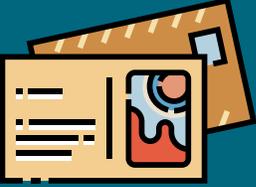


Boost Donor Engagement During Times of Uncertainty

Over the past two weeks our community, along with the world, has shifted; and today more than ever the nonprofit sector must not retreat but advance their missions. Below are some tips to help you develop a short-term communications plan to boost donor engagement during this time:

Create & Send a Series of Postcards

Most nonprofits have a stockpile of great photos that showcase their mission, but are never shared. Pull these treasures out and create a series of postcards on Vistaprint or another inexpensive website. Keep them generic on the back so you, or your Board members, can add handwritten special messages to your donors.



Write Extra Special Emails & Letters to Donors

Spend a little extra time writing and sending emails, or better yet, handwritten notes / letters to your donors and share how their gift impacts the people, animals, or community you serve. Ask your program staff to add a special story to demonstrate the impact philanthropy plays at your organization.



Place Updates on Your Website

Designate a special place on your website where your CEO/Executive Director can add brief updates and messages during this time. Drive individuals to this section as you send personalized emails, letters and postcards.



Embrace Technology

Find ways to incorporate video conferencing and virtual briefings from your CEO/Executive Director. Through your iPhone you can provide mission-impact stories, updates, and news from your nonprofit's perspective about the crisis.



Motivate Your Volunteer Leadership

Motivate your Board members by reminding them of how your organization and/or the philanthropic sector has weathered previous storms and been resilient in difficult times.



Above all else, show empathy and concern when talking with donors. Everyone has been impacted by COVID-19 in some way. Be donor centric and let donors know you value them and are concerned about their welfare. If appropriate, offer any resources that might be helpful to them.

We at Cramer & Associates have learned that it is those nonprofit organizations who stay the course and engage extensively with their donors and stakeholders during times of crisis that emerge successfully.

Cramer & Associates is a strategic fundraising and communications consulting firm, serving nonprofits, foundations & corporations for 30 years.