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Case Study: Community Warehouse

Mission-centered fundraising through COVID-19

In the first week of closure (3/16-3/20), we focused on 3 tasks:

1. **Writing grants** for emergency assistance, asking funders if they are providing COVID-19 support
2. **Calling donors** to see how they were doing and to share how CW was doing (NOT asking for $)
3. **Preparing messaging** for new fundraising appeals & for postponing Chair Affair

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Week 1:

Called 23 donors and funders to update and/or ask for support

Submitted 5 grants for emergency assistance

On March 30, CW unveiled the “Home 2 Go” program.

We updated our website and social media with an urgent request: **sponsor Home 2 Go kits for families in need!**

We worked with an existing media partner (KOIN 6 News) to create several mini segments about the Home 2 Go program.

We focused our messaging on what our clients need right now – not on the challenges CW was experiencing as an organization.

Fundraising Comparison

TOTAL CONTRIBUTIONS
MAR-APR 2020

$77,167

TOTAL CONTRIBUTIONS
MAR-APR 2019

$11,442

TOTAL CONTRIBUTIONS
MAR-APR 2018

$12,382

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Appeal Letter Example

- Sent: 4/15/2020
- Recipients: 80 (constituents without emails who've given $100 or more in the past 2 years)
- Cost: $48 (in-house printing)
- Raised: $2,475 (donations sent back in the remit envelopes provided with each letter)

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Dear DONOR,

Throughout our community, neighbors are staying home to protect themselves and each other from the COVID-19 virus. **But for so many people in need, this means sheltering in an empty house.**

In response to this public health crisis, Community Warehouse quickly pivoted our services away from redistributing used furnishings, and came up with a temporary solution. **We are now providing brand-new, sanitized "HOME 2 GO" kits.**

Each kit is comprised of a dresser (manufactured and donated by a generous, anonymous local business) packed with the brand-new, essential items to help newly housed families shelter in place: an air mattress and pump, bedding, towels, a pot and pan, cooking utensils, plates, cups, and silverware.

The Community Warehouse team working hard to source as many donated new items as possible, purchase other required items, pick up the dressers, clean and package items safely in the drawers, and distribute to partner agencies. Each kit costs $100 to assemble and distribute. **Our goal is to have 150 kits sponsored by April 30.**

We need your help to accomplish this goal!

Here's the best news: three generous donors came together to provide a $15,000 match for Home 2 Go kits. **Each kit you sponsor will be matched!** You can learn more about this program and sponsor a kit on our website: *communitywarehouse.org/home-2-go*.

Continued on back page:

If we meet our goal by April 30, you can ensure 300 families receive the basic items they need to sleep comfortably, cook meals at home, and stay healthy through this crisis.

This is a difficult time for many nonprofits, and Community Warehouse is no exception. Our biggest fundraising event of the year was originally planned for April 18. Our Estate Stores are closed, and we are not receiving fees for service. **Your support is needed more than ever to turn empty houses into comfy homes for neighbors in need.**

Please visit our website to sponsor a kit for a family:
www.communitywarehouse.org/home-2-go

With sincere gratitude,

Dunetchka Otero-Serrano, Executive Director
dunetchka@communitywarehouse.org

PS: Visit our website to learn more ways you can help local families get through this: www.communitywarehouse.org

Home 2 Go Kit Testimonials

"Thank you for doing this! My team was just talking today about what we were going to do for our vets who moved into new places right before you had to shut down. ***We rely on you so much!"***

- Case manager from the VA

"There was a time when I was a housesitting (read: homeless) single mom who would have broken into tears to have been offered this dresser kit. They make my heart happy - as does your continued efforts."

- Home 2 Go Kit Donor

"I want to thank everyone at Community Warehouse for finding a way to provide these much-needed items to families in the community amongst what is going on with COVID-19. You are all amazing! ☺ This is such a cool thing!"

- Case manager from NARA

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Appeal Email Example #1

- **Sent: 4/18/2020** (original date of Chair Affair, our annual fundraising event, that was postponed to June 26)
- **Open rate: 27% (6,332 recipients)**
- **Raised: $12,200** (donations that could be directly tracked from email clicks)

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Join our campaign to provide 150 HOME 2 GO kits to families in need during the COVID-19 crisis!

Match My Gift

Throughout our community, neighbors are staying home to protect each other from the COVID-19 virus. **But for so many people in need, this means sheltering in an empty house.**

In response to this public health crisis, Community Warehouse quickly pivoted our services away from collecting and redistributing used furnishings, and came up with a new solution.

We are now providing brand-new, sanitized "HOME 2 GO" kits. Each kit contains an air mattress and pump, cookware, dishware, and linens - all packaged safely into a dresser. Our goal is to provide 40 kits per week to families in need. ***We need your help!***

Help us meet our goal of 150 kits sponsored by April 30!

DOUBLE YOUR DONATION!

Three generous donors came together to provide a $15,000 match. Each kit you sponsor will be matched!

Match My Gift

"Thank you for doing this! My team was just talking today about what we were going to do for our vets who moved into new places right before you had to shut down. ***We rely on you so much!"***

- Case manager from the VA

"There was a time when I was a housesitting (read: homeless) single mom who would have broke into tears to have been offered this dresser kit. They make my heart happy- as does your continued efforts."

- Donor

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Appeal Email Example #2

- Sent: 4/30/2020
- Open rate: 23% (6,346 recipients)
- Raised: $1,200 (donations that could be directly tracked from email clicks)

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We still need your help to furnish homes!

Match My Gift

450 HOME 2 GO ESSENTIAL ITEM KITS

YOU DID IT!

Thanks to you, we've surpassed our Home 2 Go kit goal! ***But the campaign to furnish people's homes hasn't ended.***

The COVID-19 crisis has reminded us all of the importance of home: as a safe place, a functional place, and a stable place. People are living, working, and caring for each other at home.

Our furniture is being repurposed as life changes around us. Your kitchen table is more than just a place to eat dinner. For those with kids accessing school virtually, it's now a classroom. For others, it's a home office. Sofas are more important than ever to relax and recover, both physically and emotionally.

Things are hard for everyone right now. But imagine going through this without furniture in your home.

Community Warehouse is providing an essential service right now, and the need is growing. While the Home 2 Go program has been a safe, portable way to provide core items, *it isn't a long-term solution.*

Our next urgent step is to begin safely redistributing donated furnishings, so we can provide more items to people in need.

Our neighbors living on the margins need more to fully furnish their homes while they are sheltering at home. We are committed to redistribute more essential items - like kitchen tables, chairs, and sofas - and return to serving 60 families per week. **We need your support to make this possible!**

Announcing another match!

CareOregon is stepping up with a match of $10,000!

Donate today and your gift will be doubled!

CareOregon

Match My Gift

Drop off your stuff!

Starting Monday, May 11, Community Warehouse will accept the following items:

- ***Kitchen tables***
- ***Kitchen chairs***
- ***Dishware*** *(plates, bowls, cups, and silverware - no china or metal-rimmed dishware)*
- ***Cookware*** *(pots, pans, cooking utensils)*
- ***Small appliances*** *(microwaves, toasters, coffee makers)*
- ***Sofas*** *(no sleeper sofas, sectionals, or recliners)*
- ***Armchairs***

Thank-You Postcard Example

FRONT

THANK YOU!

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AT THIS CRITICAL TIME, YOU GAVE THE GIFT OF SAFETY!

BACK

Community Warehouse
3969 NE MLK Jr. Blvd.
Portland, OR 97212

communitywarehouse.org

HOME 2 GO
ESSENTIAL ITEM KITS
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Community Warehouse provides essential furnishings for 7,800+ people every year, turning empty rooms into comfy homes.

During the COVID-19 pandemic, **Home 2 Go Kits** ensure neighbors in need can cook meals, sleep in comfort, and care for their families while staying safely at home.

Thanks to you, families in need will no longer have the emotional stress of living without furniture in a time of crisis.

We have been supporters of CW, mostly by donating items for several years. We know the needs are out there for essentials. **You have been so pro-active & forward thinking about the needs of others with your Home 2 Go program!** It prompted our hearts to help out. – *Donors*

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Fundraising Advice during COVID-19

- No mission = no money
- Focus on the SOLUTION, not the NEED
- Connect your donors with the experience of your clients

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Total Raised To Date (since 3/30/2020)

UNRESTRICTED DONATIONS	HOME 2 GO DONATIONS
85 gifts	198 gifts
84 donors	196 donors
$370 average gift	$161 average gift
$31,317 total	$31,730 total