



COVID-19 Resources for Texas Museums

Welcome!

The webinar will begin at 10:00 a.m. CT.

While you wait:

1. Download a PDF of the slides under the “Handouts” tab of your control bar.
2. Confirm that your speakers are turned on and your audio is working by doing a sound check in the “Audio” tab of the control bar. Having problems? Exit and restart the webinar, or switch to “phone call” for a phone number and access code to hear the audio through your telephone.

The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources

www.thc.texas.gov/museum-services

On our webpage:

- Webinars
- Workshops
- Grants and Fundraising
- Helpful Resources
- Connect and Learn

Laura Casey

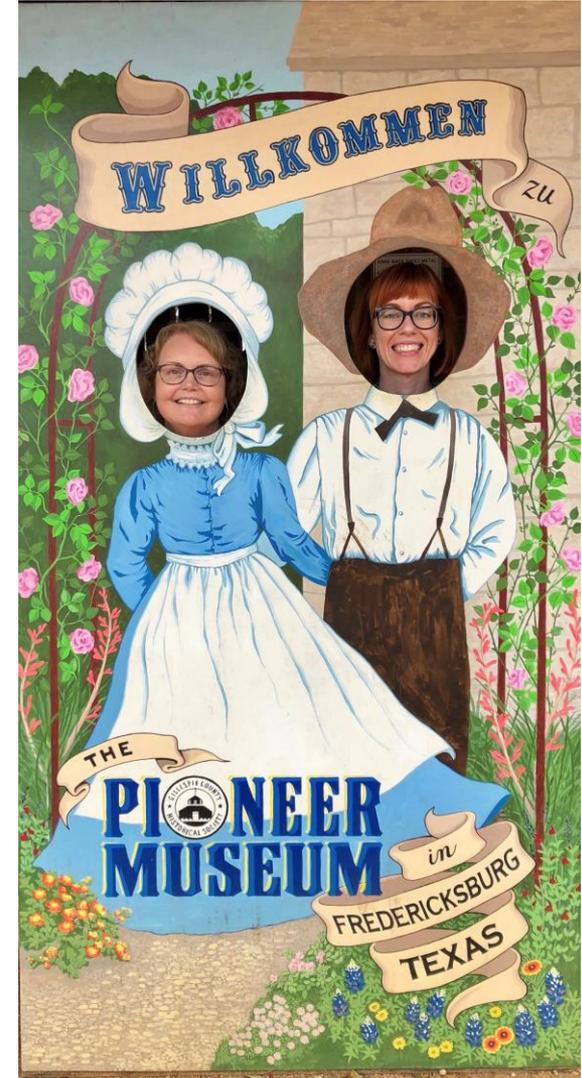
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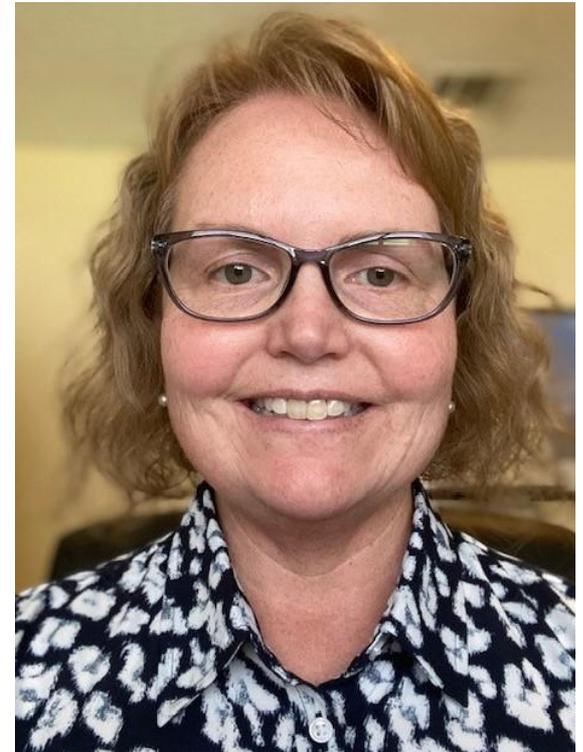
- **Organizational Practices: A Digital Repository's Perspective**
 - Wednesday, April 22, 10:00 a.m. CT
- **Museums and Millennials: Tips for Successful Engagement**
 - Wednesday, April 29, 10:00 a.m. CT

Upcoming Free COVID-19 Webinars

www.thc.texas.gov/museumconnections

- Deriving Value from Collections in a Time of COVID-19 —SAA, April 7, 2:00 p.m. CT
- Supporting Each Other in Uncertain Times—AAM Ed-Com, April 8, 12:00 p.m. CT
- Working with Children When We Reopen—NEMA, April 8, 1:00 p.m. CT
- How to Craft Meaningful & Mindful Digital Content in the Age of Coronavirus—Cuseum, April 8, 1:00 p.m. CT
- Structural Weaknesses Exposed by COVID-19—AASLH, April 8, 2:00 p.m. CT
- How the CARES Act Supports the Arts Sector—Americans for the Arts, April 8, 2:00 p.m. CT
- Finding Support: Cultural Programming in Challenging Times—ICSC, April 9, 7:00 a.m. CT
- COVID-19 Concerns in Grantseeking —Foundant, April 9, 1:00 p.m. CT
- How to Create Online Exhibits, April 9, 1:00 p.m. CT
- Engaging While Closed: Technology Techniques—APGA, April 9, 2:30 p.m. CT
- Coronavirus & Museums: Impact, Innovations, & Planning for Post-Crisis—ICOM, April 10, 7:00 a.m. CT
- Empathetic Audience Engagement During a Crisis—AASLH, April 10, 2:00 p.m. CT
- Leading Accessible Virtual Programs—Chicago Cultural Accessibility Consortium, April 10, 2:00 p.m. CT

Anjali Zutshi, Eric Lupfer, Laura Casey





Fundraising During Times of
Crisis – the COVID-19 Epidemic

Welcome!

About the Friends of the Texas Historical Commission

About the participants

- Poll – Who do you represent
- Poll – What role do you play in your organization
- Poll – What are you stressing out about the most?

What we will share today:

- Some lessons from previous crises – what is same and what is different?
- How does the current situation impact development and fundraising
- Some simple but critical steps to continue being effective as we find our way through this new “normal”

Charitable giving following times of crises/disasters

- Americans are incredibly generous following crises/disasters
 - 2/3 of Americans give following a domestic disaster or crisis
 - 1/3 give for international relief and recovery
- Historical data on recessionary giving - The Great Recession of 2008
 - Drop in giving – 7.2 % in 2008, 8% in 2009
 - Different subsectors react differently
 - Arts – normal years growth ~6%; during the recession, dropped 9%
 - HHS sector sees an increase during recessions



“We did put aside money for a rainy day, but we were thinking less torrential downpour and more scattered showers with a chance of some sunshine.”

Past Crises/Disasters

- 9/11 – an attack; a point in time event, with repercussions
 - Economic impact; policy changes
- Natural disasters
 - A start and an end; geographic focus; not everyone is equally impacted; recovery starts right after the disaster
- Continued income, continued giving

The COVID-19 Pandemic

- Isolation and self quarantine
- The “Coronavirus recession”
- Sudden economic shock – the current economic downturn is due to external influences rather than internal economic speculations
- Several unknowns
 - When the “hibernation” will stop and when we can go back to close-to-normal economic behavior
 - What will that mean for charitable giving – best case and worst-case scenarios

Impacts on Non-profits

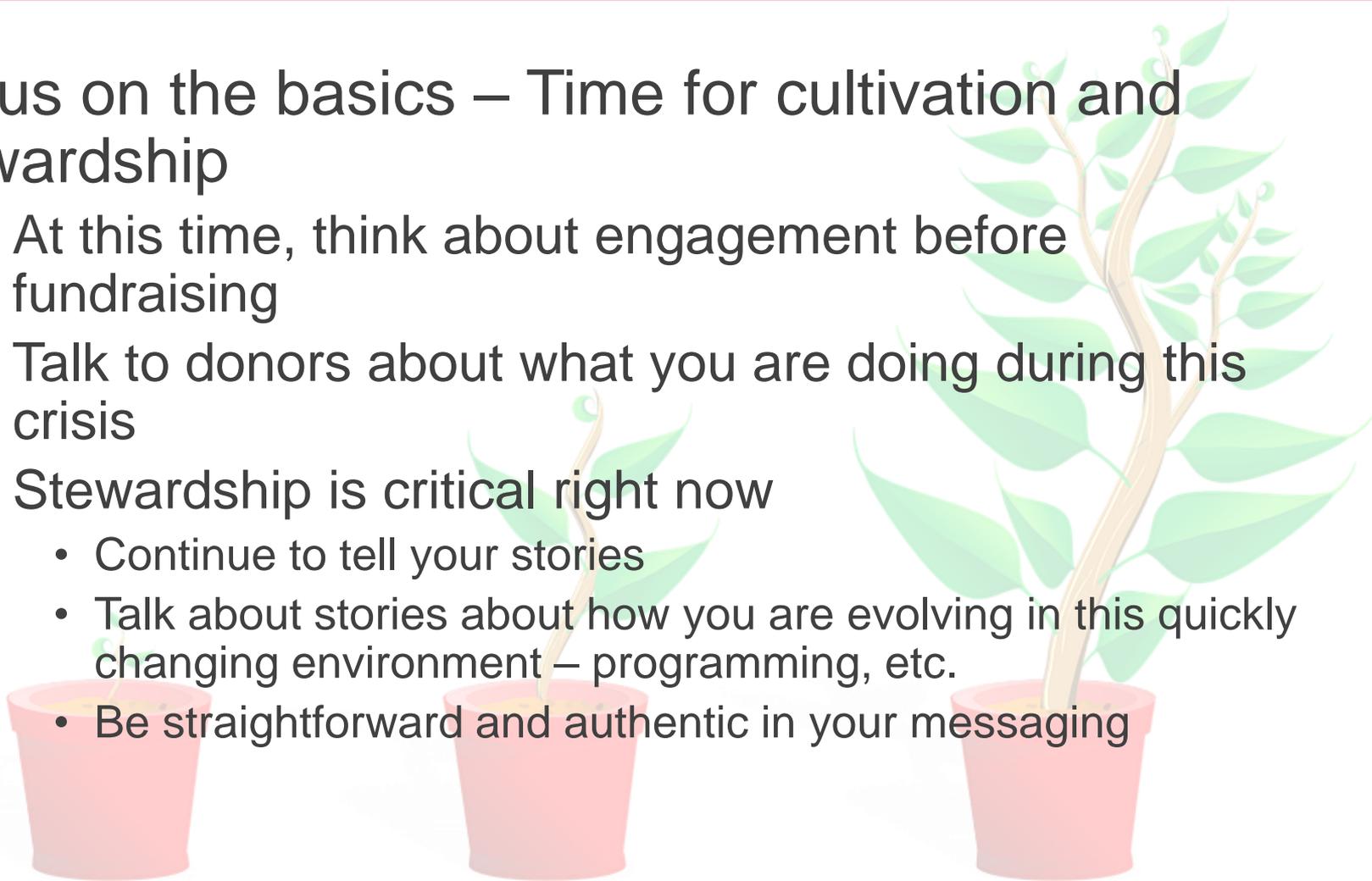
- Isolation and self quarantine means changes in economic behavior
 - Less spending, less giving
- Loss of personal contact with constituents/clients and donors/members – may mean loss of visibility, and decrease in revenues
- Orgs not on the “frontlines” more negatively impacted

Focus on the basics - Communications

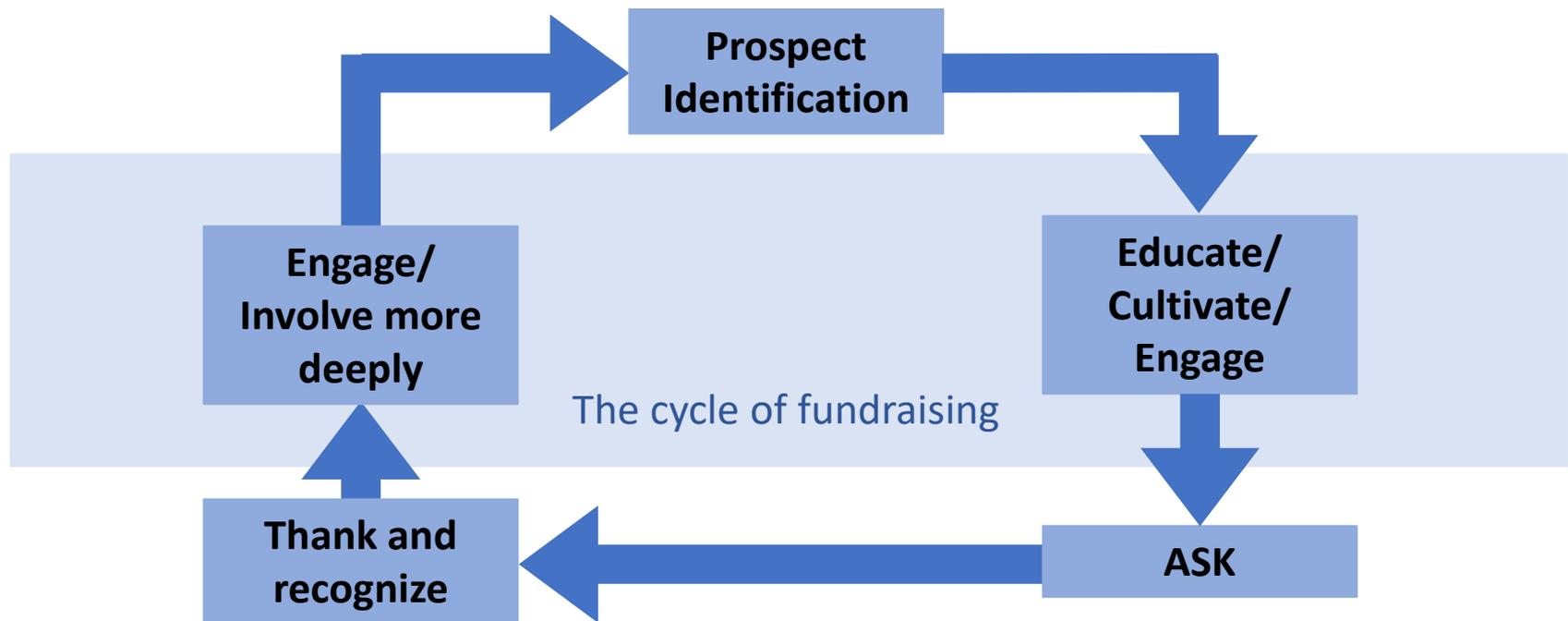
- Do not go dark - your donors and your constituents/clients want to hear from you
 - Continue your communications and outreach – newsletters, etc.
 - Personal correspondence
- Critical - In all your communications, lead with a message of empathy
 - Messaging is key – acknowledge the situation
 - Your donors are in the same situation as you are – make sure you are understanding of how they might be impacted
 - Use social media, but be sensitive
 - Provide “insider” updates on your programs

Focus on the basics – Time for cultivation and stewardship

- At this time, think about engagement before fundraising
- Talk to donors about what you are doing during this crisis
- Stewardship is critical right now
 - Continue to tell your stories
 - Talk about stories about how you are evolving in this quickly changing environment – programming, etc.
 - Be straightforward and authentic in your messaging



Focus on the basics – Time for cultivation and stewardship



Focus on the basics – Should we be asking for gifts right now?

- Understand your funding sources
- \$427 billion (2018) in philanthropy
 - 18% foundations
 - 5% corporations
 - 68% individuals
 - 9% bequests
- Foundations will continue to support their priorities
- Corporations will decrease giving
- Public funding will increase during this crisis
- Earned income will likely decrease



Focus on the basics – Should we be asking for gifts right now?

- You know your donors best
- People will not stop giving – they will give less, and to fewer organizations
- Do not stop your fundraising efforts – change how you ask (empathy, thoughtfulness)
- Prepare to be creative and nimble
- Check in with your donor first – respectfully ask for permission to follow up on/continue the conversation
- Follow their lead – don't assume a “no”
- Remember, people give if they are asked

Focus on the basics – Adapt your programs to the “New Normal”

- Explore the possibility of moving some of your programs online
- Combine informal tours with some formal instruction for students and/or adults (per your audience)
- Include a “Give now” or “Support as you can” button with your programming – build empathy in your messaging
- “We are continuing to provide our services....”
- Build a case for bringing cultural content to people in their homes

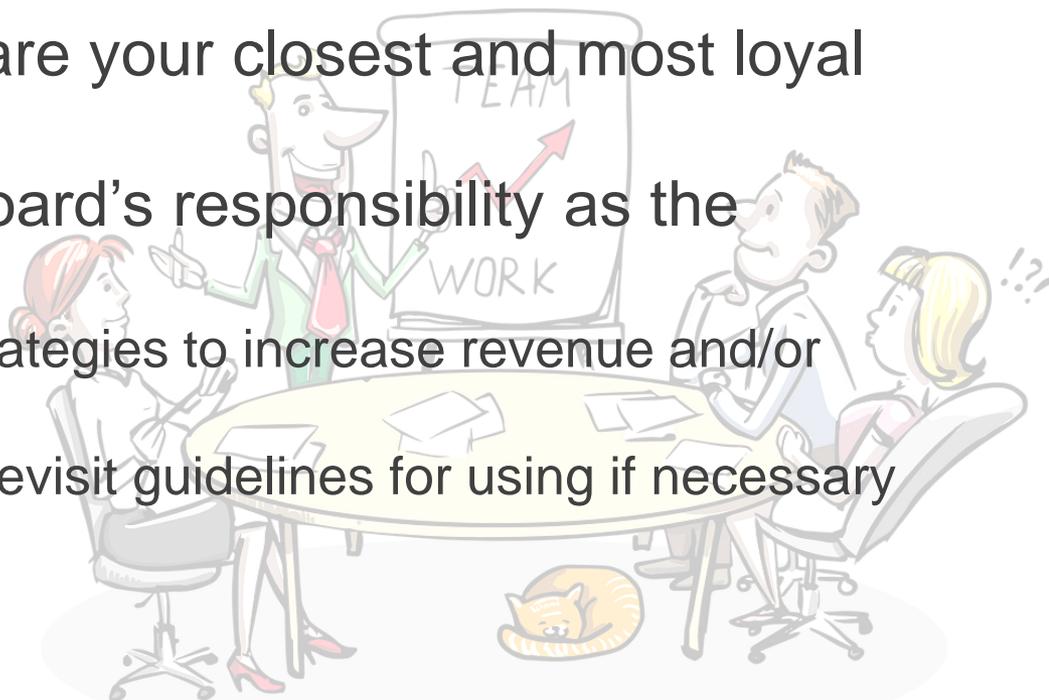
Focus on the basics – Take time to plan and prioritize

- Now is the time to step back and take stock – reaffirm your mission and values
- Make sure your programs align with your mission
- What is your unique selling proposition?
- Prioritize and scale back if necessary



Focus on the basics – Engage your leadership

- Engage your leadership (Board, advisors) in the process (of planning, prioritizing, cultivation, and stewardship)
- Your Board members are your closest and most loyal donors
- Double down on the board's responsibility as the fiduciaries
 - Discuss budget and strategies to increase revenue and/or trim costs
 - Discuss reserves and revisit guidelines for using if necessary
- Explore partnerships



Immediate Resources – The Coronavirus Aid, Relief, and Economic Security (CARES) Act

- Paycheck Protection Program – Emergency Small Business Loans (Section 1102)
- Emergency Economic Injury Disaster Loans (EIDLs) and Grants (Section 1110)
- Emergency Unemployment Relief for Govt. Entities and Nonprofits (Section 2103)
- Charitable Giving Incentives (section 2204-2205)
 - Partial above-the-line Charitable Deduction for individual donors
 - Cap lifted on annual contributions for those who itemize
(Please consult your tax advisor for details the fine print)

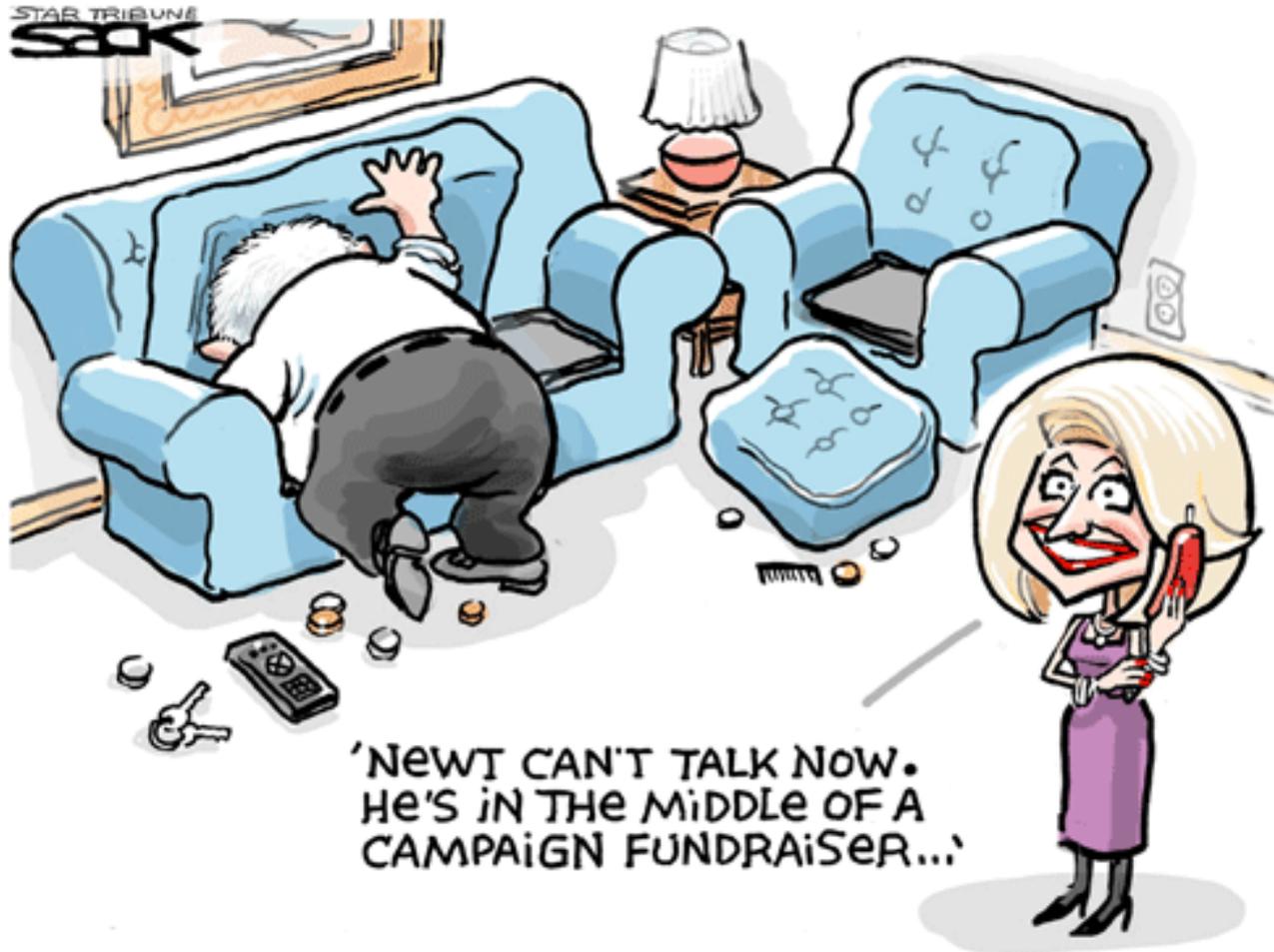
Immediate Resources – The CARES Act Funding for Museums and the Arts

- Three sections provide a total of \$200 million
 - Institute of Museum and Library Services (IMLS) – \$50M
 - National Endowment for the Arts (NEA) – \$75M
 - National Endowment for the Humanities (NEH) – \$75M
- All three agencies authorized to provide direct grants to support museum operations
- Funds are flexible
- No matching requirements

In Closing.....

- Maintain Communications – lead with empathy and thoughtfulness
- Engage and involve – strengthen relationships with your donors, and be creative in doing so
- Don't stop fundraising – if you don't ask, nothing happens
- Partnerships and shared fundraising opportunities
- Do not be afraid







thank you!

Humanities Texas Programs and Resources



**COVID-19 Resources for
Texas Museums Webinar**

April 7, 2020

Overview

- ▶ About Humanities Texas
- ▶ CARES Act funding update
- ▶ What you can do now
- ▶ HTX grants that are currently available
- ▶ How to keep in touch

About Humanities Texas

- ▶ Private nonprofit, with headquarters in Austin
- ▶ Statewide board of directors
- ▶ State affiliate of the NEH, just as the Texas Commission on the arts is the state affiliate of NEA
- ▶ Mission: to promote the humanities throughout Texas

Humanities Texas core programs

- ▶ Teacher professional development programs
- ▶ Traveling exhibitions
- ▶ Grants
- ▶ Awards
- ▶ *Texas Originals*
- ▶ History Harvests
- ▶ Texas Storytime
- ▶ Veterans' Voices

The “regular” HTX grants program

Goal: To provide financial support to nonprofit organizations and institutions for humanities programs aimed at public audiences.

Grants require 1:1 matching and are limited to program costs. HTX funding may not cover operating expenses.

HTX awards approximately 150 grants per year totaling \$250K. Grants range from \$750-\$10K.

Eligibility

Humanities Texas awards grants to:

- ▶ Public and private nonprofit organizations
- ▶ Institutions of higher education
- ▶ State and local governmental entities
- ▶ Institutions of the federal government
- ▶ Federally recognized Indian tribal governments

CARES Act funding update

- ▶ NEH and NEA each received \$75M. IMLS received \$50M.
- ▶ HTX will receive funds from NEH's allocation to distribute to Texas cultural and educational institutions.
- ▶ CARES Act funds may cover operational and programming costs. Matching waived.

CARES Act funding update

- ▶ HTX is still awaiting final guidelines for administering grants using CARES Act funds.
- ▶ Will announce a special RFP and invite applications as soon as possible.
- ▶ We will focus on reviewing applications quickly and distributing funds as soon as we can.

What you can do now

- ▶ Sign up for the HTX e-newsletter
- ▶ Follow HTX on Facebook, Twitter, and/or Instagram
- ▶ Register for SAM
- ▶ Apply through our regular grants program for immediate programming needs

HTX grants currently available

- ▶ Mini-grants
- ▶ Major grants
 - ▶ Community Project Grants
 - ▶ Media Project Grants

Examples of eligible programs

- ▶ Lectures
- ▶ Panel discussions
- ▶ Conferences
- ▶ Teacher institutes and workshops
- ▶ Exhibitions
- ▶ Reading and film discussion groups
- ▶ Radio, television, and film programming
- ▶ Interactive media

Examples of eligible programs

- ▶ Development and execution of online programming (e.g., digital storytime, virtual tours, online lectures)
- ▶ Development of online resources (e.g., curriculum materials, virtual exhibitions)
- ▶ Consultation: how do I serve my audiences remotely?

How to apply?

- ▶ Read the guidelines
- ▶ Phone or email HTx staff
- ▶ Research other funded projects
- ▶ Submit a draft application for consideration

All materials available online

When to apply: mini-grants

- ▶ Application deadline is rolling, but apply at least *five to six weeks* before you need the funding.
- ▶ Decisions made within ten business days.

Give yourself ample time for promotion!

When to apply: major grants

Spring deadline: March 15
(for projects beginning July 1)

Fall deadline: September 15
(for projects beginning Jan 1)

Plan ahead!

Howell Texas History RFP

- ▶ For instructional materials with statewide appeal focused on Texas history.
- ▶ Application deadline: September 15

Summing up

- ▶ HTX “regular” grants are currently available. These require a 1:1 match and may be used only for programming. See handout for a more complete description of the program.
- ▶ HTX CARES Act grants will *soon* be available. These may cover operational expenses and won’t require a match. We will announce our special grant line and invite applications as soon as possible.

Reminder: Register with SAM

- ▶ Be sure to register with the System for Award Management.
- ▶ If you have already registered, check to ensure that your registration is current.

<https://www.sam.gov/SAM/>

How to keep in touch

- ▶ Subscribe to the HTX e-newsletter
- ▶ Follow HTX on Facebook, Twitter, or Instagram
- ▶ Review grant opportunities on NEH website
- ▶ Follow the NEH programs you're interested in on social media

How to keep in touch

www.humanitiestexas.org

grants@humanitiestexas.org

512.440.1991

Laura and Emily



www.thc.texas.gov/museum-services

Workshops



Webinars



FREE WEBINAR:
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DIGITAL
REPOSITORY'S
PERSPECTIVE

Wednesday, April 22
10:00 a.m CT
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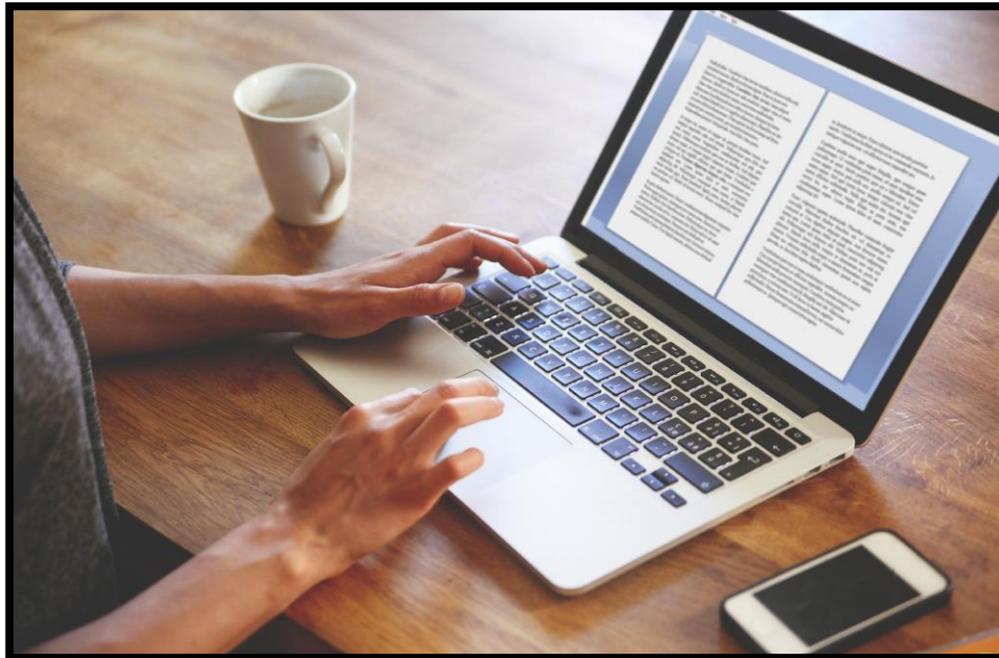
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Resources

- Grants and fundraising
- Helpful resources
- Connect and learn

Communications

- E-news bulletin
- Webinars
- THC Atlas



Consultations

Schedule initial call today

Interpretive writing

Exhibits Education

Volunteers Collections care

Context of COVID-19

Help set priorities

Brainstorm projects

Proof grant application

Core documents

CARES Act resources



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CARES Act

Paycheck Protection Program (PPP)

- Forgivable loan
- Nonprofits with 500 or fewer employees
- Incentive to keep workers on payroll for 8 weeks
- Loans are through banks not SBA
- April 3rd/April 10th
- Program is open until June 30th

CARES Act

- Economic Injury Disaster Loans (EIDL)
- Charitable Giving Incentives
- Employee Retention Payroll Tax Credit

[Independent Sector](#)

[National Council of Nonprofits](#)

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