FUNDRAISING OPPORTUNITIES IN TIMES OF CHANGE
AGENDA

✓ What to do if you’ve had to cancel/postpone a special event?
✓ Virtually connecting with donors
✓ Fund development projects to tackle now!
“First things first” during times of crisis:

1. Self Care
2. Donor Care
3. Organization Care
PREP YOUR COVID-19 STORY

What are you experiencing?

- First-degree impact
- Second-degree impact
- Decreased interactions
- Increased customization
LESSONS LEARNED

What have we learned from other times of national crisis?
LET THE DONOR DECIDE
CANCELLED EVENT

In order to recoup lost revenue,

I will commit to...

Attendee lists – goals – contact
Virtual event
Refund...AND Donate

“Close the Gap”
Special appeal
Commit to Major Gifts/Planned Giving
POSTPONING AN EVENT

Determining Factors: IF/THEN

- Is event between now and May 31?
- Availability - new dates/locations...& contingency plan
- Revenue assessment and goal setting
MOVING PLAN TO ACTION

- Choose action steps that work for your organization by March 15
- Map out plan on calendar with deadlines to accomplish each action step by April 30
VIRTUAL EVENT

Questions to ask:
- Purpose of event
- Audience
- Event software

Platforms to consider:
- Snowball
- Double the Donation
- Salsa
- Fonteva
- DonorSearch
- OneCause
- Qgiv
- Fundly CRM
- Hootsuite

people | fundraising | strategy
WHAT DOES “HEALTHY” LOOK LIKE?

Donor acquisition
General cultivation
Special events
Mid level gifts
Major gifts
Planned gifts
Capital gifts
IS YOUR NEED DIRE?

IF you’re being harmed by COVID-19, or the economic impact, share this with your donors!

Donors love to fund current, acute needs.
TO DO, RIGHT NOW

✓ Acquisition
✓ Traditional works!
✓ Engage
✓ DAF’s
COMMUNICATE

Pick up the phone, already!
Make sure you engage female philanthropists in a meaningful way.
SHIFTING RESTRICTED FUNDS

Only 20% of nonprofit funding in the United States is unrestricted!!!!!!!
81% of nonprofit leaders say access to capital is their biggest challenge.
SOLUTION?

- Contact your funders
- Commit to diversified revenue streams
DEVELOPMENT PROJECTS

- Research donors
- Donor portfolios
- Donor database
- Program knowledge
- Website
- Personal notes
- Video contact
MOVING PLAN TO ACTION

Set goals:
✓ How many contacts per day/per week? Phone or video?
✓ How many projects to complete by when?

Mix of donor interaction and project work
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