

Highlights from Quick Shot: Strengthen Donor Relationships during Crisis

- People are connecting online more than ever before. This is great news for nonprofits!
- Even as your organization amplifies its online voice, you're competing against almost everyone else doing the same. Donors are constantly faced with new facts, varying opinions and conflicting information.
- The trust you build during this time of crisis – through empathetic truth telling – will remain long after it's over. And that's a hope that will never disappoint.

Suggested Read in Article from Virtuous:

5 Important Reminders for Responsive Nonprofits in Times of Big Changes

1. ***You Don't Have to be First. You Just Have to be Relevant*** - As you move through the weeks or months of change, be slow and thoughtful about sending your communications. Assume that people are more concerned with how to stay healthy, the status of their jobs and ways to educate and entertain their children. When you have something important, that they are sure to be interested in, please share it. But don't clog communication channels with anything that isn't helpful, true or relevant. There will be a right time for all your messaging. As a responsive fundraiser, and a concerned human, to manage the flow of that information so that people aren't overwhelmed and ignoring the important things.

2. ***Show Your Humanity*** - Responsive fundraising practices remind fundraisers to connect with individual donors in an authentic way. As you craft your communications, don't be afraid to lead with your humanity. Remind your donors of the individuals that make up your nonprofit. Be clear that you care about donors as people and you are open to doing things differently if it can be helpful during this time of uncertainty. Don't cover what you're truly experiencing because you

think that is what donors want to hear. Instead, listen to what they want from you, and provide it in an authentic way.

3. ***Look for Opportunities*** - As a nonprofit, you are doing good in the world on a daily basis. You have the opportunity to spread joy to your constituents, and the rest of the world, at a time when joy feels scarce. You have the ability to activate groups of people to make important changes at a time when all we can do is stay home. That's a unique position to be in as a nonprofit, and one that you should use to help you reach your fundraising goals.

4. ***Lead with Transparency*** - Remember that responsive fundraising is about putting the donor at the center of your work. Empower them by giving them the information they need to give, share and advocate for you. Give them relevant suggestions, and don't forget to show gratitude. Always thank your donors more often than you ask something of them. Let them know the specific ways they helped you this week, month, quarter. A little transparency will go a long way when it comes to recurring gifts and donor relationships.

5. ***Remember your your Goals*** - Of course, changes in the world might shift some of your priorities, but your core goals should remain the same. Try not to waste time doing things that don't make sense for your organization, even if you see other organizations doing them. Instead, evaluate the donor retention, donor acquisition and fundraising goals you established at the beginning of the year. Shift your priorities so that you can make significant strides towards the goals that make sense now, and make a revised plan for how you will reach the others in the remaining months. The point is, to be successful, you must stay true to your goals. Don't let the chaos change who you are and the relationships you have with your donors. Remind them of who you are and why they support you. Be a source of stability and calm instead of a reactionary presence that adds to the confusion. We could all use a little bit more of that. I know I do.