



Best Practices for Fundraising in a Crisis



1. Show Empathy

- ✓ Be empathetic and recognize this crisis is affecting everyone differently
- ✓ Do not assume or project your own feelings
- ✓ Acknowledge this is an unprecedented time
- ✓ Communicate compassionately
- ✓ LISTEN



Sample text

I am reaching out to check on you during this tumultuous time and give you a sense of how our world has shifted as a result of COVID-19. I hope you are taking care of yourself, have what you need, and are able to assist those around you. I'm encouraging my friends, family, and staff to find solace and comfort in nature – there is nothing quite like the sound of moving water, the warmth of the afternoon sun, or the wonder of new growth to soothe and rejuvenate. We need this salve now more than ever.

2. Offer community

- ✓ What community does your organization provide?
- ✓ We are all in this together
- ✓ How can you provide VALUE to your community and supporters?



3. Communicate clearly & concisely

- ✓ Communications audit
- ✓ Communicate across all platforms
- ✓ Continue to communicate about your day-to-day work and impact
- ✓ Simplify your message



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COVID-19 Response

Resources and network connection during crisis.



4. Share your good news & challenges

- ✓ What are the silver linings you are seeing in your organization and your work?
- ✓ What are the challenges you are facing?
- ✓ Your supporters want to help – be clear about *how* they can.
- ✓ Okay to make supporters aware of loss in your organization.





Sample text

PS: You can *Support a Strong Network* **TODAY** by donating to provide support for local leaders working tirelessly for rivers and other waters in communities across the country. Your gift will be **matched 1:1 – doubling your impact** – and will help provide two years of member benefits to small grassroots water protectors that most need the tools, training, and resources we provide. We recognize there are elevated needs across the country and the world, but *we must remain vigilant in our protection of our rivers and other waters that sustain life*. Thank you for considering a gift today!

5. Thank, thank, thank, thank, thank

- ✓ Double down on the opportunity to show gratitude for your current supporters
- ✓ Share stories of impact & how your org is adapting
- ✓ Personal outreach – by staff and board – calls, notes, videos



Don't forget....

- ✓ Be authentic
- ✓ Be vulnerable
- ✓ Be flexible
- ✓ Trust your gut
- ✓ We are all human
- ✓ This is unprecedented
- ✓ Give yourself grace



A scenic landscape photograph of a mountain valley. In the foreground, a small river flows through a grassy field. In the background, snow-capped mountains rise under a blue sky with white clouds. A semi-transparent blue rectangle is overlaid in the center of the image, containing the text "Thank you!" in a white, italicized, serif font.

Thank you!

Presentation will be available online