



Fundraising in uncertain times



Tips for fundraising through uncertain times

- Be flexible. As we all know, right now things are changing rapidly. Make sure you and your team are flexible, communicating with each other and are open to approaching projects in a different way.
- Communicate with your donors. Just because many things are on hold, events are canceled and travel is restricted does not mean the work of your organization stops. Let your donors know that you are still hard at work in support of your mission. Highlight special stories that have come up in the past week or two. Do NOT do an active ask in this communication.
- Manage expectations. Fundraising is an essential part of any organization, but it is likely giving will be down overall in 2020. Manage that expectation with your boss and board members, but also try to be creative and think of new ways to increase revenue and to decrease expenses.
- Concentrate on renewing current donors. It will be very difficult to get new donors on board when the economy is unstable. Concentrate on renewing existing donors, starting with your most loyal donors first.
- Remember you can still contact donors via phone, text, video conference and email. Maintain relationships and let donors know what your organization is up to and that your athletes are still training and

Other fundraising resources:

- Bloomerang has compiled a library with articles and webinars about the current fundraising climate. [Access that library here.](#)
- Please feel free to share ideas, questions, things that have worked with me and I will keep the group posted.