

6 FUNDRAISING IDEAS IN THE TIME OF THE CORONAVIRUS

IDEA 1: SHOW YOUR DONORS YOU CARE

SEND YOUR DONORS A NOTE SHOWING YOUR EMPATHY. ASK FOR PRAYER REQUESTS. IN HARD HIT AREAS, TELL THEM THEY CAN SUSPEND MONTHLY DONATIONS IF NEEDED.

IDEA 2: APPEAL LANGUAGE

**ADD LANGUAGE TO YOUR APPEAL
ACKNOWLEDGING THE TIMES BUT
ASKING FOR SUPPORT. “WE ARE
LIVING IN CHALLENGING TIMES.
WITH THE CORONAVIRUS AND
OTHER CRISES AROUND THE
WORLD, WE NEED YOUR SUPPORT
MORE NOW THAN EVER.”**



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IDEA 3: KEEP DONORS INFORMED

THE CORONAVIRUS AND ECONOMIC INSTABILITY ARE OFTEN IMPACTING OUR BENEFICIARIES MORE THAN EVER. YOUR DONORS CARE — KEEP THEM INFORMED OF WHAT YOU'RE DOING TO HELP.



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IDEA 4: SHOW GRATITUDE

TELL YOUR DONORS HOW MUCH YOU APPRECIATE THEIR SUPPORT. SEND THEM A NOTE OF GRATITUDE. CALL DONORS. COMMUNICATE THANKFULNESS, ESPECIALLY AT A TIME LIKE RIGHT NOW.



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IDEA 5: GO VIRTUAL

CONVERT YOUR IN-PERSON FUNDRAISING EVENTS INTO VIRTUAL ONES. HOLD A VIRTUAL 5K OR GALA. USE AUCTIONS, SOCIAL FUNDRAISING, AND CHALLENGES.

IDEA 6: ENCOURAGE MONTHLY GIVING

MONTHLY GIVING IS RECESSION-RESISTANT. ENCOURAGE GIVERS TO BECOME SUSTAINERS. CALL MULTIPLE-SINGLE-GIFT DONORS AND ASK THEM TO CONVERT TO MONTHLY GIVING.



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