



A message from the office of Dennis Serrette...

Dear Leadership,

The National Urban League and our 90 Affiliates continue to respond to the coronavirus crisis through [The Urban League Fights For You](#) campaign, advocating for and providing vital resources to the most vulnerable communities. The reality is that the impacts of COVID-19 cannot be generically applied to all constituencies. Race and ethnicity-based discrimination existed long before the coronavirus pandemic; however, this crisis has magnified the preexisting disparity gap that our organization's mission seeks to remedy.

Data is showing how COVID-19 has disproportionately affected the African American community. According to an Associated Press (AP) report, African Americans accounted for more than forty-percent (40%) of coronavirus deaths in the U.S. Now, more than ever, is the time to act, and we are doing everything we can to support these at-risk communities. Please visit our recent news about [federal officials following the NUL's proposition to adjust regulations](#) to benefit mid-sized cities' eligibility for relief support as well as [other encouraging updates](#).



Thank you for your contribution during these trying times. This week, we are highlighting five more companies and their efforts in combatting the COVID-19 virus. We have also shared details about the COVID-19 relief initiatives that two other Affiliates have implemented in addition to fundraising advice and noteworthy resources and articles to reference.

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

Partners in Action



United Parcel Service

UPS has contributed \$15M to U.S. nonprofit organizations and others around the world to help sustain underserved and impacted communities in the areas of food security, healthcare, education, and financial sustainability. They have increased the number of flights by over 200 to transport critical cargo from around the world to the U.S., including tests kits, and protective gear. They also delivered over 250 drums of hand sanitizer to healthcare providers and first responders. Click [here](#) for more details.



American Express

Amex has committed more than \$6M in various forms of financial support, including \$2.1M in grants to several global and national organizations. They have also contributed \$3.8M to support organizations at the local level. Visit the US Chamber of Commerce Foundation [here](#) for more info or [here](#) for more information on how they are supporting their customers.



T-Mobile

T-Mobile has given [over \\$1M to support communities](#) impacted by COVID-19. They have also partnered with the [CDC Foundation to donate 500,000 face masks](#) while providing customers and employees several ways to thank frontline workers. They also teamed up with iHeartMedia and other partners to donate 40,000 phone chargers to hospitals nationwide so that isolated patients can stay connected to loved ones. For more details on their initiatives, click [here](#).



Walgreens

Walgreens was steadfast in their response to the COVID-19 outbreak. In early March, they immediately provided \$100,000 to help the CDC Foundation to help meet the rapidly changing circumstances, including a donation of 1,500 thermometers. They remain committed to keeping their customers and employees safe through various regulations, which can be found [here](#). In April, they [announced expanding drive-thru testing sites](#) to 15 new sites in seven states.



Charter Communications

Charter continues to provide vital internet, voice, and TV news to more than 29 million families and small- and medium-sized businesses across 41 states. Committed to supporting their communities during these challenging times, they have been waiving late fees and disconnects since March, their WiFi hotspots are open for public use through June 30th, they are providing free internet for 60 days for new student and educator households, and more. Visit [here](#) for more information.



Affiliates on the Ground

Urban League of Greater Madison, WI

On April 1, the Urban League of Greater Madison announced a new COVID-19 Workforce Relief and Recovery initiative. The initiative is brining to bear the Urban League's infrastructure and experience to help job seekers and employers meet current and future workforce needs. The project includes collaboration with the region's economic development agency – Madison Region Economic Partnership, with 4 area Chambers of Commerce and with the United Way of Dane County HIRE initiative. You may find the press release [here](#).

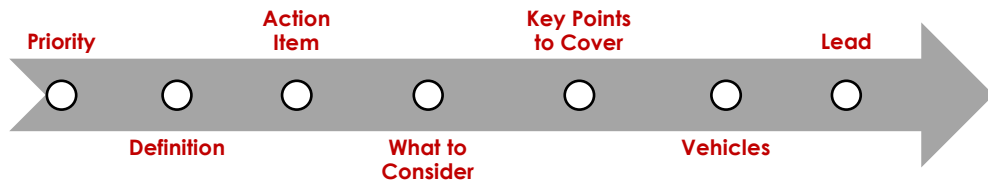
In just a few short weeks, the project has formed partnerships with 70 area employers that are hiring. In addition to matching job seekers with these employers, the Urban League has also quickly virtualized a number of services including virtual job coaching and case management, a Commercial Driver's License (CDL) permit preparation class in partnership with the Latino Academy for Workforce Development, an online Career Readiness Bootcamp, and Virtual Job Fairs. Find more details by visiting there website [here](#).

Urban League of Bridgeport, CT

Since early March, the Urban League of Southern Connecticut has transitioned all of their programs to online platforms, including their 1:1 counseling sessions. Their staff are available and have been proactively reaching out to their clients to ensure that they're comfortable with the virtual technology. The Urban League has been slowly offering their opportunities for their constituents online, so the stay-at-home regulations has been the impetus to accelerate this process. They had an excellent turnout for their Fit for Business entrepreneurial program considering it was remote. They have also been providing support to individuals who have been laid off or furloughed with filling out their unemployment papers online. For more information, please visits their website [here](#).

Prioritizing Your Communication to Your Donors During a Crisis

As you plan your communication strategy, chart the stages of your prospect pipeline and accompany each stage with its own recommendations. You can begin by separating constituents into categories defined by their stage in the solicitation cycle: discovery, cultivate, brief, ask, and steward. **In the case of a crisis, stewardship is your highest priority.** Reverse that order and begin with donors who are in your stewardship category. For each of these stages, you will want to consider detailed answers for the following criteria:



- Priority:** Determine a timeline for communicating with them. Does outreach need to be immediate? Are there opportunities or needs for ongoing touchpoints?
- Definition:** What are the specific criteria needed to place a given donor in each category?
- Action Item:** Is there a specific item you need to share at this time? Do you need to move a scheduled meeting to a virtual platform?
- What to Consider:** For each category, what are your goals for that donor, and how has the crisis affected those goals? What do they need to hear from you right now?
- Key Points to Cover:** How personal should the communication be? Do you need to thank them, make an ask, or share how the crisis is affecting your Affiliate?
- Vehicles:** What is the most appropriate method of communication? A personal call, a handwritten note, an email or video conference?
- Lead:** Who is the best person on your team to lead this communication?



Philanthropic Report

[CCS Fundraising](#), a strategic fundraising consulting firm surveyed over 1,100 individuals across the fundraising industry to measure the current progress, challenges, and areas of need for nonprofits across the country. The results of the survey are detailed in [this report](#), illustrating the state of nonprofit organizations across all philanthropic sectors, and their activities.

Timeless Principles of Fundraising



1. Increase Communication



2. Show Empathy and Concern for your Stakeholders



3. Reaffirm Your Mission and Impact



4. Develop a Short-Term Action Plan



5. Consider Special Briefings



6. Consider Special Fundraising Initiatives



7. Avoid Wholesale Cancellation of Fundraising Plans



8. Leverage Technology



9. Motivate Your Stakeholders



10. Communicate Financial Impact

Resources & Articles

- ✓ [The Council on Foundations](#) shares philanthropy is critical in bridging divides
- ✓ [The Bridgespan Group created a compilation of well curated resources](#) for a range of nonprofit organizations
- ✓ [The Public Health On Call Podcast](#) is a daily podcast from Johns Hopkins Bloomberg School of Public Health featuring scientific and evidence-based insights on COVID-19
- ✓ [COVID-19 Vulnerability Mapping for the US's Largest Cities](#)
- ✓ [Coronavirus Highlights Tragic, Longstanding Racial Inequality in the U.S.](#)
- ✓ [Saving Main Street in the Wake of COVID-19](#), Mastercard Center for Inclusive Growth