



# Keys to Effective Fundraising During the COVID-19 Crisis

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# Five Keys to Raising Funds in a Crisis



- More, not less communication
  - Temptation to withdraw and talk less to our donors
  - Instead, reach out and communicate more
  - Focus communication on mission, work accomplished and future plans
  - Treat them as a partner who is interested to know how you are doing
  - Be honest but hopeful, ask for prayer, invite feedback and keep them engaged

*Continue earnestly in prayer, being vigilant in it with thanksgiving.*

*Colossians 4:2*

# Five Keys to Raising Funds in a Crisis



- Message vision and hope before need
  - Donors want to know you have a plan and see a future for your organization
  - Balance the difficulty of the current situation with confidence in the future
  - If there is no hope, there is no reason to give
  - If there is no need, there is no urgency to give
  - Balance both in your communication

*Now hope does not disappoint, because the love of God has been poured out in our hearts by the Holy Spirit who was given to us. Romans 5:5*

# Five Keys to Raising Funds in a Crisis



- Care for your donors, relationship over asking
  - Be as concerned for your donors' wellbeing as you want them to be for yours
  - Ask them how they are doing, listen, and pray for them
  - When you become interested in their wellbeing, they will be interested in yours
  - If you use this time to build better relationships with your donors and show you care, they will be stronger partners when the crisis ends

*Be completely humble and gentle; be patient, bearing with one another in love. Ephesians 4:2*

# Five Keys to Raising Funds in a Crisis



- Be honest in stating your position and need, treat them as true partners
  - If you have a need, share it honestly
  - Remember, these people care about you and what you do, they have shown their caring by their giving
  - They don't want an unrealistic picture of your financial situation; either too optimistic or too pessimistic
  - Be honest, be humble and expect God to do great things

*Now to him who is able to do immeasurably more than all we ask or imagine, according to his power that is at work within us, to him be glory in the church and in Christ Jesus throughout all generations, for ever and ever! Amen. Ephesians 3:20-21*

# Five Keys to Raising Funds in a Crisis



- Don't make their giving decision for them

*In the midst of a very severe trial, their overflowing joy and their extreme poverty welled up in rich generosity. 2 Corinthians 8:2*

- Common mistake, “we won’t ask them because we don’t think they will give.”
- Every donor has the right to decide for themselves if they are able and willing to give.
- Ask everyone and let the Holy Spirit guide each decision.
- If they are your partners and care about your work, they deserve the right to be asked to support you in a crisis.
- Many people are doing well in a financial crisis and are willing and able to give – give them the chance.



# Five Action Steps

1. More, not less communication
  - Contact your top 25 partners in the next two weeks
2. Message vision and hope before need
  - Review your communications today and make sure you are messaging hope before asking people to give
3. Care for your donors, relationship over asking
  - Commit to three ways you can show your care for your donors in the next three weeks
4. Be honest in stating your position and need, treat them as true partners
  - Write one paragraph that states clearly both your need and your desire for your donors to partner with you
5. Don't make their giving decision for them
  - Make a list of everyone you have chosen not to ask for support and pray for God's guidance over each