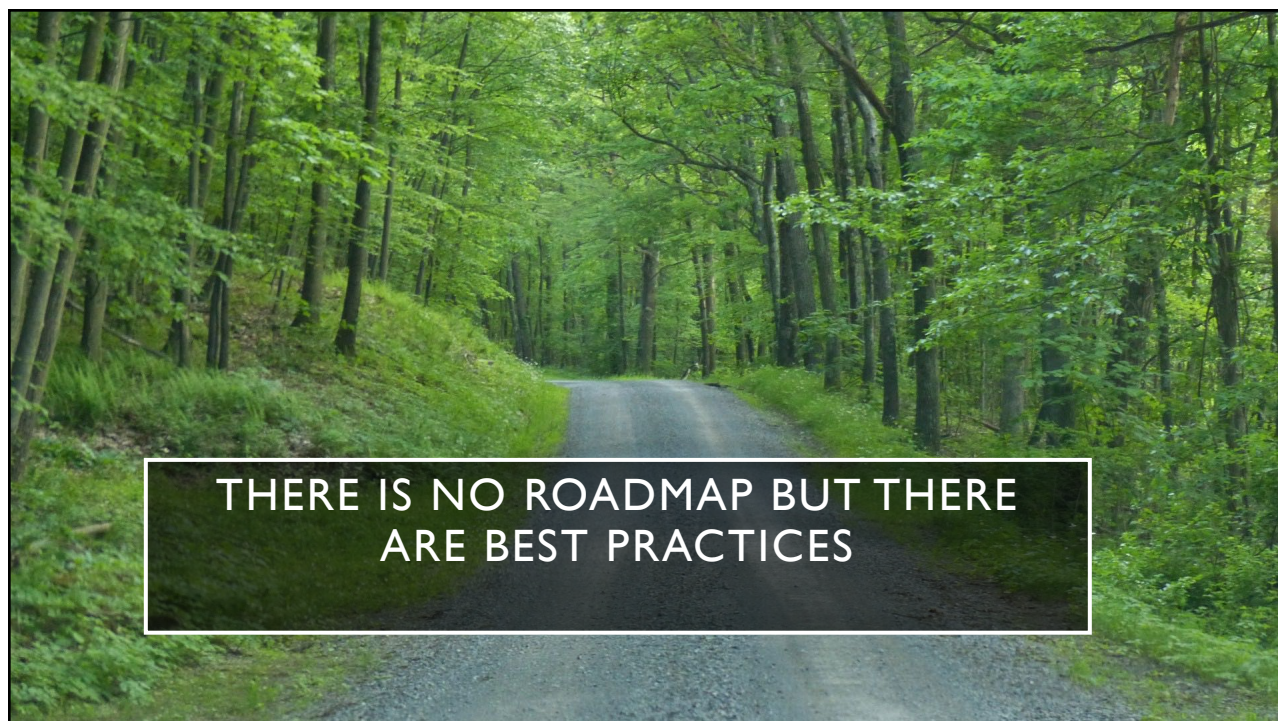




1



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**II BEST PRACTICES THAT ARE WORKING**

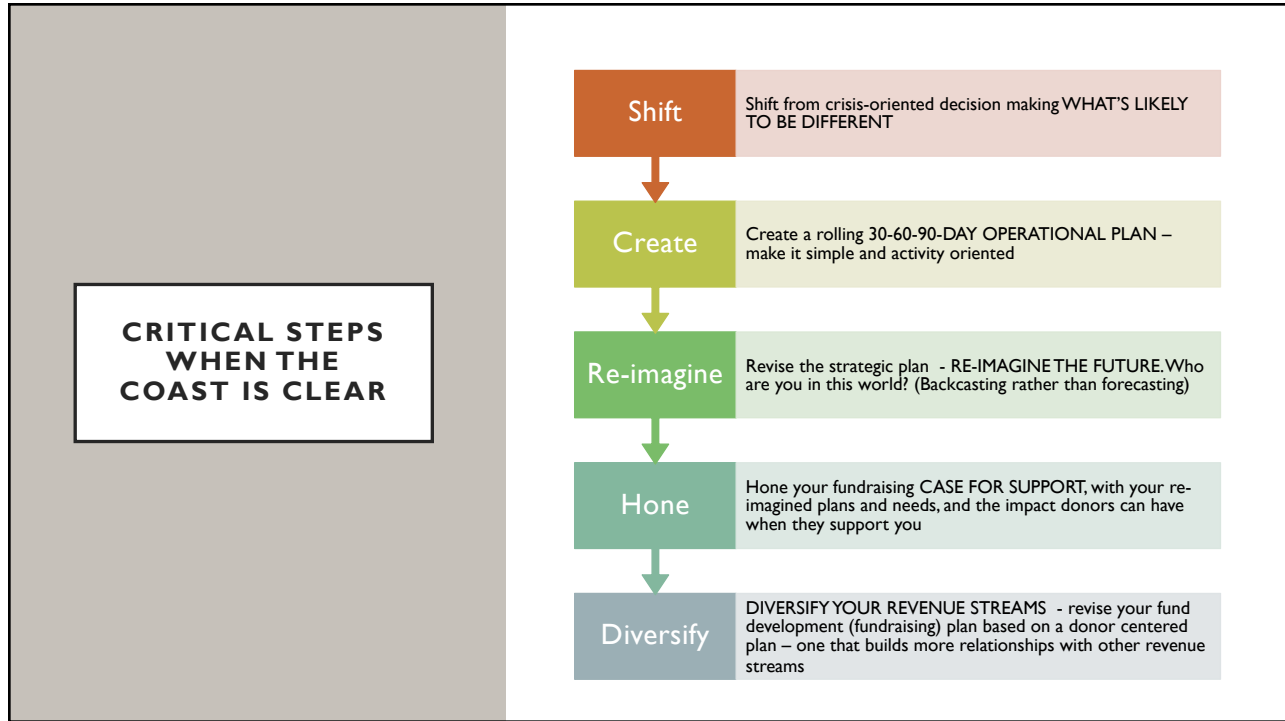
- 1. Be mission focussed – fundraising continues**
- 2. Focus on donor-centered stewardship**
- 3. Increase board engagement with donors**
- 4. Focus on major donors**
- 5. Craft appeals with a COVID19 message**
- 6. Upgrade donors to monthly giving programs**

3

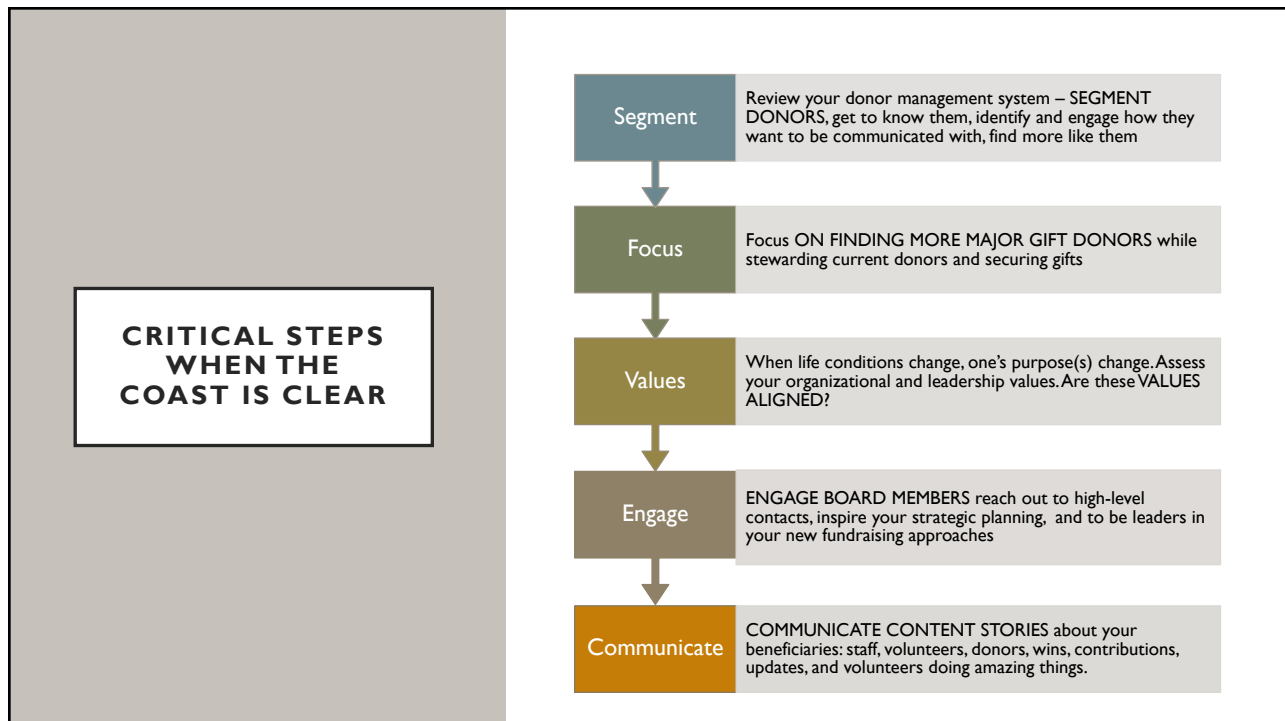
**II BEST PRACTICES THAT ARE WORKING**

- 7. Improve online fundraising - GIVE NOW rather than DONATE**
- 8. Adapt events – take them virtual**
- 9. Take advantage of COVID19 grant opportunities**
- 10. Actively communicate with all your stakeholders – now is not the time to be silent**
- 11. Expand your presence on social media (Facebook, Twitter, Instagram, LinkedIn)**

4



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6

**POLL:**

**WHAT WILL YOU DO DIFFERENTLY WITH YOUR FUNDRAISING BECAUSE OF COVID19?**




Photo: Mike Pratt

7

**DO SOMETHING. EVEN IF NOT PERFECT OR IDEAL. IT'S IMPORTANT TO PUT ACTIONS AND ACTIVITIES IN PLACE THAT YOU BELIEVE WILL HELP YOU MOVE FORWARD.**




Photo by Dennis Compayre

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## A FEW RESOURCES TO INSPIRE YOU

- Webinars: Amy Eisenstein, AFP Global, Content, [Network for Good](#)
- Toolkits: [Virtual Fundraising Tool Kit](#),
- Storytelling: [Ignited Fundraising](#)
- [Appeals, Major Donors, Campaigns](#)
- Donor database management systems – [Techsoup](#),
- **Books:** Think like a Rock Star, Asking Styles, Building a Story Brand, Donor Care (How to Keep Donors Coming Back), Hidden Gold
- Virtual events – [gala](#), [auction](#), [walk/run](#), [Canada Helps](#)
- Content Marketing – [Content Marketing Institute](#)
- Other resources:– [Bloomerang](#), [SOFII](#)

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<p style="text-align: center;"><b>CONTACT</b></p> <p> Pamela Simmons APR, CFRE Principal Consultant Barrett CTT Consultant</p> <p> <a href="mailto:pam@core-niche.com">pam@core-niche.com</a> Winnipeg, MB</p> <p>T: 204.230.6002 Twitter: <a href="#">@Pamsimmons1</a> LinkedIn: <a href="#">coreniche</a> Facebook: <a href="#">@pam.simmons.corenicheconsultinginc</a></p>	 
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