

How to Engage Donors and Raise Funds During the Covid-19 Crisis



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5 Reasons to Ask

1. You won't raise money if you don't ask
2. Many people have MORE money now
3. People are desperate to help
4. You are being negligent if you don't ask
5. Your nonprofit needs funding



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Share a Success Story



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Pivot Fundraising

Raise emergency funds:
Draft new case for support



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Request

1. Major gifts
2. Monthly/recurring gifts
3. One-time gifts
4. Advice and feedback



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Engage Donors


- ✓ Call/video chat
- ✓ email, mail
- ✓ Virtual events
- ✓ Online/social media



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Phone Calls

1. Introduce yourself
2. Ask how they are doing
3. Ask questions, and listen carefully
4. Share an update about your org
5. Ask permission to ask



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Video Chat

1. Send an email requesting time
2. Ask how they video chat
3. Schedule meeting
4. Prepare slides/visuals
5. See “phone calls”



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Virtual Events/Social

1. Don't postpone events (switch to virtual)
2. Be creative and different
3. Try new things – time to experiment



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Virtual Townhalls

1. Create opportunities for people to gather
2. Provide updates
3. Ask for advice and listen



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Keep Fundraising

Don't make assumptions about what your donors will/won't and can/can't do!



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Free Town Hall Sessions

Mondays at 2:00 (Campaign focused)
capitalcampaigntoolkit.com/townhall

Thursdays at 3:00 (General fundraising)
amyeisenstein.com/townhall



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Working from Home

1. Stick to certain hours
2. Create a schedule
3. Take breaks
4. Be brave



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Questions?



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