

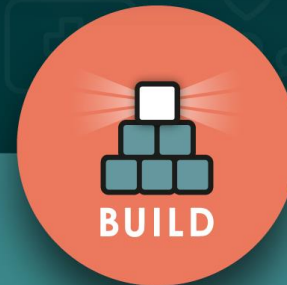
CELEBRATING

10 YEARS

— 2010-2020 —

Tips and Tricks - Fundraising from Home

Chris Steeves, Senior Consultant



GLOBAL
PHILANTHROPIC™
CANADA

Agenda

- ▶ Working from Home
- ▶ Video Meetings 101
- ▶ Managing from Home
- ▶ Technology to consider
- ▶ Lessons Learned
- ▶ Wrap up & Questions

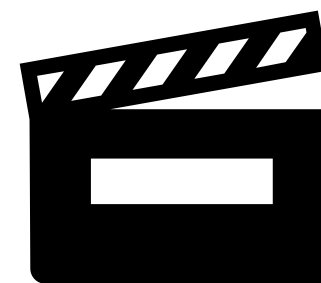
Working from Home

- ▶ Routine/schedule
- ▶ Workspace
- ▶ Homelife
- ▶ Take Charge
- ▶ Beat the isolation blues
- ▶ Set goals



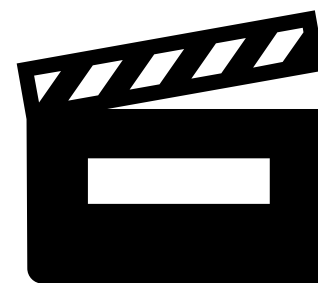
Video Meetings 101

- ▶ Lighting
- ▶ Clothing
- ▶ Camera Positioning
- ▶ Eye contact
- ▶ Posture
- ▶ Smile!



Video Meetings 201

- ▶ Security
- ▶ Background
- ▶ Quality (video & sound)
- ▶ Polling
- ▶ Training



Managing from Home

- ▶ Challenges:
- ▶ Lack of face-to-face
- ▶ Lack of access
- ▶ Loneliness
- ▶ Distractions



Managing from Home

- ▶ Tips:
- ▶ Re-establish structure and rules of engagement
- ▶ Communication options
- ▶ Social interactions
- ▶ Emotional support



Needed Technology

- ▶ **Video** – FB, Google Hangout, Skype, Zoom, GotoMeeting, Join.me
- ▶ **Messaging** – WhatsApp, Slack, Twist, Team
- ▶ **File-sharing** – Google Drive, DropBox, OneDrive





Lessons Learned

Don't

- Make Assumptions
 - Panic
 - Disappear
 - Cancel
-

Do

- Rally & Reach out
- Focus on Big 3
- Pivot & Amend
- Plan Ahead

Consider



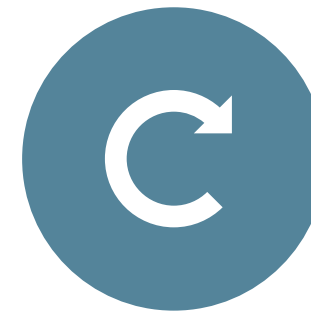
**CONNECT WITH
YOUR DONORS**



**SEND ONE
CARING MESSAGE**



THANK THEM



REFRESH

Resources

- ▶ [AFP COVID 19 Resource Guide](#)
- ▶ [Chronicles of Philanthropy \(subscription\)](#)
- ▶ [Apra: Resources to Help Navigate Work and Life Around COVID-19](#)
- ▶ [Imagine Canada COVID 19](#)

Future of Fundraising

12

- ▶ Data-driven
- ▶ Hyper personalized & segmented
- ▶ Micro behaviors are important
- ▶ Automation will help

Thank you



Chris Steeves

c.s@globalphilanthropic.ca

Twitter @steeveschris

Val Hoey

v.h@globalphilanthropic.ca

Twitter @Valerie_Hoey



GLOBAL
PHILANTHROPIC™
CANADA