Have you adjusted messaging in your current fundraising appeals to acknowledge the coronavirus pandemic?

- Yes: 74% (214 people)
- No: 13% (36 people)
- Unsure: 13% (38 people)
Is your organization planning on changing new donor acquisition investment within the next 90 days?

- **Increase a lot**: 2% (6 people)
- **Increase a little**: 7% (19 people)
- **No change**: 42% (122 people)
- **Decrease a little**: 8% (24 people)
- **Decrease a lot**: 3% (8 people)
- **Unsure/Undecided**: 38% (109 people)

Do you have a clear plan in place to mitigate losses from canceled fundraising events?

- **Yes**: 16% (45 people)
- **No**: 44% (127 people)
- **Not applicable**: 40% (110 people)
The Nonprofit Alliance Town Hall: Fundraising During Coronavirus
March 18, 2020

What impact has COVID-19 had on your organization’s direct program (mission) delivery?

- Doing more: 16% (46 people)
- No change: 25% (73 people)
- Stopped some: 35% (101 people)
- Ceased: 5% (15 people)
- Not sure: 18% (53 people)

Is your organization or company considering a hiring freeze or temporarily stopping recruitment and hiring efforts?

- Yes: 18% (52 people)
- No: 31% (89 people)
- Unsure: 51% (147 people)