



### A message from the office of Dennis Serrette...

Dear Leadership,

I hope you are continuing to stay healthy and safe. As new information emerges from our Affiliates and the Federal Government, the National Urban League remains resilient and responsive to our constituents throughout the country. As previously shared, we continue to provide consistent updates and guidance on [The Urban League Fights For You](#) campaign, and have added more resources to the [COVID-19 Resources toolkit](#) on the Project Rock website so we can keep supporting our Affiliates and their vital work in vulnerable communities .

I'm also excited about a new partnership with the National Basketball Association (NBA) through their [#NBATogether campaign](#). This important initiative aims to support issues on health, physical and mental well-being, solidarity and even entertainment for communities during these unsettling times. Many of you have already seen [the town hall meeting](#) where Marc Morial, President and CEO of NUL, and Karim Abdul Jabbar, former professional basketball player discussed the racial disparities of the COVID-19 cases nationwide.



Through this Newsletter, we continue to be proud of the essential partnerships with corporations and other organizations in finding solutions to provide relief, confidence, and opportunity to many. This week, we are highlighting five more companies and their efforts in combatting the COVID-19 virus. Please reach out to me with any questions or comments.

Thank you for rising to the challenge and thank you for all you do.  
Dennis Serrette

### Partners in Action



#### PepsiCo

Committed more than \$45 million to combat the impacts of COVID-19. The funds are helping support essential humanitarian initiatives and giving more than 50 million nutritious meals worldwide. Click [here](#) for more information.



#### Walmart

Walmart and Walmart Foundation commit \$25 million to help meet the critical needs resulting from COVID-19. \$5M will support global efforts to help countries prevent, detect and manage the virus; \$10M will support food banks and other food organizations; and \$10M will support efforts in local communities in the U.S. Click [here](#) for more information.



#### Verizon Wireless

Committed \$10 million to nonprofit organizations focused on supporting students and first responder healthcare workers. They are also tripling monthly data allowance for its Verizon Innovative Learning schools. Click [here](#) for more information.



#### Toyota Motor North America

Toyota has donated thousands of healthcare and safety equipment from their distribution centers across the U.S. to help those on the frontlines. Their R&D and Engineering are creating face shields and visors for communities, too. Click [here](#) or [here](#) for more information.



#### Comcast

Comcast is increasing access to news and information, providing free educational resources, and offering internet essentials free to new customers. Their engineering teams are working to support their network operations 24/7 and they've committed \$500 million to support their employees. Click [here](#) for more information.



### Affiliates on the Ground

We continue to communicate with our 90 Affiliates to understand their efforts in responding to COVID-19. They've made incredible strides since the outbreak in March. They are the true unsung heroes in the most vulnerable communities, battling the impacts of the virus with fewer resources.

#### Urban League of Lorain County, OH

*As unemployment skyrockets, families are in need of dire emergency assistance to pay for rent and utilities. LCUL has created an Emergency Rental and Utility Assistance Program designed to help Lorain County senior residents who are facing crises that risk or result in homelessness. [The Nord Family Foundation](#) provided an unconditional \$20,000 grant to support this initiative. Additionally, LCUL has created a local food and household appliance pantry for distributing to low income seniors.*

#### Urban League of Louisville, KY

*Since March, the UL of Louisville has been steadfast in their response to supporting their community, engaging with an average of 5,000 individuals through one-on-one calls, community calls, online group classes and FB Live events. Moreover, they have established mental and emotional support for their clients via personal outreach and their ["Phone Calls are the New Hugs"](#) program. During the calls, the team also shares resources for those seeking relief or who need assistance from one of their programs. Once a week, educators and staff from public schools join to answer questions about crisis schooling, too. Additionally, on April 30<sup>th</sup>, they partnered with Norton Healthcare to offer [walk-up/drive-through COVID-19 testing](#). Over 340 people were tested, which was the highest single day total out of any test site in the state of Kentucky.*

### 5 Tips to Enhance Virtual Fundraising Events

COVID-19 has forced us to quickly acclimate to virtual communication and remote work. While the uncertainty of these times are unsettling and have caused significant challenges, especially for nonprofit organizations, it has also offered us the opportunity to think and act with increased innovation and efficiency. History has shown that canceling fundraising plans during a crisis will have a negative impact in the near- and long-term. Therefore, it's critical that nonprofit organizations think creatively about a backup plan for events and try innovative strategies to inspire donors and prospects. Donors who care deeply about your organization's mission will want to participate, regardless of event logistics.

#### 1. Consistently communicate with donors and event attendees

- Create a video message from your CEO, board chair(s), or event host(s) emphasizing the actions your Affiliate has taken in response to the virus and the positive impact funding will have on your Affiliate. Post the video on your website, social media channels and emails.

#### 2. Engage all Board Members

- Board members should support the virtual event at the same or higher levels than in the past to demonstrate their commitment to your Affiliate and the broader community. Identify 2-3 board members to spearhead fundraising efforts and serve as anchor donors.

#### 3. Consider repurposing your donation webpages

- In addition to raising funds for your virtual event, give donors the option to earmark their donations towards an emergency assistance fund or to specific programs or initiatives that are particularly relevant now.

#### 4. Determine several courses of action

- Before deciding on your final virtual event format, give yourself options to choose from and then base your decision on your board bandwidth, what you think your Affiliate supporters will respond to, and the potential return on investment. Consider Facebook and YouTube Live and incorporate a live Q&A session so attendees can participate and be more engaged.

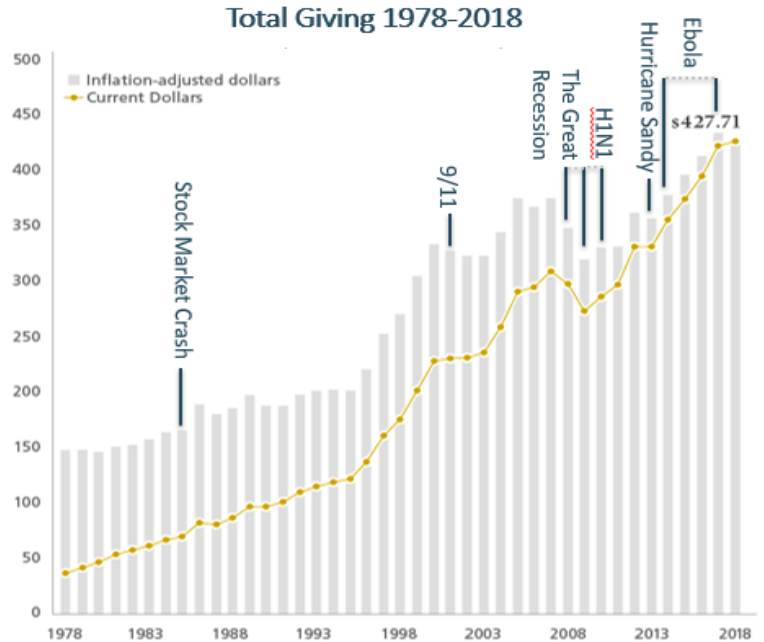
#### 5. Track all activity related to the virtual event and adapt messaging and structure as needed



### Philanthropy Is Resilient

This graph illustrates Philanthropy's resiliency in light of challenging times in history. The nonprofit organizations that did well coming out of these crisis did not panic but remained calm.

In current dollars, total giving has increased every year since 1978 with the exception of 1987, 2008, and 2009. While COVID-19 has created significant uncertainty in our economy, history has shown that staying the course and maintaining clear and efficient messaging to your donors will increase the likelihood for success.



Source: Giving USA 2019

### Resources to Reference in light of COVID-19

- ✓ [Giving Tuesday Announces Day of Global Action for Giving and Unity in Response to COVID-19](#)
- ✓ [The Chronicle of Philanthropy provides the latest updates on the CARES Act](#) as information is quickly changing
- ✓ [US Conference of Mayors](#) just released a survey that illustrates the scope and severity of the need for COVID-19 emergency equipment in this nation's cities.
- ✓ [The CDC Foundation Advice for Nonprofits](#) communicates COVID-19 guidelines for nonprofits.

### Must-Read Articles

- ✓ [In Philanthropy, Race Is Still a Factor in Who Gets What, Study Shows](#)
- ✓ [Why the Coronavirus Pandemic Is Philanthropy's Big Moment](#)
- ✓ [Americans without bank accounts must wait for federal checks](#)
- ✓ [PoliticsNation with Rev. Al Sharpton](#)
- ✓ [EEOC Issues Guidance on the Permissibility of Mandatory COVID-19 Testing in the Workplace](#)