



# A FUNDRAISER'S COVID-19 CHECKLIST

## ASSESS YOUR FUNDRAISING PLAN NOW

- **The fundamentals of fundraising is the one thing that we can be certain of during this time of uncertainty.**  
*Invest your time in building a comprehensive fund development strategy around the practices of long-term sustainability and future growth.*
- **Fundraising is about building relationships.**  
*Evaluate the journey you take your donors on and the experiences you are providing them to connect more meaningfully with your organization.*

**Contact Community Impact Advisors if you need support with your fundraising strategy.**

### STEWARDSHIP & DONOR RELATIONS

- Are you connecting frequently with your donors, sharing impactful stories and asking for their support?
- Are you having transparent, honest conversations with your individual donors and grant funders about your needs & sustainability plans?
- Focus your efforts on your donor retention, not your donor acquisition now.
- Are your Thank You letters reflecting real-time language? (Good practice is to review these quarterly.)
- Have you said "Thank You" & expressed gratitude today?

### DIGITAL & SOCIAL

- Are you set-up for success with a fundraising CRM (Client Relationship Manager)?
- Do you have an online giving platform? Contact us for recommendations!
- Is your online acknowledgement letter reflecting real-time language?
- Are you providing valuable content on your platforms or just creating noise and appear tone-deaf?
- Are you sharing your story and sharing your "Why" through consistent communication and e-appeals to your constituents?

### BOARD ENGAGEMENT

- Ask to help you make calls to thank donors for their gifts, write thank you cards, or send thank you emails.
- Include their assistance with your fund development plan that reflects a comprehensive strategy with various revenue streams.
- Ask how they can personally help you now.
- Educate your Board on the critical importance fundraising plays in the health of your organization. Fundraising is a revenue source, not a cost center.
- Take them through the donor journey so they experience the joy of giving & see your value!

### SPECIAL EVENTS

- Assess your current events and determine whether you should "scrap" or "save" based on ROI.
- Are you being innovative and creative? Special Events will never look the same post COVID-19. Contact us for virtual platform recommendations!
- If postponing, ask sponsors to consider an additional gift of support to fund your mission.
- If cancelling, ask sponsors to consider turning their sponsorship into an outright donation to fund your mission.
- Are you keeping your constituents safe when planning for future events?