





Virtual Coffee Connection 

Strategies for Uncertain Times

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STAY THE COURSE 

- Focus on Fundamentals
- Mission
- Relationships – Building Trust

“By continuing to fundraise and by showing your supporters genuine gratitude and engaging them, you will ensure that your organization is well positioned when normalcy returns.”

— Michael Rosen



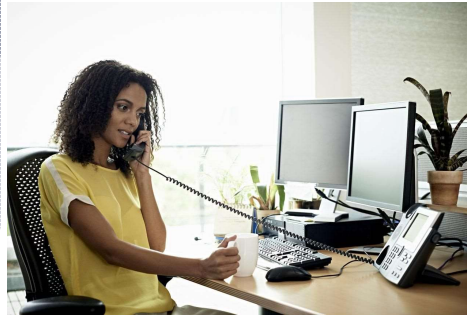
2

STAY IN TOUCH



Engage authentically with your top donors

- Key Messages
 - Express empathy
 - Be a RESOURCE
 - Communicate financial impact
- Personalized
- Shift to relationship cultivation and stewardship
- Ask your Board to help



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“...As society heals physically and psychologically, and economic conditions improve, you will be able to regain your development program’s footing more quickly, to the degree that you remain in contact with those who care about and support your organization.”

— David Coyne

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BE OPTIMISTIC



- Be Creative
- Be Flexible
- Be Ready to Pivot
- Stay Calm and Focused

Remember...we become what we believe.

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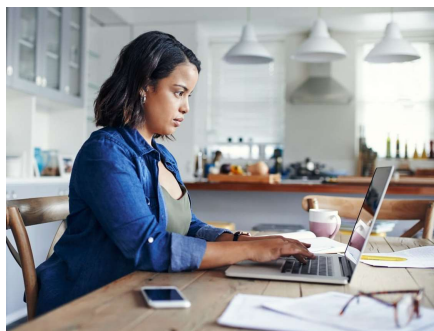
Other Strategies to Consider



- Donor Advised Funds
- IRA gifts
- Focus on mail and digital
 - Sooner rather than later
- Monthly giving
- Ask corporate event sponsors to reallocate gift as challenge
- Planned giving
- Board gifts
- Check off box
- Engage in new ways

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Make the most of your WFH time



- Plan now and be prepared to adapt
- Reviewing all messaging with “new lens”
 - Talking points for front line
- Use time to strengthen infrastructure
 - Policies & Procedures
 - Job descriptions
 - Prospect research
 - Professional development
 - Database maintenance
 - Workplans for future appeals/events/projects

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Fundraising Consulting and Coaching
**Advancement
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