

FUNDRAISING DURING COVID-19

COMMUNICATING WITH YOUR SUPPORTERS

A best practice we recommend is to reach out and personally communicate with your top supporters and volunteers in the coming week with the goal of having a real-time phone conversation with each.

Recruit your board, staff, and volunteers to assist with this effort. Generate a list of individuals with home phone numbers and provide each person with a number of supporters to contact. Your CEO and Board President should be assigned to top supporters.

Have a call with recruited volunteers and staff to orient them to the assignment and objectives with each communication and provide training on the resources your organization has available. Every person with an assignment should be asked to complete a quick report indicating they made contact and noting any urgent information discovered.

COVID-19 Resources

We recommend that your organization develop the following resources and make them available to supporters online:

- Frequently Asked Questions
- Position Statement addressing how you are responding
- Contact options available during this time
- Organization needs and a list of ways to help

TALKING POINTS FOR PHONE CALLS

- Hello. I am [Name] from [Organization]. On behalf of [CEO] and the Board, I am just checking in on you and your family.
- First and foremost, how are you doing?
- Please know you are in our prayers during this challenging time of uncertainty...
- We want all of you to know we are constantly re-assessing our plans and taking appropriate measures stay true to our mission while keeping those we serve safe...
- Can we be of any help to you at this time?
- We will keep you updated in the days ahead and will let you know in what ways you can help [Our Organization] most...
- Inform donors and volunteers of resources available online [see sidebar]