Fundraising Expectations for 2020
- Raise more money in 2020 than in 2019: 21%
- Raise about the same amount: 23%
- Raise less money: 56%

Increasing Fundraising Activity in 2020?
- 49% of charities will increase their fundraising activity in 2020 because of COVID-19
- 44% will keep their fundraising at normal levels

Fundraising Expectations for 2021
- Raise more money in 2021 than in a typical year: 12%
- Raise about the same amount: 16%
- Raise less money: 72%

What Kind of Fundraising is Increasing in 2020
- 82%: donor retention and stewardship
- 78%: social media
- 78%: virtual events
- 78%: online fundraising
- 75%: email
Coronavirus Response Survey—U.S. Findings

**Government Funding**
- 74% submitted a grant for funding through the CARES Act
- 66% successfully received funding

**Working from Home**
- 90% indicated they are working from home now
- 83% say their organization was “well or somewhat” prepared for the shift to working from home

**Cancelling Special Events**
- 64% have had to cancel at least one event
- 51% have switched at least one in-person event to a virtual event

**Layoffs/Pay Cuts**
- 20% of organizations have laid off staff
- 23% of charities have instituted furloughs
- 18% of organizations have cut staff pay