

FUNDRAISING IN THE TIME OF COVID19



FUNDRAISING PLANNING

- Revise development plans now - aim for 8 weeks, 90 days, 6 months
- Maslow's hierarchy of needs will take precedence - take stock of needs and wants
- Create a plan to manage staffing now - mail, gift entry, data entry clean-up
- Embrace technology - make sure online giving is up and running
- This is the time for retention of donors, not acquisition



DEVELOP AN ENGAGEMENT PLAN

- Stewardship is essential - gifts in action communication should be forefront
- Be as transparent as possible about what you are facing
- Share how you are being nimble and what program pivots looks like
- Build community through online platforms



EVENTS AND GRANTS

- Consider "unevents" or virtual gatherings
- Ask donors to convert cancelled event tickets as gifts
- Ask corporate & foundation donors to revise sponsorships as unrestricted gifts
- Look to your local foundations and anyone you have been gotten support from in the past for emergency funding
- Request variances and open-up restricted gifts