



Fundraising During a Pandemic

What's changed?

- No in-person events or meetings
- Yearly timelines for development
- More uncertainty
- Donor resources, possibly
- Working from home
- PJs until noon!

What hasn't changed!

- Importance of the great and necessary work of your nonprofit
- Commitment by board and staff
- Faithfulness of supporters
- Need to be creative and nimble
- Self care

Self Care and Donor Care

- Are your donors doing well?
- How is the mission adjusting?
- Are you taking showers or wearing pants?

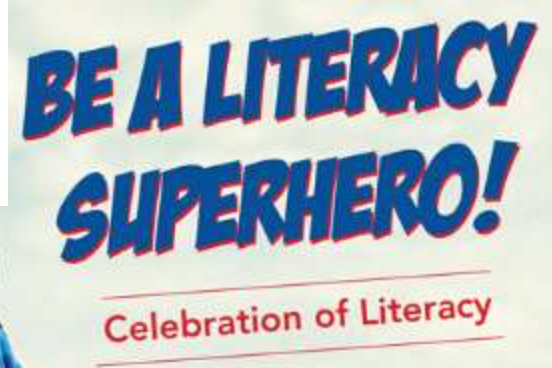


New opportunities for connection

- More donor calls, emails and notes
- More board engagement
- Story telling of impacts on social media
- New service opportunities/needs
- Team with other nonprofits

Creative Fundraising in a Pandemic

- The “unbake” sale to replace events
- In memory gifts – past impacts to future support
- Stimulus gifts
- Highlight new need for Pandemic relief
- Matching gift
- Other ideas – things you have tried?



wisconsin
literacy



wisconsin
**health
literacy**

[Meet our amazing literacy superhero](#) award recipients from across Wisconsin who will be honored at this year's **virtual** [Celebration of Literacy](#).

April 29, 2020 | 12:00 pm - 1:15 pm
[Live on YouTube](#)

Going forward

- Be kind to yourself
- Be kind to your donors and board
- Drink your favorite beverage
- Prepare for new opportunities in fall and winter
- Get dressed!



Keep up the great work!

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