



A message from the office of Dennis Serrette...

Dear Leadership,

America is experiencing a moment of national anguish, as we grieve for the Black Americans killed by police brutality. This moment of national anguish has transformed into a movement of national action as Americans from across the country peacefully protest to demand an end to the deep-seated injustice that permeates our society. The systemic racism that pervades our country's institutions and the oppression and violence that far too many Americans have fallen victim to needs to end. As a leader in creating legislative change, on June 12th, our President and CEO, [Marc Morial provided a powerful testimony before the House Judiciary Committee](#) at the hearing on racial profiling and police brutality. He eloquently delivered the National Urban League's (NUL) support for the Justice and Policing Act, emphasizing the gravity of this moment in history and the opportunity it presents for our nation. If we are to advance as a society, we need to face the realities of racism that are entrenched in our culture and continue to work ceaselessly to shatter the structures that perpetuate inequity.



Several corporations have quickly stepped up in supporting NUL's fight for social justice and racial equality. We are deeply grateful for these contributions, including [\\$500,000 from McDonald's Corporation](#) and [Chipotle and \\$1M from Amazon](#).

While NUL has been steadfast in response to the civil unrest that has rapidly transpired throughout our country, we still navigate a global pandemic. We are proud of our Affiliates who continue to provide support for their communities during these turbulent times, such as the [Urban League of Buffalo](#) who is partnering with organizations to help feed families and the Urban League of Columbia, South Carolina, whose efforts are highlighted on the second page. This Newsletter edition spotlights five more companies and their COVID-19 relief work, and we share other useful information for your reference. Thank you for your dedication to promoting our vital work.

Regards,
Dennis Serrette

Partners in Action



McDonald's Corporation

McDonald's has established immediate support to communities experiencing significant impacts from COVID-19. They [donated \\$3.1M in food](#) to help local communities, equating to nearly 3 million pounds of a diverse selection of food. Additionally, McDonald's franchises in the St. Louis area will deliver more than [\\$45,000 worth of food to the Urban League of Metropolitan St Louis](#) to be distributed to people in need.



Honda Motor North America

Honda has initiated a significant and comprehensive new effort to harness the spirit of community in responding to the impact of the COVID-19 pandemic. They have pledged \$1M to address the immediate needs of communities across the U.S., Canada, and Mexico, providing the most vulnerable with access to food. Building on the commitment of Honda associates to community volunteerism, they have also initiated a COVID-19 Special Matching Gift Program that enables associated to make monetary donations to food programs in their local communities. Visit [here](#) for more information.



Amazon

Amazon has quickly responded to the global pandemic by supporting their employees, customers, and for communities around the globe. They established a \$25M relief fund for partners (i.e. delivery drivers) and seasonal associates facing financial hardship or quarantine. They have also provided [\\$20M to accelerate COVID-19 research](#), and Amazon's CEO and Founder, [Jeff Bezos donated \\$100M to Feeding America](#). To review more details about Amazon's efforts in combatting the virus, click [here](#).



GEICO

Committed to providing excellent service and support to their customers during these uncertain times, GEICO is offering about \$2.5 billion through policy credits to their auto, motorcycle, and RV policyholders. Many people are experiencing financial distress, so GEICO's hope is to alleviate some of their burden. Click [here](#) to learn more.



Cardinal Health

As a global manufacturer and distributor of medical and supplies, and distributor of pharmaceutical products, Cardinal Health is actively collaborating with suppliers to understand and manage the impact of the pandemic on product supply. They are partnering closely with trade groups including Health Industry Distributors Association, Healthcare Distribution Alliance, and more. They are engaging with customers, leading experts, and government officials to help deliver products where they are urgently needed. Click [here](#) to read more details.



Affiliates on the Ground

Urban League of Columbia, SC

Since the coronavirus outbreak in early March, the [UL of Columbia](#) has been fully operating. The staff has continued to engage with their clients through [Zoom](#), [Google Hang Out](#) and [Skype](#). The League has a reputable foster care program where 200 kids are living with foster families in 13 counties. Because the staff have been unable to physically meet with the kids and families on a weekly basis, they are successfully conducting virtual meetings. For their Workforce Development program, on [June 19th](#), [they will be providing virtual STEP](#) where participants will gain career knowledge, identify career pathways, and engage in virtual job shadowing.

As civil unrest sweeps the nation in the wake of George Floyd's death, the Columbia Urban League President and CEO, James T. McLawhorn, Jr. has joined the National Civil Rights Organization in calling for police reform and a greater commitment to racial justice. The South Carolina Legislative Black Caucus held a [news conference](#) on Wednesday, June 3rd to address the recent killing of Mr. Floyd and the protests that followed thereafter. Mr. McLawhorn quotes, "if we can rush to find a vaccine for this Coronavirus, certainly, we ought to be able to resolve this pandemic of racism that has been plaguing us for over 400 years." Members of the state's Legislative Black Caucus and other community leaders came together to demand three primary changes in South Carolina to be enforced immediately.

1. The state's current body camera mandate to be fully funded and followed by all law enforcement agencies across the state.
2. A hate crime bill to be passed and signed into law as soon as possible.
3. Review the police training guidelines and use-of-force standards. They encourage psychological testing be required for all officers to ensure that the rights of all citizens are protected.

Tips for Combining and Sequencing Donor Request Strategies

An external crisis such as COVID-19 causes significant shifts for a nonprofit's operational and strategic funding needs and plans. Whether it's for a campaign or operational sustainability, through a focused and clear request strategy, your organization can secure immediate support from your closest and most capable supporters without compromising future strategic funding requests.

- **Prioritize your Prospects:** Review the potential in your request pipeline as well as your recent major gift donors to identify which prospects you will approach for this type of request. Be guided by affinity (interest in organization), ability (means to give a gift), and access (connections).
- **Develop your Connected Case:** You will need to articulate the need for immediate support, the importance of your strategic vision or campaign impact, and the connection between these needs. A strong and clear relationship between your immediate and long-term needs can lead to successful combined requests.
- **Lead with your Mission and Be Transparent:** As you approach your lead supporters for a combined or sequenced request, ground the request in your mission and the essentiality of your Affiliate. Provide a clear outlook on your immediate needs and acknowledge that they may shift, given this ever-changing environment.
- **Embrace Flexible Strategies and Gift Structures:** A pivoted solicitation should be rooted in flexibility. You are likely to navigate an accelerated solicitation timeline and should, therefore, offer your donor various giving vehicles or payment schedules to fulfill this combined or increased commitment.
- **Update and Steward Regularly:** Demonstrating the impact of your donors' operational support can help advance your future campaign request.
- **Strategically Prepare for your Request Conversation:** Develop language to help articulate the urgent need alongside your long-term plans.



Philanthropic Report

[CCS Fundraising](#) presents informative data in [this second edition](#) of the Philanthropic Climate Survey – *Fundraising Impact of COVID-19* research report. The report reflects 1,014 individual responses collected between May 21 and June 1, 2020 from a variety of nonprofit sectors. It illuminates the depth and scale of the continued impact of the crisis on fundraising in the nonprofit sector.



Resources & Articles

- ✓ [Bridge Alliance COVID-19 Resource Packet](#) – Provides myriad of resources, articles, and other tools for navigating these times.
- ✓ [A Transformative Moment for Philanthropy](#) – McKinsey & Company shares how COVID-19 has sparked positive changes in individual and institutional philanthropy.
- ✓ [A New Era of Public Safety](#) – A toolkit for fair, safe, and effective policing created by [the Leadership Conference on Civil and Human Rights](#).
- ✓ [How to Help the Most Vulnerable Populations](#), Chronicle of Philanthropy
- ✓ [Racial Equity and Philanthropy: Disparities in Funding for Leaders of Color Leave Impact on the Table](#), Bridgespan Group
- ✓ [National Urban League Supports Justice in Policing Act](#), National Urban League