

TIPS TO KEEP YOUR FUNDRAISING GOING DURING THE CORONAVIRUS PANDEMIC

The coronavirus has changed the world we live in. We are all anxious about our family, our National Organisations, and our ability to ensure that girls have the opportunity to make the world a better place. While these are challenging times, we will get through this as one Movement, united in our mission of serving girls.

Challenging times bring opportunities! While we are at home, we have the time to build and strengthen our connection with our donors as well as identify new ones. The pandemic will end at some point and when it does our relationship with our donors will be stronger.

Below are five tips to help strengthen your National organisation's fundraising.

1. Convene a virtual meeting with your National Board

Share your fundraising plan with board members and ask for their suggestions and ideas. Discuss how coronavirus will affect your ability to raise funds for girl's leadership development programs. Prior to the meeting, ask each board member to provide the names of five prospects that could be approached for support. At the meeting ask how comfortable board members would be to make an initial introduction for a meeting (see Individual Giving Cultivation Cycle resource for more detailed information).

2. Request a virtual meeting with top donors

Now is the time to reach out, check in and ask your donors for assistance. Make a list of your top donors and set up virtual meetings with them. Ask how they and their families are doing. Share with them how the pandemic has affected the organisation's ability to serve girls. Let them know what you are facing and what you need to get through. Give your donors the opportunity to surprise you in positive ways.

3. Contact every donor to let them know you care

Your warmest prospects are your current donors. Call or write a well-crafted email that shows you care about these donors and their families. Many might have elderly parents who are at risk of getting the virus. Let them know you are thinking of them and are grateful for their past support.

4. Ask for what you need

Share what you need and offer ways your donors can help. Consider breaking down certain larger projects into a shopping list of ways a donor can support. Some donors will be unable to give but others may step up to assist in this time of need. If they are unable to give at this time, think of other ways to engage them, they may well donate later when in a better position so you want to make sure they are still inspired by your cause. The goal is to keep donors emotionally connected to the mission of your organisations.

5. Identify new prospects

Ask and build networks: ask board members, top volunteers and involved parents to suggest prospect names and even an initial introduction. Peer to peer introductions are always stronger.

Read and be current: check the local newspapers for people active in your community that may support similar causes and may like to find out more about Girl Guiding and Girls Scouting.

Research your donors: once you have a list of potential donors understand their interests, careers, giving potential, etc. and how this can intersect with your national organisation's and WAGGGS's mission. When the pandemic is over, you will have a list of prospects ready for cultivation.

