



# 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](http://www.thc.texas.gov/museum-services)

On our webpage:

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

Laura Casey

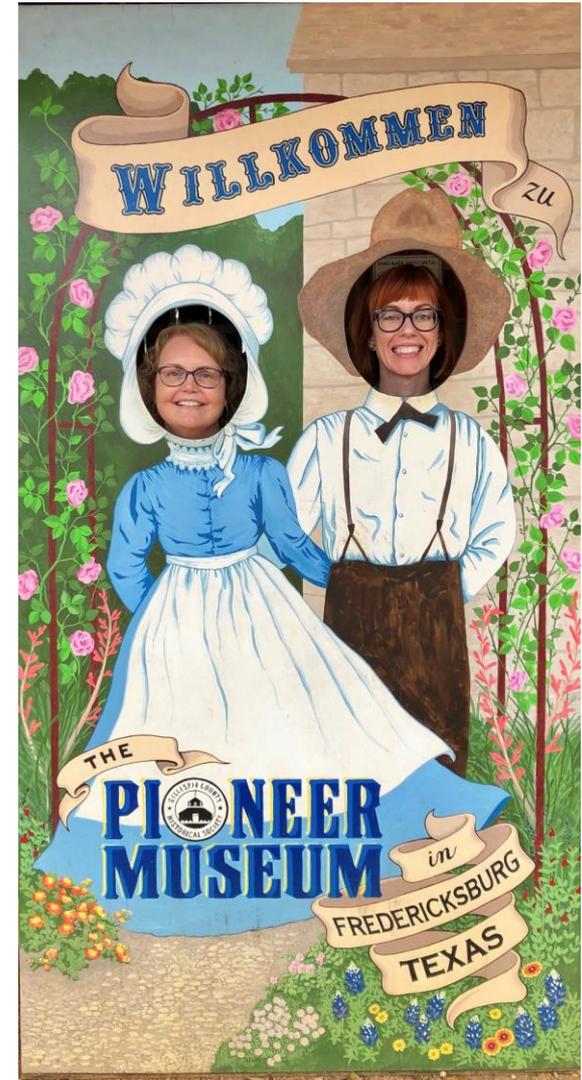
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[www.thc.texas.gov/museumwebinars](http://www.thc.texas.gov/museumwebinars)

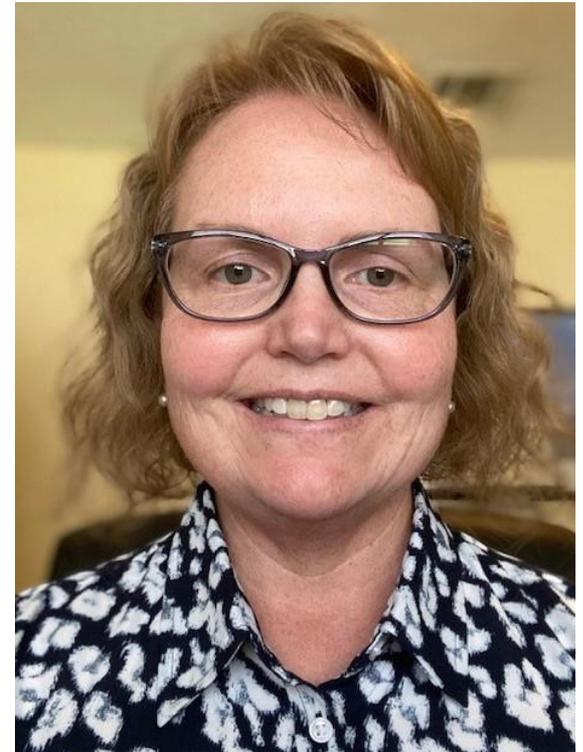
- **Organizational Practices: A Digital Repository's Perspective**
  - Wednesday, April 22, 10:00 a.m. CT
- **Museums and Millennials: Tips for Successful Engagement**
  - Wednesday, April 29, 10:00 a.m. CT

## Upcoming Free COVID-19 Webinars

[www.thc.texas.gov/museumconnections](http://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

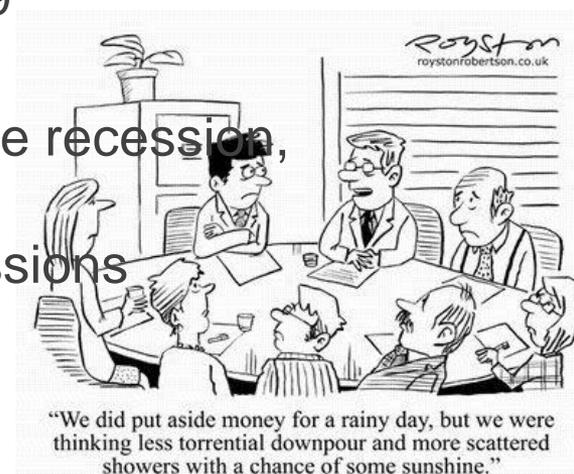
- Poll – Who do you represent
- Poll – What role do you play in your organization
- Poll – What are you stressing out about the most?

## 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



## 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

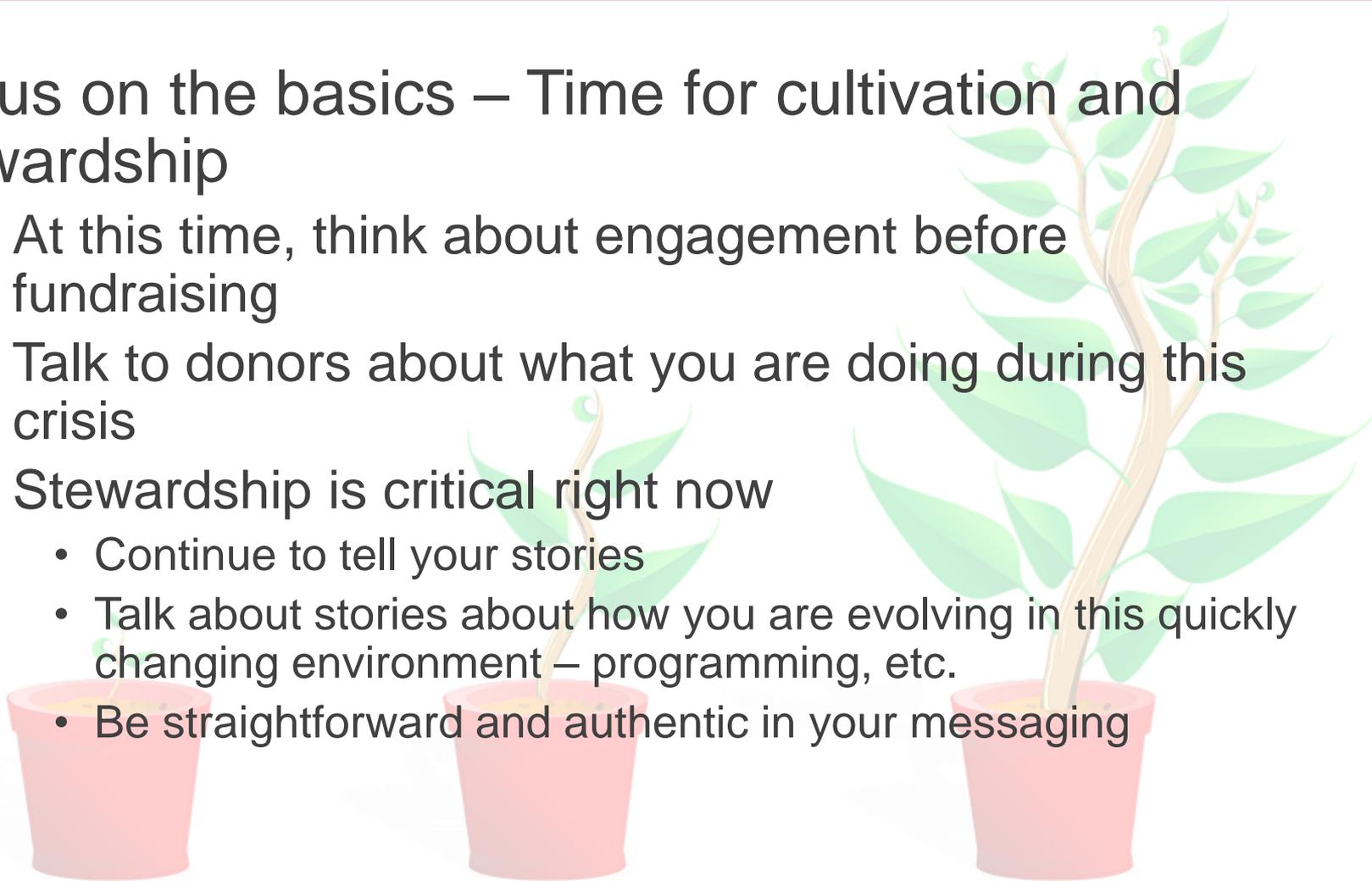
- Isolation and self quarantine means changes in economic behavior
  - Less spending, less giving
- Loss of personal contact with constituents/clients and donors/members – may mean loss of visibility, and decrease in revenues
- Orgs not on the “frontlines” more negatively impacted

## Focus on the basics - Communications

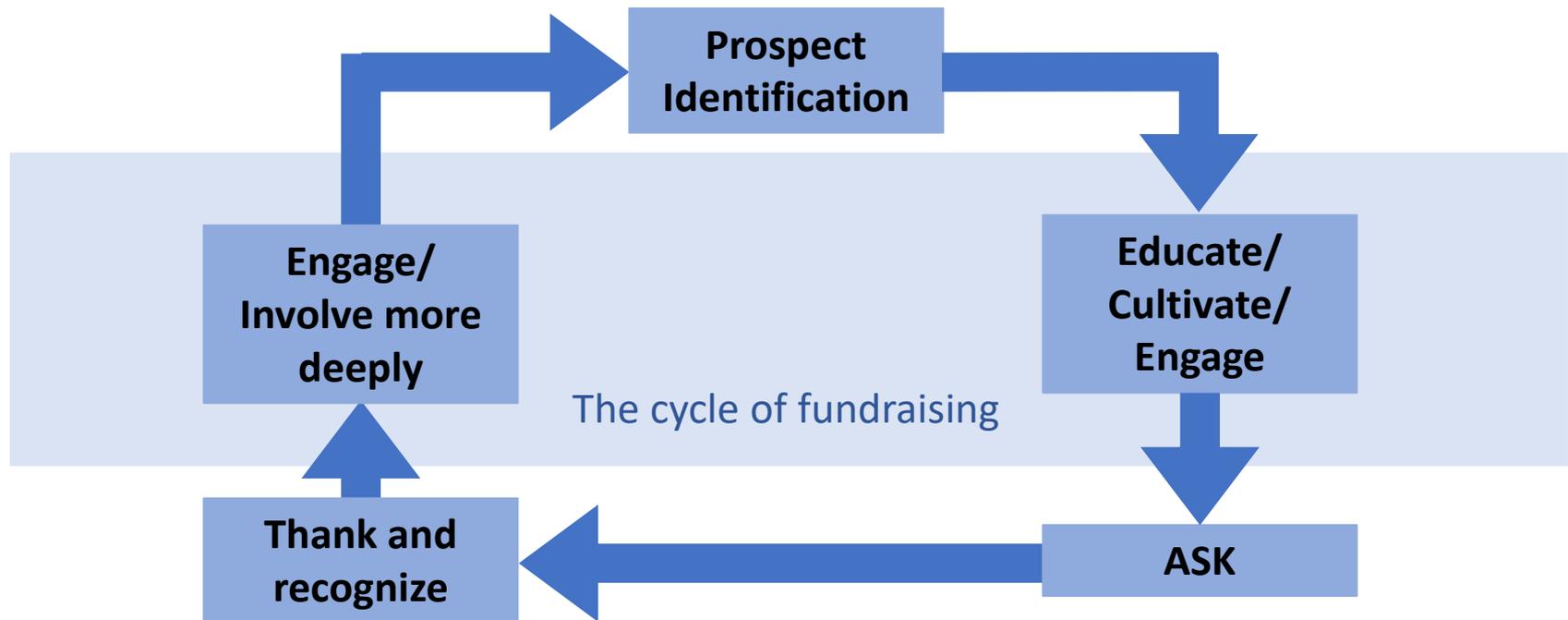
- Do not go dark - your donors and your constituents/clients want to hear from you
  - Continue your communications and outreach – newsletters, etc.
  - Personal correspondence
- Critical - In all your communications, lead with a message of empathy
  - Messaging is key – acknowledge the situation
  - 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

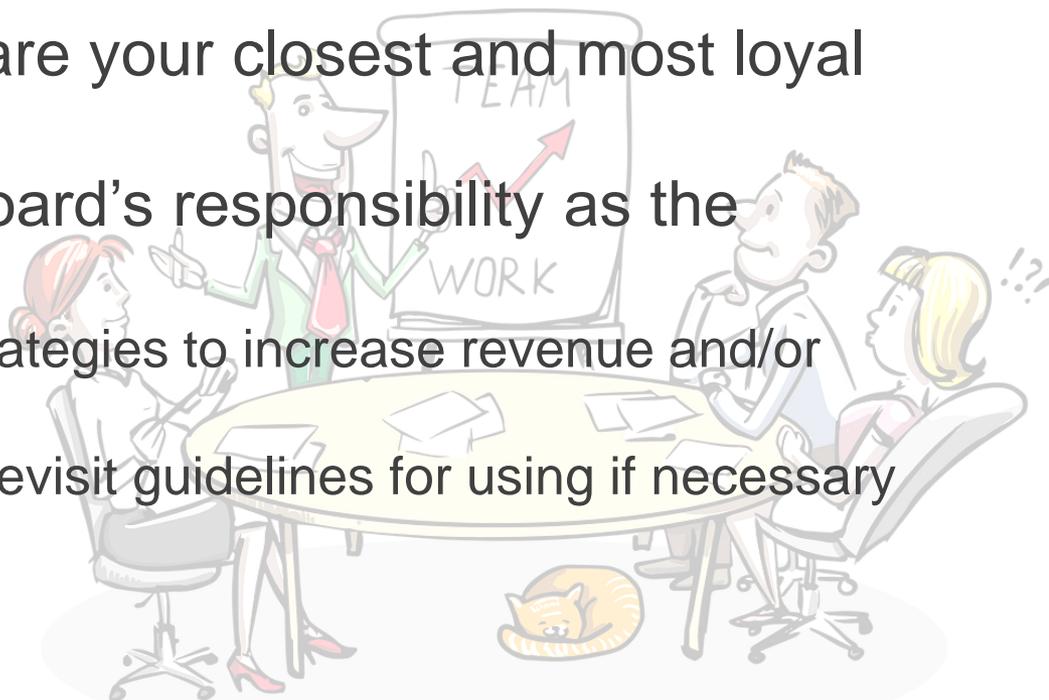
## Focus on the basics – Take time to plan and prioritize

- 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

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- ▶ 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

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- ▶ 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

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

# The “regular” HTX grants program

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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

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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

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- ▶ 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

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- ▶ 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

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- ▶ 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

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

# Examples of eligible programs

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- ▶ 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

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- ▶ 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?

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- ▶ 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

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- ▶ 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

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

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

***Plan ahead!***

# Howell Texas History RFP

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

# Summing up

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- ▶ 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

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- ▶ 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

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- ▶ 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

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**[www.humanitiestexas.org](http://www.humanitiestexas.org)**

**[grants@humanitiestexas.org](mailto:grants@humanitiestexas.org)**

**512.440.1991**

## Laura and Emily



[www.thc.texas.gov/museum-services](http://www.thc.texas.gov/museum-services)

## Workshops



## Webinars



**FREE WEBINAR:  
ORGANIZATIONAL  
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DIGITAL  
REPOSITORY'S  
PERSPECTIVE**

**Wednesday, April 22  
10:00 a.m CT  
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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 3<sup>rd</sup>/April 10<sup>th</sup>
- Program is open until June 30<sup>th</sup>

## **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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