

REIMAGINING YOUR FUNDRAISING

Pivot Your Case to Inspire Generosity Today



THE 90-DAY FOCUS: WHAT NON-PROFITS ARE SAYING



Convert programs and services into a virtual experience

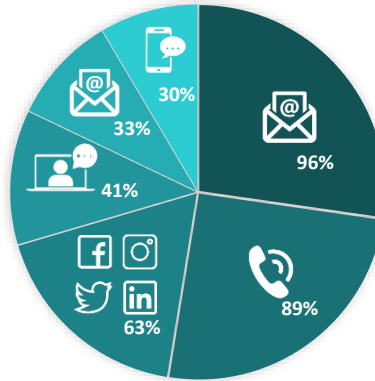


Have meaningful conversations with close supporters



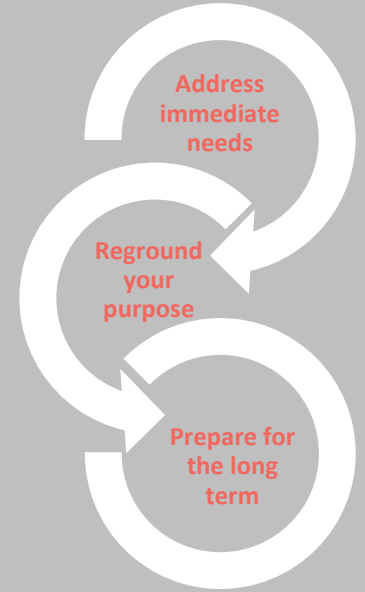
Meet existing and COVID-19 fundraising needs

HOW THAT TRANSLATES INTO DONOR CULTIVATION



THE PIVOT

Who you are
What you do
How you effect change
Why you need support
How much you need
When you need it



Your organization exists for a specific reason and your donors support you because of that reason.



Reasons For Support

- | Nonprofits directly responding to COVID-19 | Nonprofits disrupted by COVID-19 |
|--|--|
| <ul style="list-style-type: none">Your organization is on the front linesThere is an increase in the need for your servicesThe public need will soon outstrip your abilities | <ul style="list-style-type: none">Facing a loss due to an inability to operate as normalYour work is vital to the long-term health of your communityLooking ahead to a post-COVID-19 world |

CUSTOMIZED OUTREACH REMAINS CRITICAL:



Board Members



Lead Donors



Other Supporters

WHAT COMES NEXT?



Having pivoted to COVID-19 response, how do we begin to emerge out of the crisis case back to campaign case and new normal, particularly when COVID-19 is still top-of-mind?

The best-case scenario is that your COVID-19 response is not developed in a vacuum but is tied to your overall mission. If you can do that effectively, you will have the opportunity to pivot back to your normal case, as one is related to the other. In your COVID-19 response, focus on making sure that the immediate response conveys why your mission is so important in the long-term.



How would you suggest we approach donors who recently made a major gift?

The best approach will vary greatly depending on how – or if – the donor’s major gift relates to the COVID-19 response. It is important to consider the nature of your relationship with the donor, how long the donor was cultivated before confirming the gift, and what the gift was for. In all cases, the approach should be navigated through a conversation. Start the conversation with a check-in (“How are you?”) and lead with gratitude for what the donor has already contributed. Pay attention to the cues you are receiving from the donor. And be bold about exploring with the donor how additional philanthropy can impact what you need, build on where your organization has been, and transform where your organization is going.