Fundraising And Communications After A Tragedy: Finding Your New Normal

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#loveliketheboys
Key Things We Did and Learned

- How Gifts Are Being Used
- Transparency and Communication
- Help People Affected
- Love Like the Boys
- Videos on Social Media
How Gifts Are Being Used

- Planning and implementation of gifts
  - Award
  - Grants
  - Sustaining the Fund
- On-going communications with donors
Communication

- Communication
  - Staff
  - Community
  - Board
  - Donors
Help People Affected

• Staff
• Volunteers
• People in our programs
• People in the community
Dear Pittsburgh Hockey Community,

The entire hockey community was saddened with the tragic loss of two lifelong friends in Pittsburgh. Our thoughts and prayers go out to the families of the victims of this senseless act.

This week USA Hockey is bringing in honor to the ice in the memory of Cecil and David Rosenthal and for many, it will last a lifetime.

Two of the victims of that brutal act were brothers who were inseparable from the moment of their birth. Their spirits as they were always in unison. They were in essence.

We are proud to honor the annual Special Hockey Classic for coaches, parents, and fans.

Thanks for all of your support. The Pittsburgh community has shown that David and Cecil will forever be in our hearts.

Jim Smith
President
USA Hockey
A Trip to Hershey Park

First Grant Recipient of the
Cecil and David Rosenthal Memorial Fund

For Chris Brown

Achieva
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