



## Positioning Information Strategy Teams during Mandatory Remote Work Webinar Questions and Answers

**Q:** I work with a lot of tech donors who are phone-averse and aren't too open to video either, but are happy to text, FB messenger, or communicate on Linked In. I am hoping that managers recognize some of these metrics.

**A:** We talked about how texting is very common among gift officers right now and what is most important is to find the preference that works best with your donor/constituent and use that.

**Q:** I have been under the impression that we want to be sharing less content at this time or content focused pretty solely on COVID-19 (I work for health care), but it sounds like you are saying we should send out positive impact stories too. Do you think donors will be overwhelmed by too much information at this time?

**A:** We said that determining the right amount of content to push right now is walking a fine line. But there are important stories to tell and as long as things are leading with stewardship, thanks, and updates, then most sit well with donors. Many are looking for this sort of information from organizations they care about.

**Q:** Is anyone worried about the more "celebratory" tone of a giving day at this point?

**A:** Justin talked about how timing is really important when deciding what is the best course of action. Some places are going to more of a checking in and thinking about you approach, less celebrating

**Q:** Are you using ThankView for your videos? We are in a virtual budget freeze...can we do this effectively from a grassroots level with iPhone, etc.?

**A:** Justin mentioned that any smart phone can be the right tool to make some of this happen.

**Q:** Work at a major healthcare system, and I would love to use some digital story telling - unfortunately all of our senior leaders are caring for patients, and many areas are not accessible for non-critical employees. Any suggestions how to by pass?

**A:** We didn't hit this directly, but Justin talked about b roll and reusing older video to help tell stories and use these to stay connected while other resources are not available

**Q:** We know attention spans are low. I hear the average video shouldn't be longer than a couple of minutes in length. Wondering if you have advice about how much time could be scheduled when arranging a video call with a donor (on average). Also, could video calls be recorded for my organization's memory?

**A:** I mentioned that some clients are targeting 20-30 minute conversations, but again this has to do with meeting your prospect where they are. Some will be shorter and some might be longer because the person is interested in learning. We were not thinking that recording felt quite right.

**Q:** What is the best way to handle Discovery work? How do you connect with someone who you've never reached out to before in a way that would be meaningful to them?

**A:** Talked about using the phone - going old school. This is a great way to get reach people. That said, this is a very important time to focus on those who are already close to us

**Q:** Are you going to go over the technical aspects of bookending a video with a personal message?

**A:** This involves recording several individual greetings or closes ("Intros" or "outros") and attaching those personalized greetings to a video that is the same for all donors. "Bookending" allows us to tell a video story, with a personal greeting, without having to produce the entire video, unique for each user.

**Q:** What program is being used for "merged" personalized videos?

**A:** We don't typically use a special program. It's simply a matter of our video editors adding the personalized messaging to an existing video. That said, ThankView offers functionality to streamline the process for non video editors. (We experienced ThankView users, but do not have experience with this specific function)

**Q:** When the speakers are talking about giving tours and showing donors things - doesn't that assume the gift officer has left their home? Most of us are not supposed to leave our homes.

**A:** If you have a "Shelter in Place" order in your state, this tactic should wait until we are allowed back out in public. With that in mind, everything we discussed is not only for the current pandemic - digital development officer tactics worked well before the Coronavirus outbreak and will continue working well long after the situation has improved!