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

Reasons For Support
- Nonprofits directly responding to COVID-19
  - Your organization is on the front lines
  - There is an increase in the need for your services
  - The public need will soon outstrip your abilities
- Nonprofits disrupted by COVID-19
  - Facing a loss due to an inability to operate as normal
  - Your work is vital to the long-term health of your community
  - Looking ahead to a post-COVID-19 world

MISSION
CURRENT FOCUS
YOUR SPECIFIC VALUE

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

Address immediate needs
Reground your purpose
Prepare for the long term

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

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.