

## Fundraising Tips During COVID-19

Foundation support is the lifeblood of many nonprofit organizations. Even during social isolation, it is important to maintain contact with foundations to continue support into the foreseeable future. In the current situation, it is important to adapt.

Here are some tips that may be useful.

### Check in

Check in with your current and potential foundations.

- **Deadlines** may or may not change given changes in work climate. It is important to know whether upcoming deadlines for reports and grant requests will be maintained or adjusted.
- **Priorities** for giving may be more focused on emergency relief. Attempt to gauge whether allocations will be shifted that may result in an overall reduction for potential operating and programming support.

### Update

Inform funders of any immediate needs you have.

- **Income lost** from lack of events or fundraisers. Foundations may (or may not) realize the importance of events or other earned income to your cash flow and operating budget. Be clear on how missed events might be negatively impacting your ability to meet payroll during this challenging time.
- Do you need **general support** instead of program support (yes, always, but tell them why this circumstance makes it different)?

### Tech Savvy

This is the moment to update your organization's technological abilities. Let the funder know your plans to continue to provide service during this time only if they can help update your technology. Can you move programming or service to digital if you had access to additional hardware or software?

### Communicate

Even with social distancing, it is important to continue to communicate.

- **Social media** updates should happen that share updates and what is happening with the organization. Funders want to know that you're staying relevant – especially when it's something they're funding.
- Use technology to provide programming if you have the ability.
- Video chat your next meeting with a foundation to create the face to face experience.
- Remember that you are an extended member of your funder's "family" and they do want to hear from you at this difficult time.