

# Fundraising Impact of COVID-19: Religious Sector

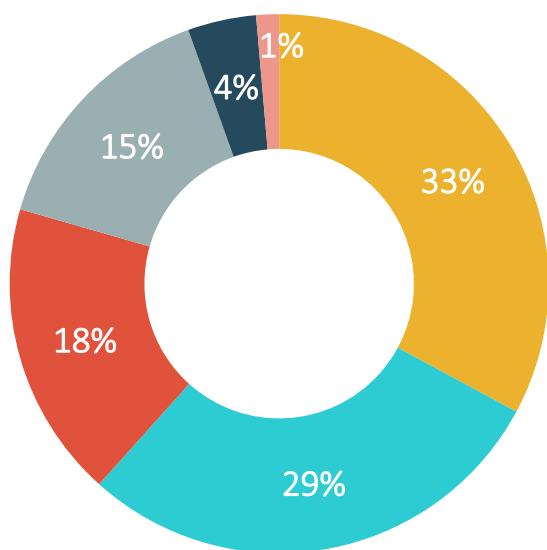
2020 Philanthropic Climate Survey – Edition III  
September 9 – September 16, 2020



## About the Data

This page was generated based upon data collected from 90 respondents via an online questionnaire administered by CCS Fundraising between the dates of September 9 and September 16, 2020. All responses were submitted voluntarily and represent reflections from professionals at religious organizations both within and outside of the United States.

### Impact of COVID-19 on Campaign Strategy



- Continue with modifications
- Continue as planned
- Under review
- Postpone campaign
- Postpone launch
- Cancel campaign

### Key Highlights

- While **54%** of respondents have experienced a **decline** in fundraising, **28%** report an **increase**. Other have not experienced an impact.
- **42%** of respondents have launched an **emergency or special appeal**, while **45%** have not. Others are considering launching one.
- **44%** of respondents report that **unrestricted funding** has mostly remained the same during COVID-19, while **38%** report a decrease. **18%** report an increase.
- **21%** of respondents have held an **online fundraising event**, while **46%** have not. Others are considering hosting one.

### Primary Sources of Support

When asked about their primary sources of support amid the pandemic, respondents most frequently cited **current donors and stakeholders**, followed by **major donors**.

### Primary Engagement Tactics

**Personal calls** to major donors were the most frequently cited tactic for engaging and cultivating donors amid the pandemic, followed by **social media campaigns**.