Fundraising After A Tragedy: Finding Your New Normal

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Key Things We Did and Learned

- Help People Affected
- Transparency and Communication
- How Gifts Are Being Used
- 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
Source: Neil Ben Films
New Normal

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Thank you!

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