

Kathy's House Raises More Than 150% of Their Operating Support Goal, Even During COVID-19



The Situation

Due to the COVID-19 pandemic, Kathy's House reluctantly canceled its annual spring gala, its largest fundraiser. This event alone generated nearly 20% of the total annual operating budget.

Knowing the dire impact this could have on the organization's bottom line, we quickly worked with the Kathy's House staff to proactively respond to this crisis by helping them develop the "Critical Operations Campaign."

A targeted, comprehensive communications strategy including urgent, time-sensitive, compelling messaging to current donors and new prospects was key to the campaign's success.

"McDonald Schaefer played an instrumental role to help us reach and surpass our Critical Operations Campaign goal. Without hesitation, they pivoted from leading our capital campaign to our urgent operational giving. They worked with our staff and provided innovative ideas for a comprehensive strategy about how to talk to our donors and the community during a very chaotic time. They made us feel like 'we are in this with you' – giving us the latest research and best practice expertise to stay the course, establish a successful cadence and ultimately remain viable during a time of great uncertainty."

– Patty Metropulos, President and CEO, Kathy's House



The Results

Kathy's House raised \$200,000 surpassing their goal of \$130,000 by \$70,000 in just three months!

282 donors gave a gift; 40% were new donors!

26% of donors gave \$500 or more – including the largest gift of \$25,000!



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