.edu/emergency/coronavirus.aspx
Georgia State University	https://www.gsu.edu/coronavirus/?utm_source=banner&utm_medium=button&utm_campaign=coronavirus
Queen's University	
Oklahoma State University Foundation	https://go.okstate.edu/coronavirus/index.html
Bennington College	https://www.bennington.edu/coronavirus-covid-19-updates-and-information
Centre College	https://www.centre.edu/president-roush-updates-covid-19-campus-strategy/
Lafayette College	https://covid19.lafayette.edu/
University of Wisconsin Oshkosh	
University of Louisville	https://louisville.edu/campushealth/information/coronavirus
Millersville University of Pennsylvania	www.millersville.edu/coronavirus
University of Rochester	
Robert Morris University	https://www.rmu.edu/about/health

University of Tennessee Foundation	
Case Western Reserve University	https://case.edu/studentlife/healthcounseling/health-services/health-updates
Ohio University	
University of Guelph	
University of Manitoba	http://umanitoba.ca/coronavirus
Muhlenberg College	https://www.muhlenberg.edu/offices/healthcenter/coronavirus/
Brandeis University	https://www.brandeis.edu/health/coronavirus/campus-updates.html?banner
University of Montana Foundation	https://www.umt.edu/coronavirus/
Tufts University	https://coronavirus.tufts.edu/
New Mexico State University	https://wellness.nmsu.edu/faq-covid-19/
University of Miami	https://coronavirus.miami.edu/
College of Charleston	
University of Illinois Urbana-Champaign	https://covid19.illinois.edu/
University of North Carolina, Asheville	
Metropolitan State University of Denver	https://www.msudenver.edu/coronavirus-update/
University of the District of Columbia	https://www.udc.edu/covid-19/coronavirus-info-udc/
The University of Texas System	https://www.utsystem.edu/sites/covid-19
University of Waterloo	https://uwaterloo.ca/coronavirus/
Buffalo State College	https://coronavirus.buffalostate.edu/
University of Notre Dame	https://coronavirus.nd.edu/
Rutgers University Foundation	https://coronavirus.rutgers.edu/
University of Memphis	
University of Oklahoma	http://ou.edu/coronavirus
Carnegie Mellon University	https://www.cmu.edu/alert/coronavirus/
Colorado State University	
Abilene Christian University	
Colorado School of Mines Foundation	
University of the Pacific	www.pacific.edu
University of Toronto	https://www.utoronto.ca/message-from-the-university-regarding-the-coronavirus

|	
Central Michigan University	https://www.cmich.edu/fas/hr/Pages/faq_covid-19.aspx
The catholic University of America	
University of North Carolina, Charlotte	
Clemson University	
Drexel University	
Pepperdine University	https://www.pepperdine.edu/coronavirus/
Wayne State University	
Villanova University	https://www1.villanova.edu/villanova/studentlife/health/center/Coronavirus.html
Vanguard University	www.vanguard.edu/coronavirus
Stephen F. Austin State University	http://www.sfasu.edu/life-at-sfa/health-safety/health-clinic/coronavirus
Loyola University Maryland	
Towson University	https://www.towson.edu/coronavirus/
Syracuse University	https://www.syracuse.edu/coronavirus/?announcement
Lesley University	https://lesley.edu/students/health-wellness-safety/coronavirus-disease-2019-covid-19-information
Delaware State University	
Longwood University	
Florida State University	
University of Saskatchewan	https://updates.usask.ca/
University of Chicago	
UCI	
Pitzer College	https://www.pitzer.edu/emergency/covid-19

Date of response:

As seen in the chart below the majority of participants responded on March 19th or March 20th, 2020.
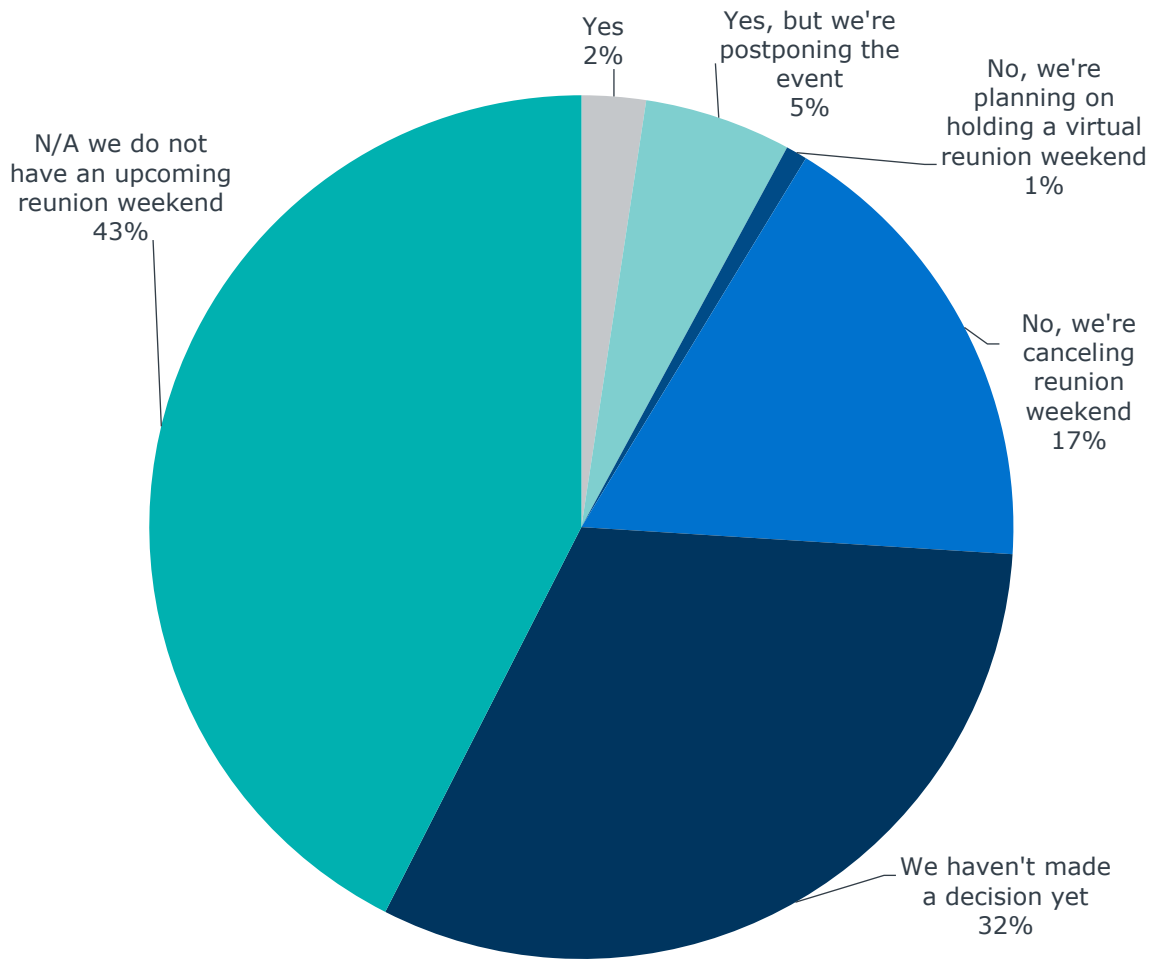

50%   50%   ■ 3/19/2020
                ■ 3/20/2020
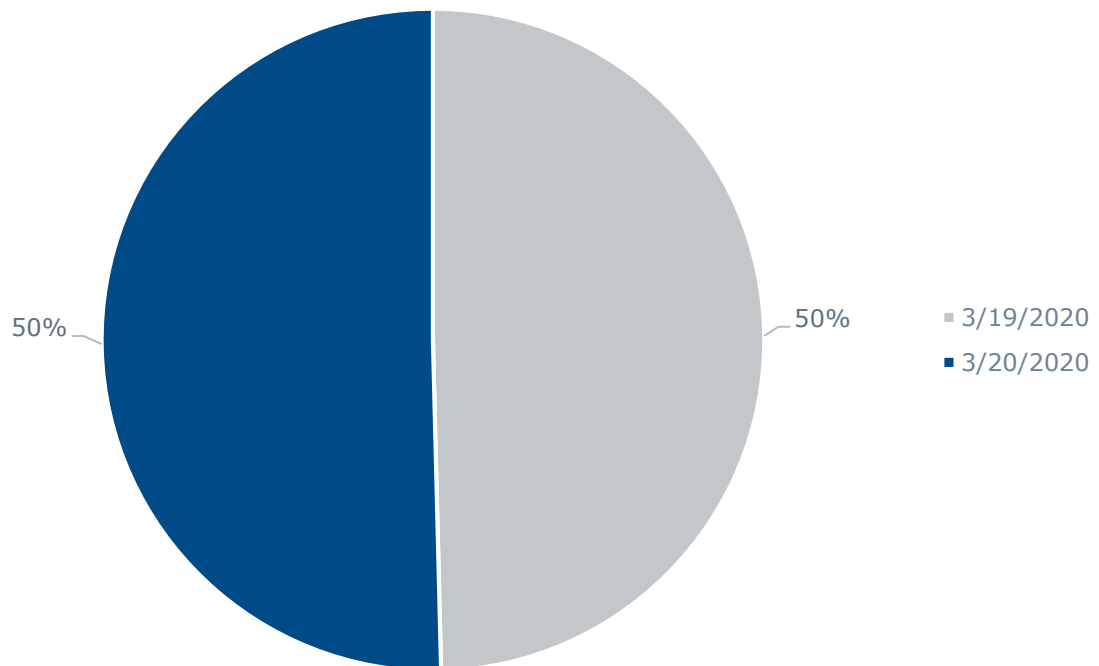
Events

1. Do you plan to hold commencement in person?
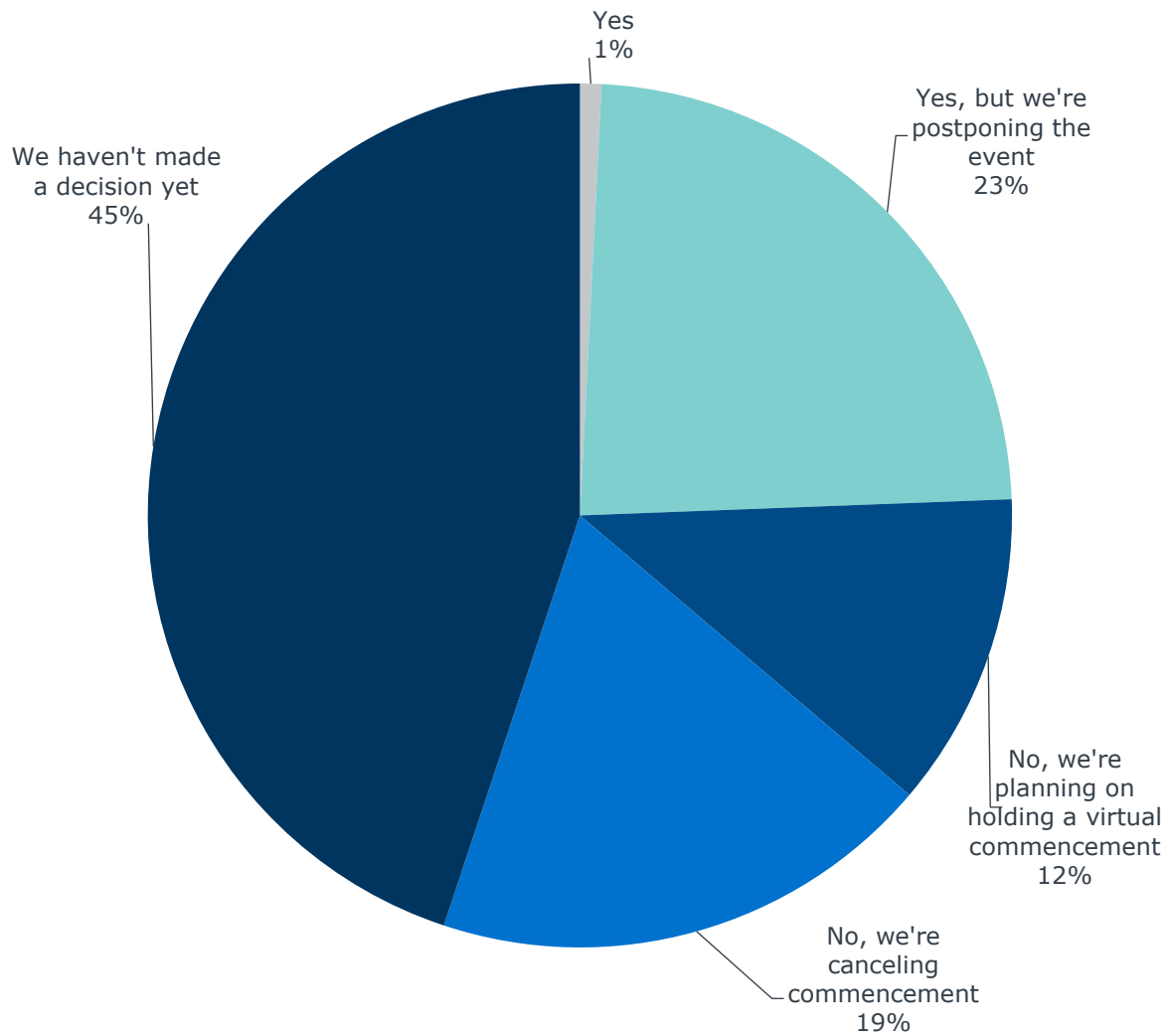
Value	Percent	Count
Yes	0.8%	1
Yes, but we're postponing the event	23.6%	30
No, we're planning on holding a virtual commencement	11.8%	15
No, we're canceling commencement	18.9%	24
We haven't made a decision yet	44.9%	57
	Totals	127

2. Do you plan to hold reunion weekend in person?

Value	Percent	Count
Yes	2.4%	3
Yes, but we're postponing the event	5.5%	7
No, we're planning on holding a virtual reunion weekend	0.8%	1
No, we're canceling reunion weekend	17.3%	22
We haven't made a decision yet	31.5%	40
N/A we do not have an upcoming reunion weekend	42.5%	54
	Totals	127

**3. Prior to the crisis, did you have a giving day scheduled in the next two months?**

No
43%

Yes
57%
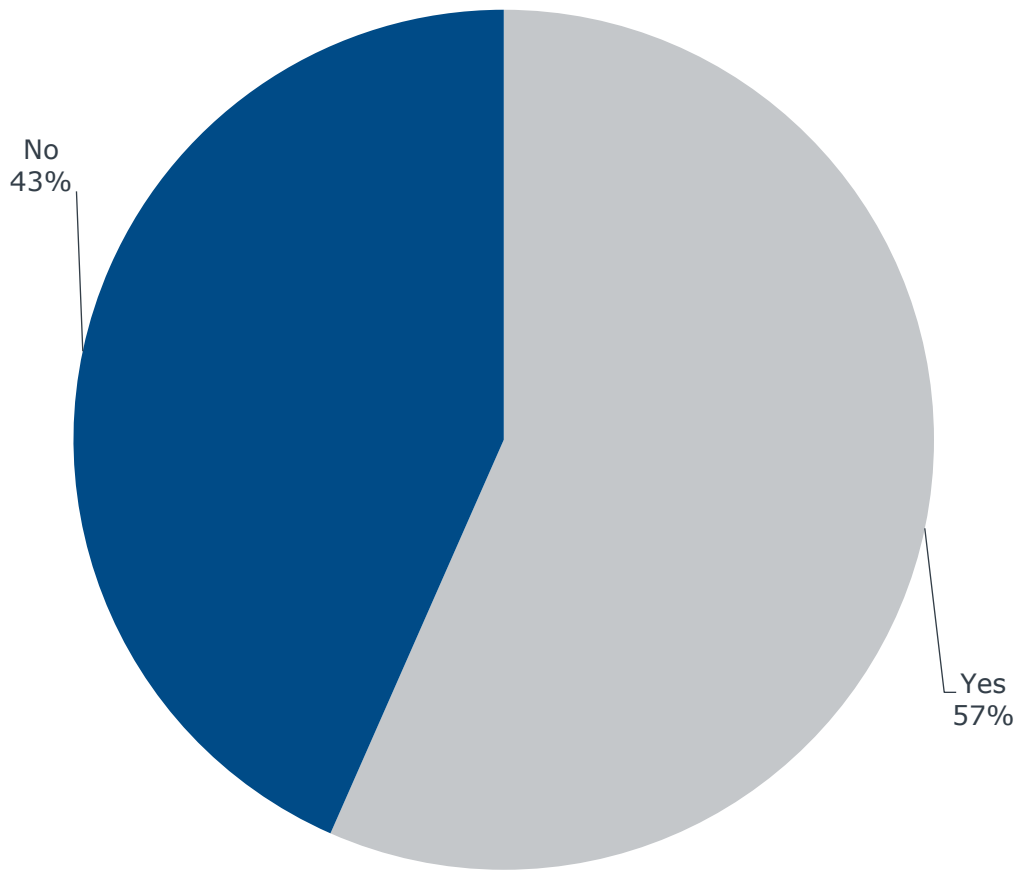
Value	Percent	Count
Yes	56.6%	69
No	43.4%	53
	Totals	122

4. Are you canceling your giving day?

No, not at this
time
48%

Yes
49%

No, but we are
planning to
3%
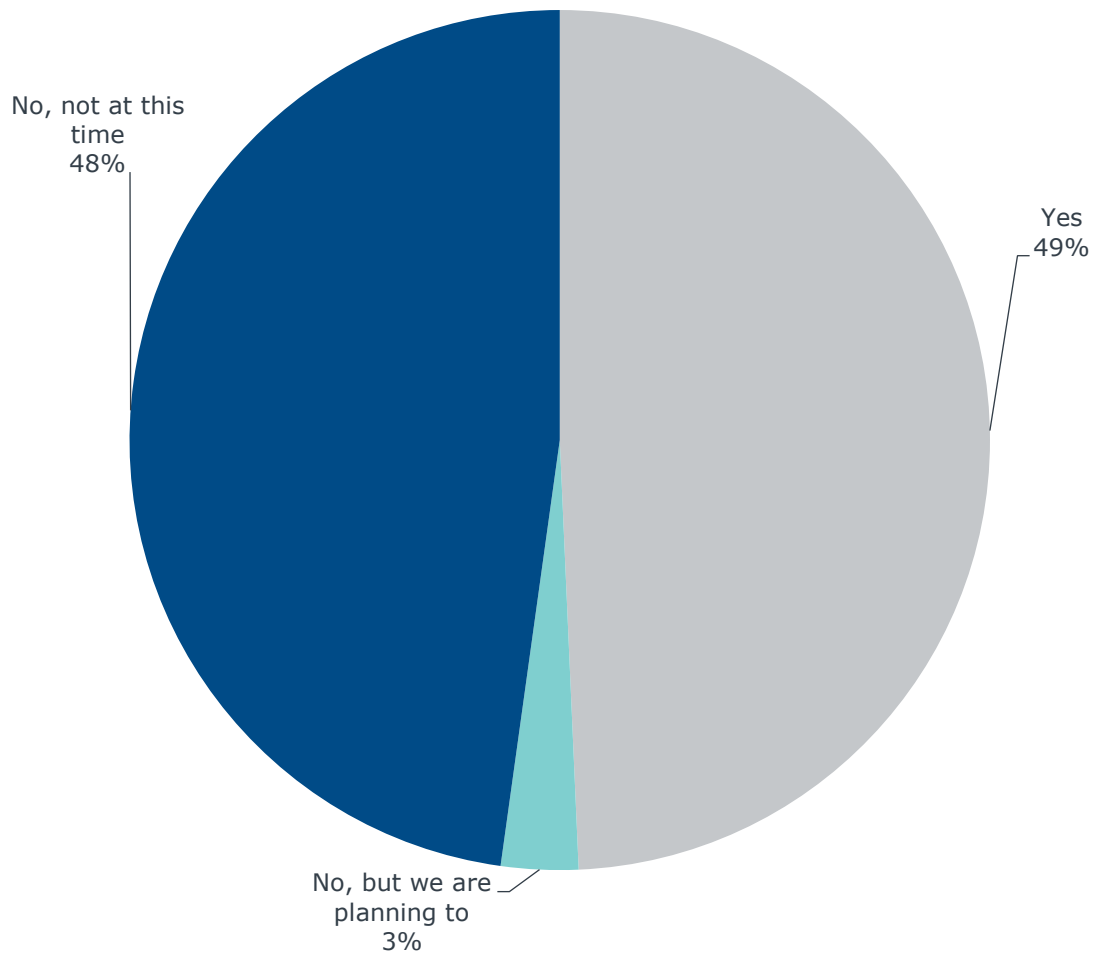
Value	Percent	Count
Yes	49.3%	34
No, but we are planning to	2.9%	2
No, not at this time	47.8%	33
	Totals	69

5. Are you repositioning your giving day in some way (e.g., to focus on student emergency aid)?
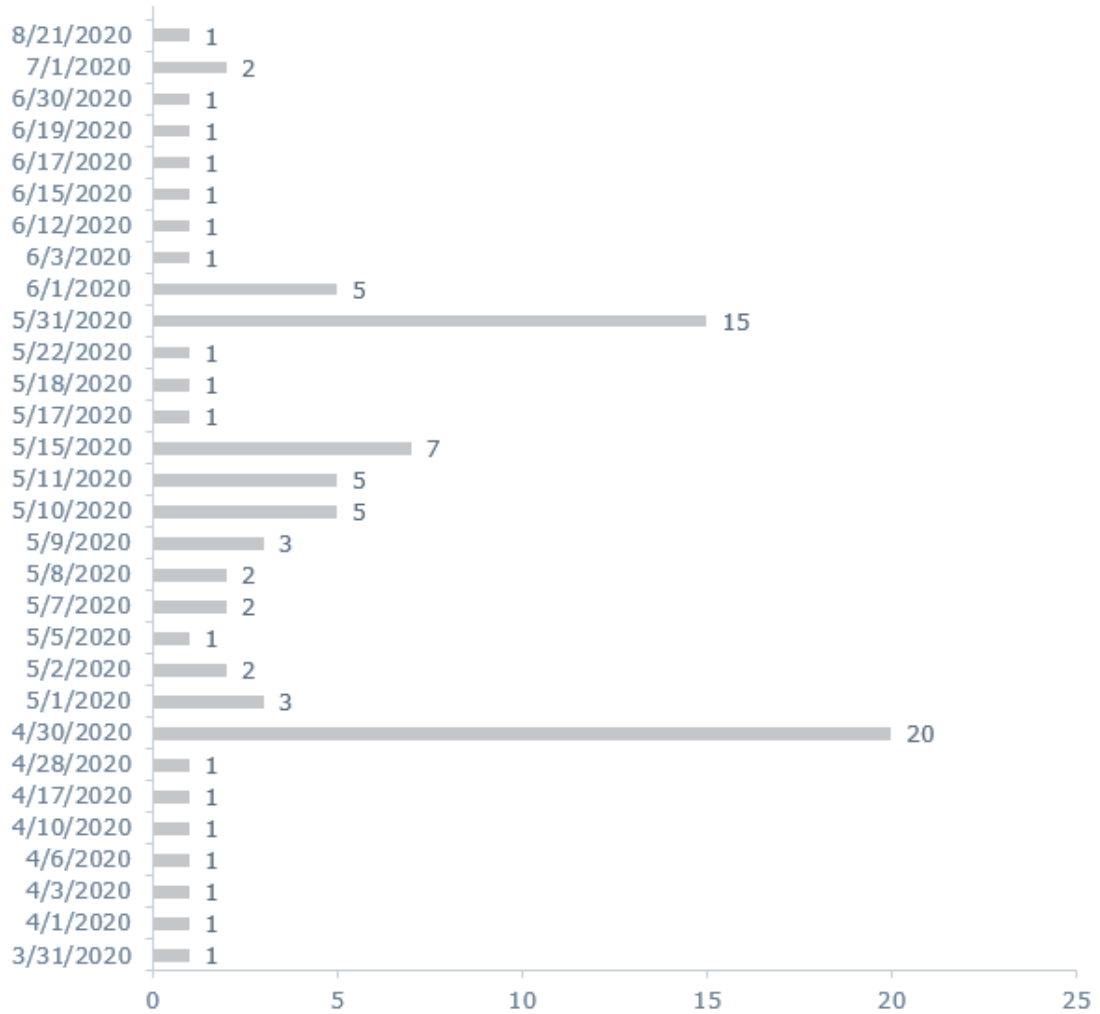
Yes
19%

No
81%
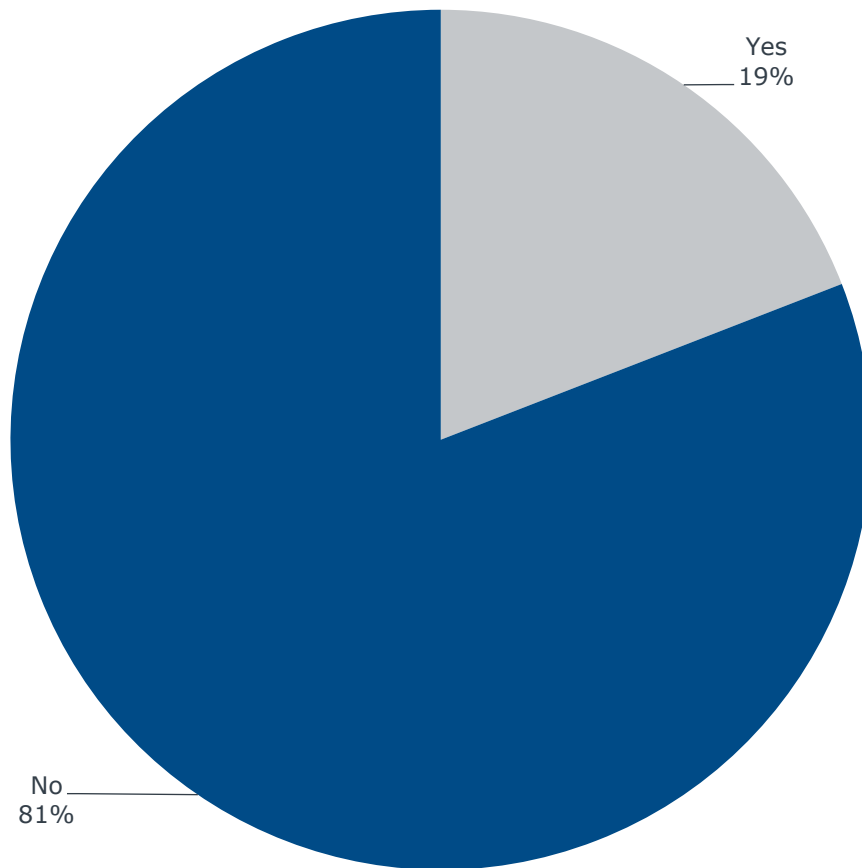
Value	Percent	Count
Yes	19.1%	9
No	80.9%	38
	Totals	47

6. How are you repositioning your giving day?

Emergency aid and funding for medical research

Held on 3/12/20 - shifted focus to student emergency fund.

Making it focused on student needs as a result of having to remote online.

Planning still in progress. It was scheduled for fall

Still to be determined. It's not scheduled until September, but we plan to incorporate the impact on students and faculty from this situation for intentionally into opportunities for our day of giving.

Student Emergency Fund

Tentatively, to focus on COVID-19 work being done on our campus. Our giving day is June 9th, so we'll assess as we get closer to the date.

We don't actually have an upcoming giving day, but I had to put something in for the survey to progress
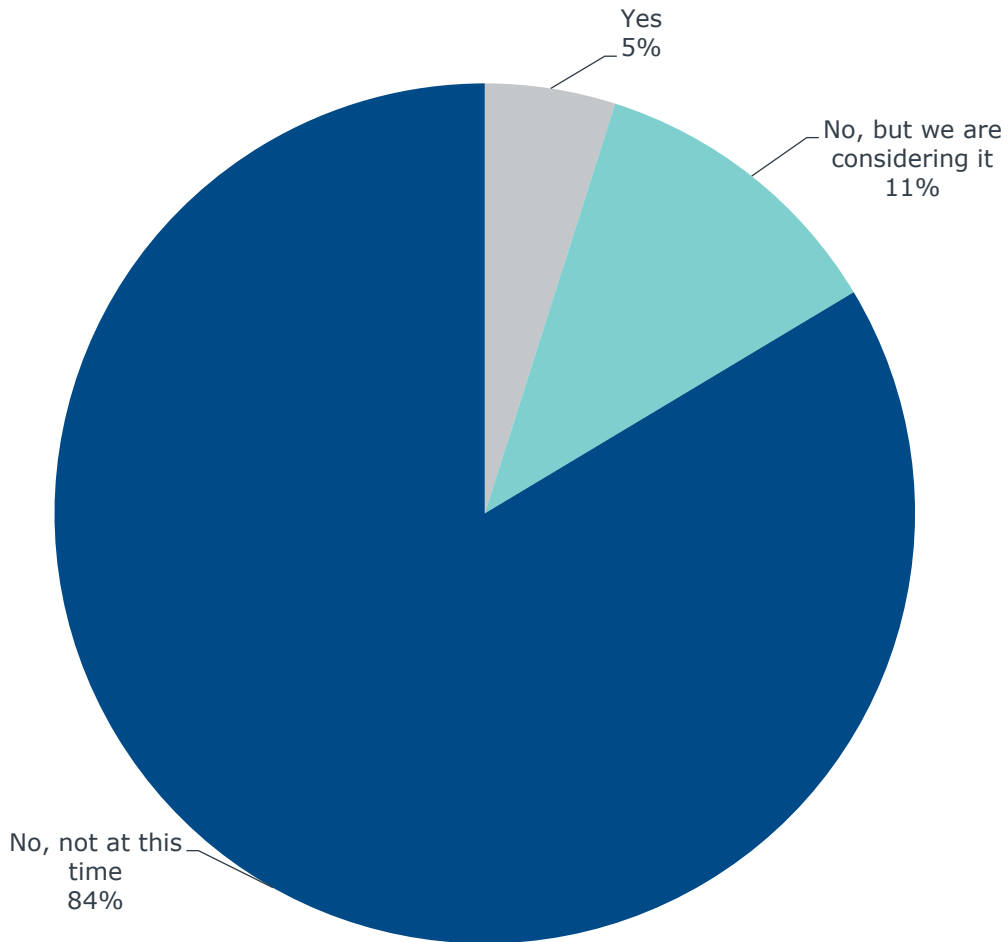
greater focus on scholarships

7. **If you've canceled or restricted other on or off-campus events, what date have you set for those restrictions to end?**

As seen in the below graph most respondents selected April 30th, 2020 and second most selected was May 15th, 2020.

Date	Count
8/21/2020	1
7/1/2020	2
6/30/2020	1
6/19/2020	1
6/17/2020	1
6/15/2020	1
6/12/2020	1
6/3/2020	1
6/1/2020	5
5/31/2020	15
5/22/2020	1
5/18/2020	1
5/17/2020	1
5/15/2020	7
5/11/2020	5
5/10/2020	5
5/9/2020	3
5/8/2020	2
5/7/2020	2
5/5/2020	1
5/2/2020	2
5/1/2020	3
4/30/2020	20
4/28/2020	1
4/17/2020	1
4/10/2020	1
4/6/2020	1
4/3/2020	1
4/1/2020	1
3/31/2020	1

Fundraising Activity

8. Are you planning to suspend all fundraising activity?

Yes
5%

No, but we are
considering it
11%

No, not at this
time
84%

Value	Percent	Count
Yes	4.9%	6
No, but we are considering it	11.5%	14
No, not at this time	83.6%	102
	Totals	122

9. Have you canceled upcoming fundraising solicitations?
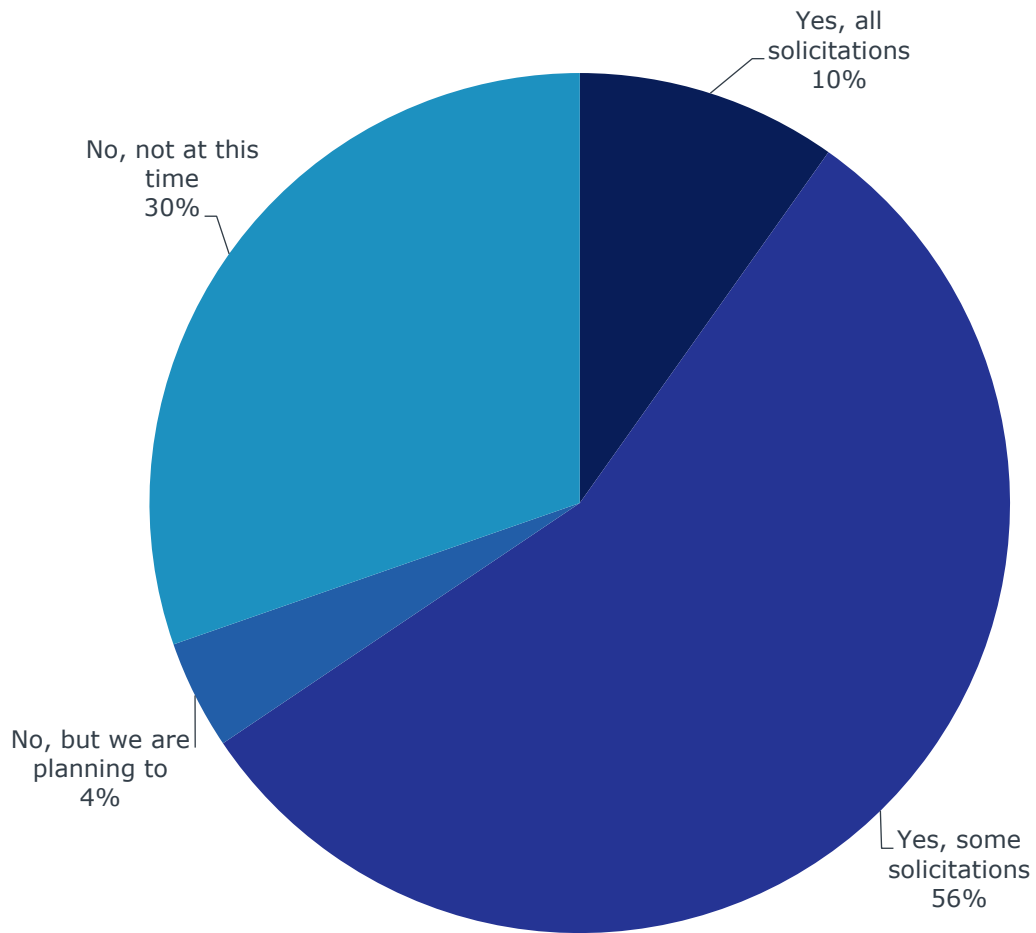
Value	Percent	Count
Yes, all solicitations	9.8%	12
Yes, some solicitations	55.7%	68
No, but we are planning to	4.1%	5
No, not at this time	30.3%	37
	Totals	122

**10. Have you sent out a coronavirus-focused solicitation (e.g. to ask donors to support a student emergency aid fund)?**

No, not at this time
22%

Yes
38%

No, but we are planning to do so
40%
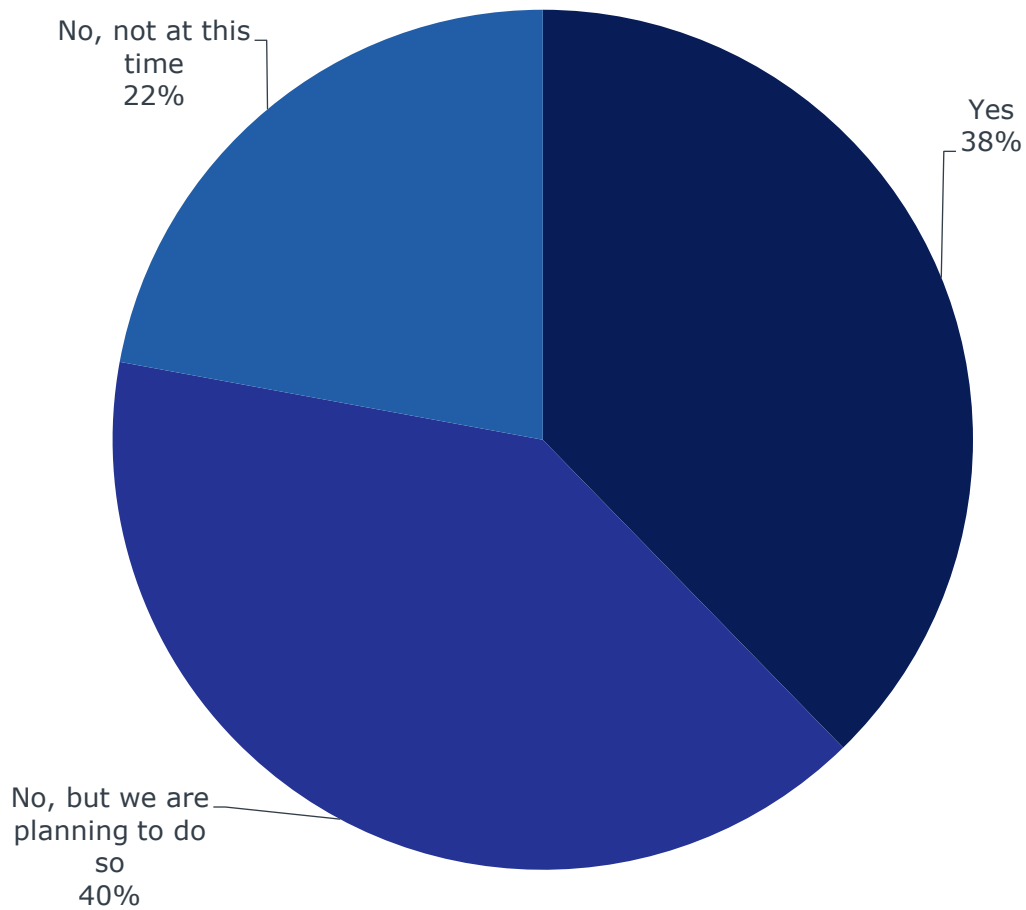
Value	Percent	Count
Yes	37.7%	46
No, but we are planning to do so	40.2%	49
No, not at this time	22.1%	27
	Totals	122

11. Have you canceled your senior class gift campaign?
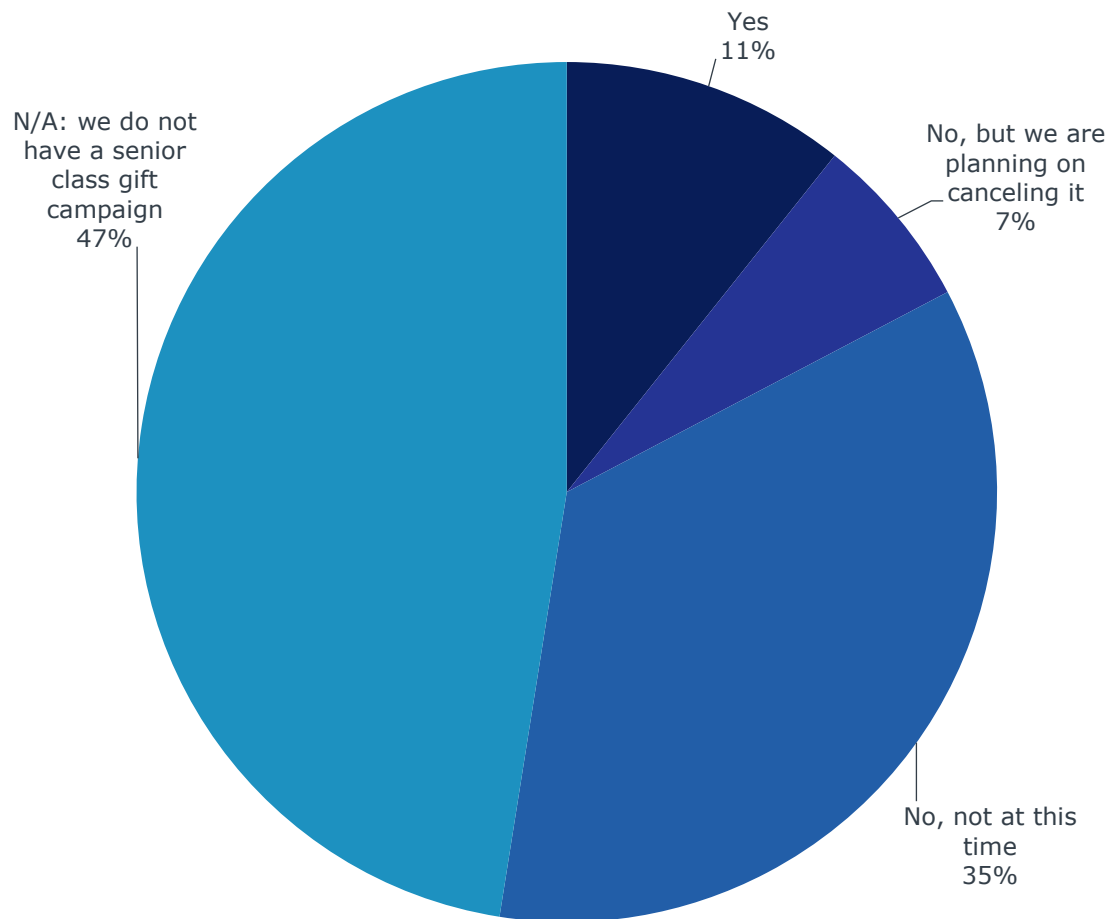
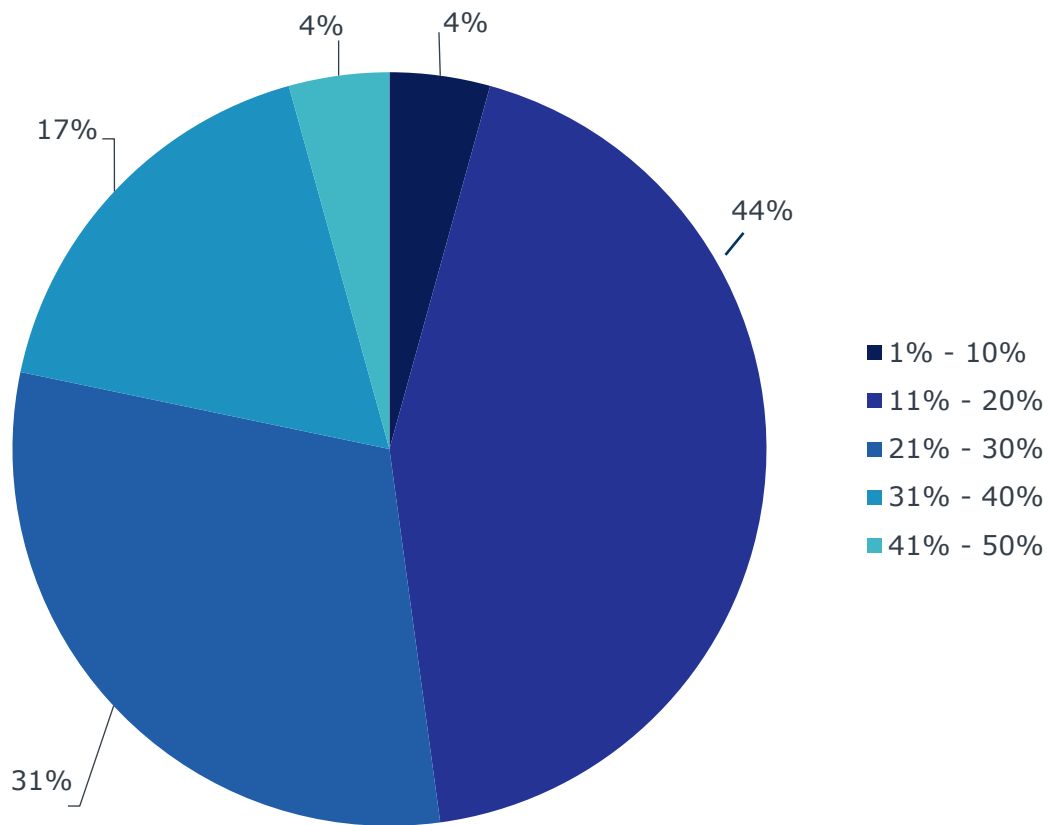| Value	Percent	Count
Yes	10.7%	13
No, but we are planning on canceling it	6.6%	8
No, not at this time	35.2%	43
N/A: we do not have a senior class gift campaign	47.5%	58
	Totals	122

12. Have you canceled your end-of-fiscal-year appeal?
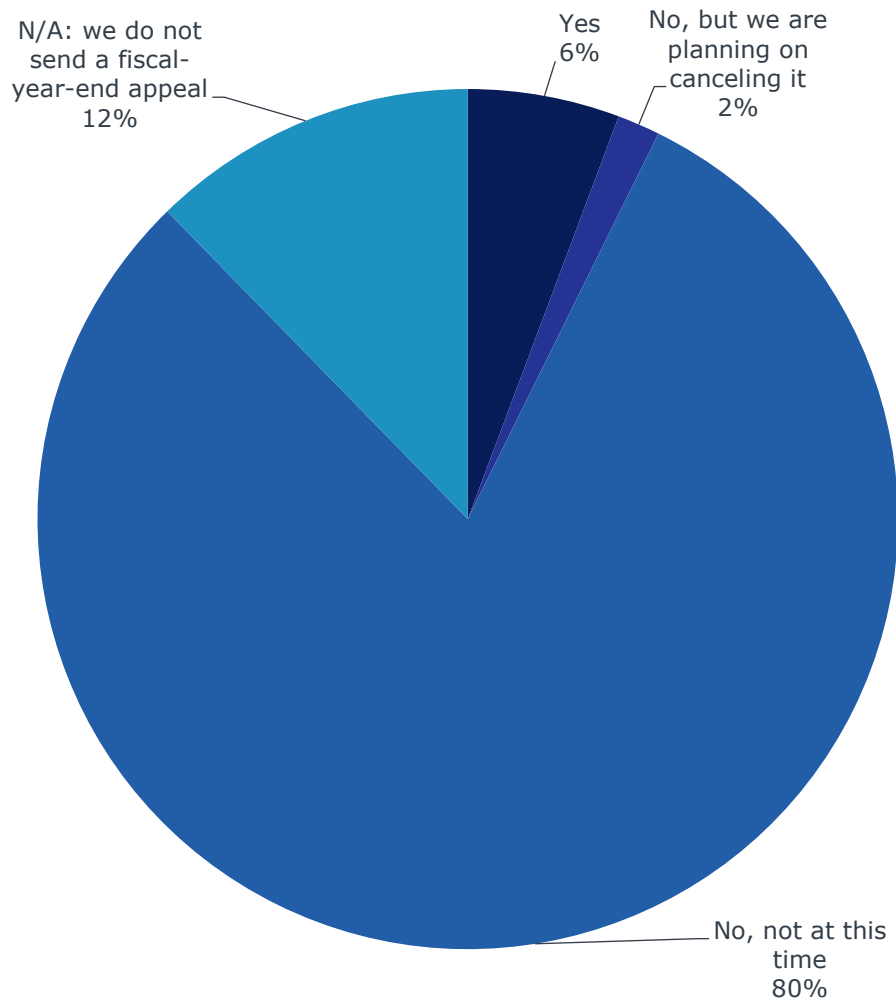
Value	Percent	Count
Yes	5.7%	7
No, but we are planning on canceling it	1.6%	2
No, not at this time	80.3%	98
N/A: we do not send a fiscal-year-end appeal	12.3%	15
	Totals	122

13. Have you revised your overall divisional fundraising goal downward for this fiscal year?
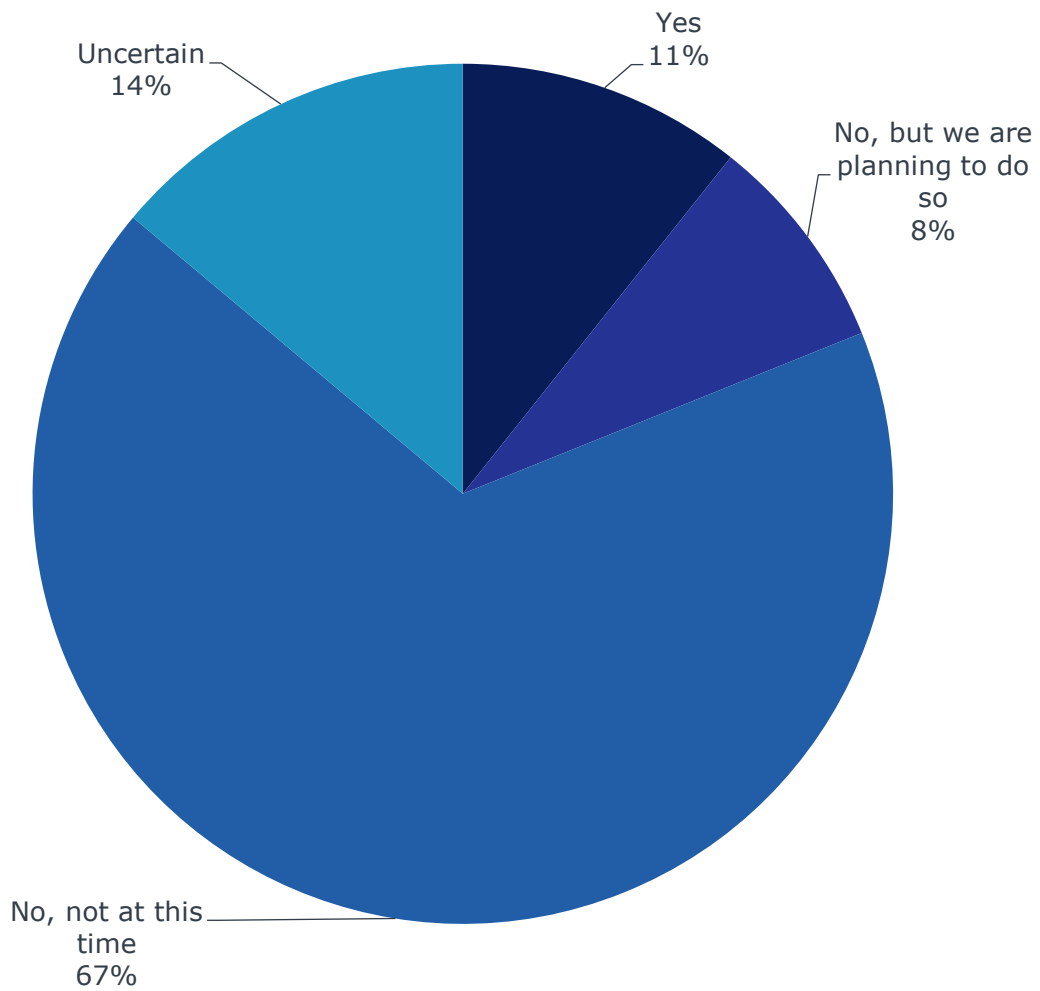
Value	Percent	Count
Yes	10.7%	13
No, but we are planning to do so	8.2%	10
No, not at this time	67.2%	82
Uncertain	13.9%	17
	Totals	122

14. How much are you planning to lower your initial FY2020 goal?

Value	Percent	Count
1% - 10%	4.3%	1
11% - 20%	43.5%	10
21% - 30%	30.4%	7
31% - 40%	17.4%	4
41% - 50%	4.3%	1
	Totals	23

Metrics

15. Have you revised individual fundraisers' metrics downward for this fiscal year?
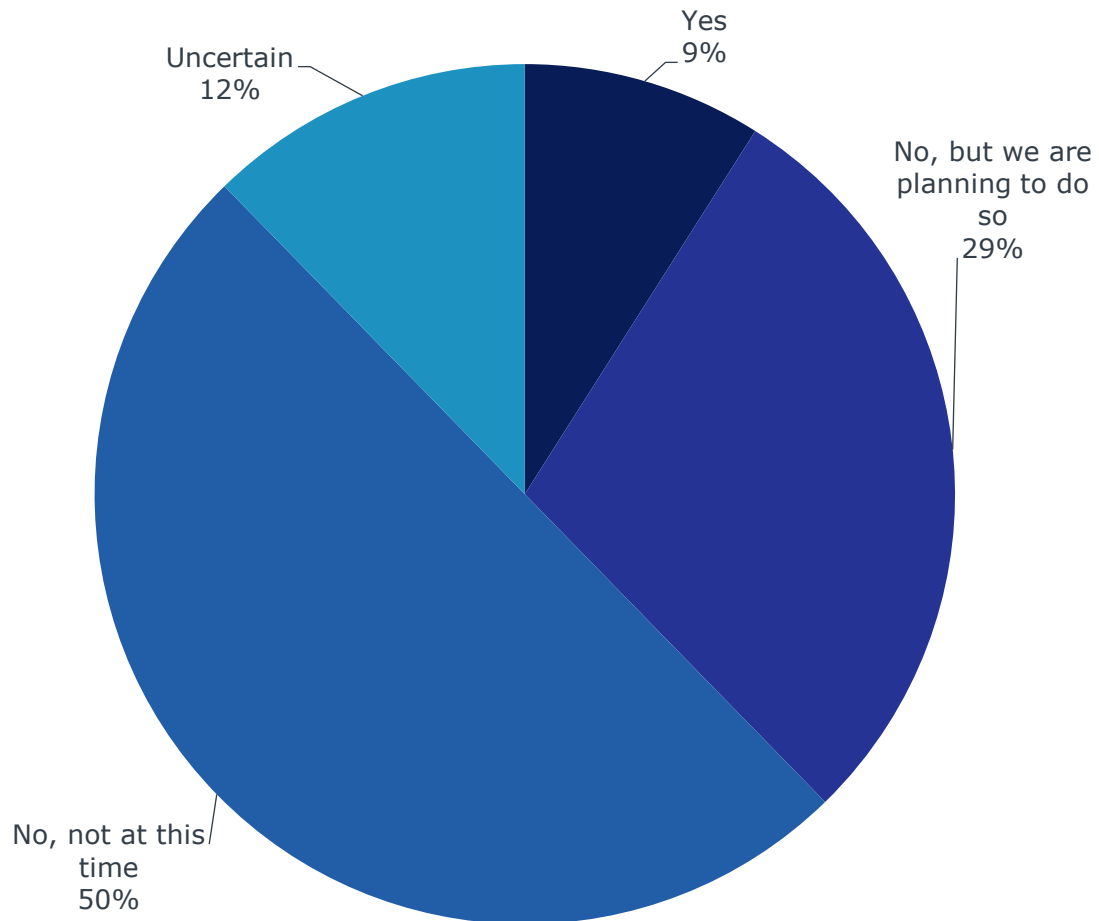
Value	Percent	Count
Yes	9.0%	11
No, but we are planning to do so	28.7%	35
No, not at this time	50.0%	61
Uncertain	12.3%	15
	Totals	122

## 16. Which gift officer metrics are you planning to lower due to coronavirus? (check all that apply)
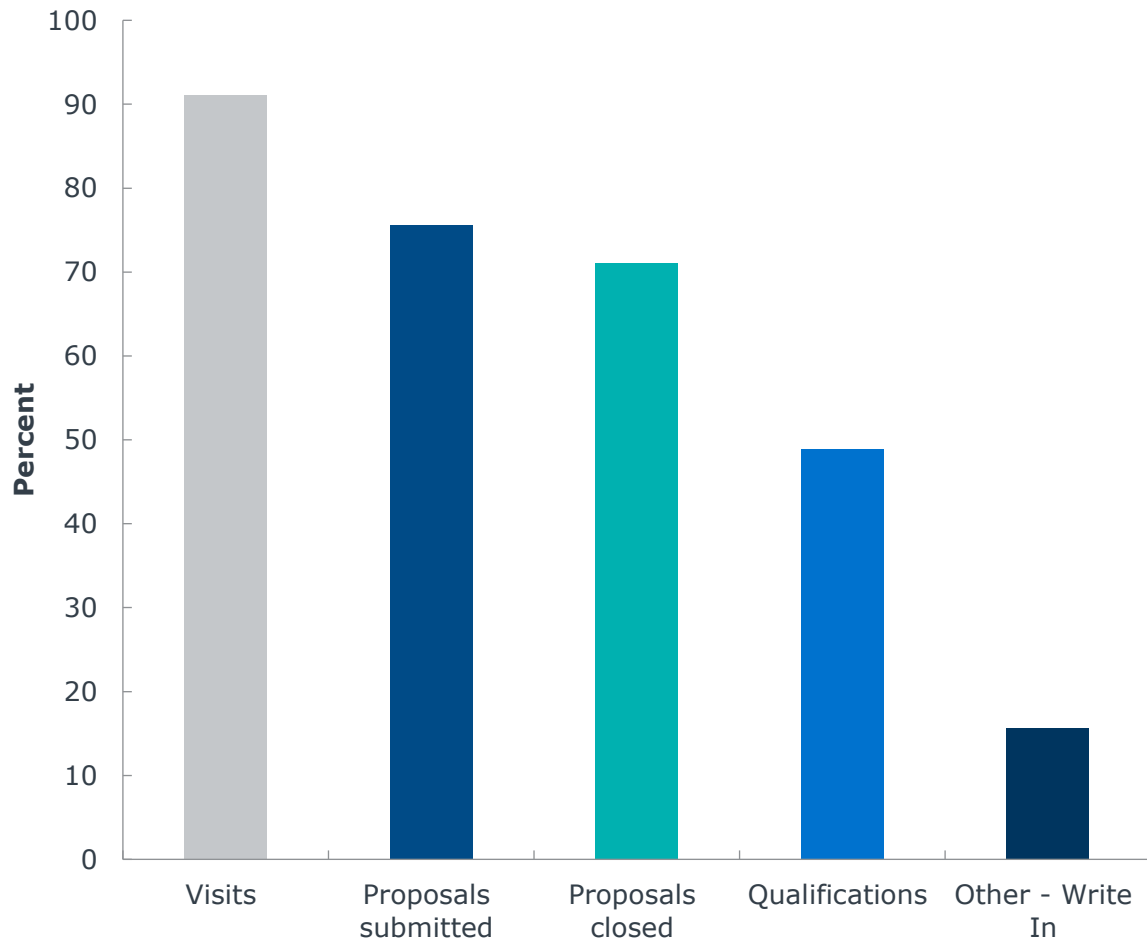
Value	Percent
Visits	91.1%
Proposals submitted	75.6%
Proposals closed	71.1%
Qualifications	48.9%
Other - Write In	15.6%

Other
All metrics reconsidered due to rapidly changing economic uncertainty, no travel, etc. Basically, we are taking it prospect by prospect (some doing well actually).
Dollars Raised
We are shifting the focus of all of our gift officers toward annual fund solicitations

17. Have you added or revised upward any gift officer metrics for this fiscal year (e.g., contacts)?

Yes
12%

No
88%
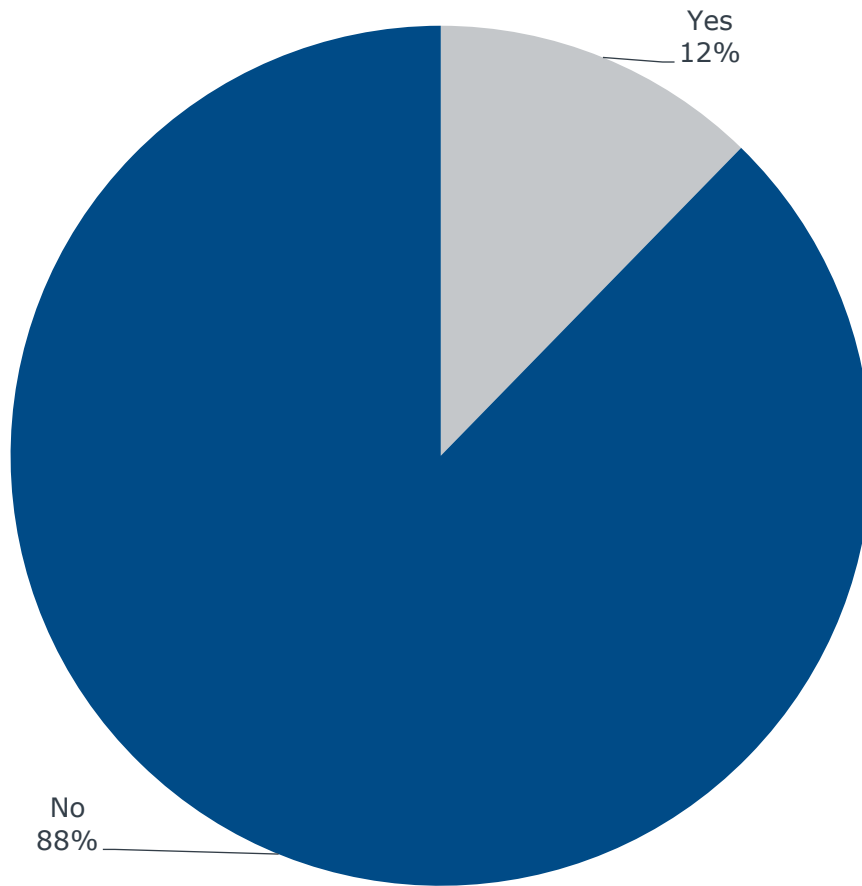
Value	Percent	Count
Yes	12.3%	15
No	87.7%	107
	Totals	122

18. Which metrics have you added or revised upward?

"Meaningful" contacts via phone; email; text, etc.

Contacts - in-person, email, phone, virtual

Contacts, discovery outreach, qualifications, stewardship

Contacts--shifting to email and telephone metrics. Also considering shifting MGO activity to student aid/COVID relief fund focus.

Focus on contact reports and strategic communication

Having all assigned prospect have a summary of the relationship to the University that will be used for prospect briefings and the identification of "preferred engagement strategy"

Leadership Annual Giving

Meaningful virtual contacts with known prospects

Personal contact (phone, email, zoom) with every assigned prospect (and more) by April 1. All interactions must be documented in CRM. Goal is over 1,000 weeks of March 23 alone.

Phone and email outreach more heavily emphasized in the absence of travel.

Since no 1-1 visits allowed, measuring substantive phone calls/zoom calls as visits.

Substantial Contacts - Visit/Phone Qualifications

Will have a virtual visit metric that is yet undefined.

Additional Policies or Actions

19. **Please list any additional policies or actions (i.e. creating a taskforce) your institution or advancement team has put into place regarding the coronavirus.**

All employees are working from home or remotely

We're spending time on administrative clean up (proposals, research) and making "care calls"

We sent an appeal for student emergency support and re-directed previous appeals to address present needs

All Divisional spring sporting events are canceled or postponed until early in the new academic year

We have limited all cash transfers to investment funds at the current time

We're conducting a cash flow analyses for next 6-12 months

We've created a working group to drive university wide decisions and policies

We're doing a special paid leave allowance related to COVID-19. It will be six weeks long

Advancement's senior leadership team is doing daily calls to inform strategy

Moving to only electronic gifts and receipts

Daily calls with the governing board

We're creating robust donor stewardship plans

Gift officers are sending thank view videos to donors

We've created a slack channel for teams to share tips about working from home and connecting with donors

We're creating on-line events for engagement

We're reviewing individual fundraising activities on a case by case basis

We're having gift officers write out cultivation strategies and creating contingency plans if this becomes a recession or continues

We're having gift officers build out qualification strategies for individuals

We're investing more heavily in our fundraising education efforts for staff and volunteers

We've prohibited all international, domestic travel and face to face meetings

We've reviewed our digital and crisis solicitation strategies with the major gift team

We're creating a working group for early campaign launch

We've revised visit definition to include virtual and phone calls (prior, it was only face-to-face)

We established a comprehensive digital strategy task force to fully develop our data, systems, marketing operational plans so that they are integrated

We have weekly all-staff meetings

We're having gift officers update prospects on how our school is researching content specifically related to COVID-19

Communicating frequently with donors about investment performance

We're adapting the timing, character and message for our solicitations and fundraising activities

We are ramping up efforts in our communications, outreach, and engagement

We are utilizing our student workers to write thank you letters to current donors

We are focusing our efforts on strategic/operational plan development and improvements

We are using time to focus on research and pipeline so that we can be ready to go quickly from the starting block when the crisis is over

We're offering parents/families the option to gift their room/board refund back to the institution

We have developed a strategy for both annual donors/prospects and major donors/prospects that keeps us in touch with them on a weekly basis with messages about how we are handling the circumstances, continuing to educate and serve our students, and plans for recovery

We have developed an Advancement "Opportunities Taskforce" to brainstorm where there are opportunities in the chaos

We are postponing major asks at this point and working toward fundraising

We have put together two subcommittees dedicated to creating messaging that MGOs can use and send to their prospects and donors. Specifically, messaging for those whose meetings/trips had to be cancelled, those who were scheduled for future trips, and those who have open proposals