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FUNDRAISING ACTIONS YOU CAN TAKE

DURING THE COVID-19 PANDEMIC



I. REMEMBER YOUR MISSION KNOWS NO DAY OFF

Fundraising must continue. If you find yourself or others with doubts, ask, "Is this mission still vital?" Or even, "Is our mission more critical than ever?" We suspect that the answer remains yes.

II. EQUIP YOUR LEADERSHIP WITH INDUSTRY DATA

It is human nature to fill a data vacuum with other narratives -- and those alternate storylines can often be emotionally charged. Arm yourself with industry data to guide your efforts and decision-making.



III. DO NOT ASSUME TO KNOW ANY DONOR'S SITUATION

During both times of calm and times of crisis, we should not make assumptions about any donor's situation. Rely on data and your conversations to understand each donor's unique scenario.

IV. TARGET DONORS WHO MAY HAVE HEIGHTENED INTEREST

Do not back away from another tenet that also rings true outside times of crisis: target and segment those donors who may feel particularly compelled by your circumstances or emerging needs.



V. IDENTIFY COUNTERCYCLICAL DONORS, INCLUDING GRANTMAKERS & DAF USERS

A counter-cyclical donor has the capacity, need, or desire to give despite or because of economic downturns. Now is the time to identify and connect with them to talk about your mission and case.

VI. MAINTAIN MOMENTUM WITH VIRTUAL SETTINGS AND EMPATHY

Be thoughtful as you prepare for virtual meetings. Make sure there is extra strategy and coaching in order to understand nonverbal cues and your readiness to guide the discussion or make an ask.



VII. SOCIALIZE PROGRESS AND VICTORIES INTERNALLY AND EXTERNALLY

An effort that frequently is forgotten during moments of crisis, make sure to demonstrate both internally and to your donors that there is forward progression. Illustrate that donors are interested in supporting you.