



FUNDRAISING DURING THE PANDEMIC-

WITH SALLY DADMUN BIXBY
PHILANTHROPY STUDIO., LLC

OUR PLAN FOR THE NEXT HOUR



Conducting a successful campaign now



Shifting to a virtual event



Emerge stronger at the end of this-
your vision for the future of your org.

WHERE TO BEGIN... COMMUNICATION

- Changes in the workplace
- Honest update on the status of employees
- How the virus is affecting your mission

WHEN THERE'S A CRISIS



The Crisis High



The Crisis Low



Recovery period- led by your loyal donors
Includes all sources of funding



What do you want your org to look like at the
end of this?

LAUNCHING A CRISIS CAMPAIGN

Create your goal

Be clear what you are raising money for- donors like specific

Name the campaign

Set an amount

Reach Out

Reach out to donors personally to start the campaign- your nearest and dearest-

This is a sensitive time – listen more now than ever.

Stay in Touch

Stay in touch- don't be shy in asking for support (ideally take those off the list who have already given).

Segment your mailings

Multi Channels of Communication

Content Emails
Press coverage

Work Social Media – hashtags, ask local “celebrities” to share

#stimulatehope

#payitforward

Celebrate and Thank

Celebrate- thank, show progress

Thank you notes/calls

Do something exceptional –
Solid Ground's post card

CRISIS CAMPAIGN
EXAMPLE



STAYING IN TOUCH VIA ENGAGING EMAIL COMMUNICATIONS

WOMEN'S MUSEUM OF CALIFORNIA AND WEST COLUMBIA GORGE HUMANE SOCIETY



IT TAKES A
VILLAGE

Involvement board

Willing staff

Volunteers

EVENTS
PLANNED FOR
THIS SPRING
(OR SUMMER)?



VIRTUAL EVENTS



Upaya in Seattle



Solid Ground in Seattle

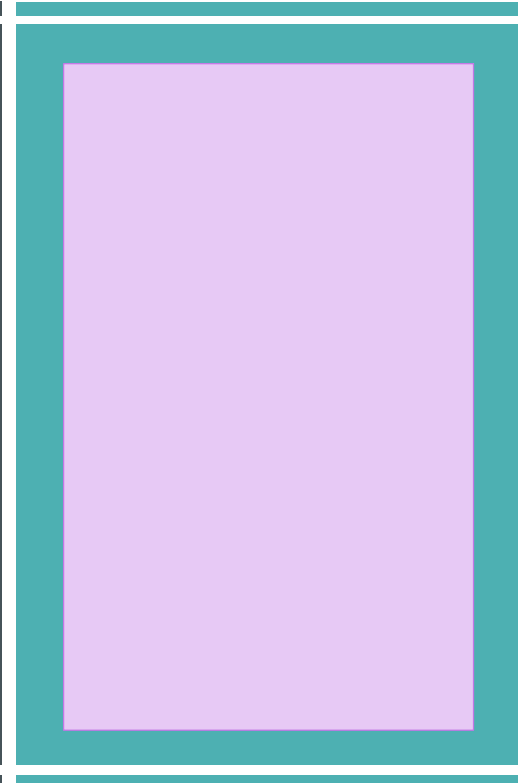


Episcopal Community Services of California



Fair Housing Council of Oregon

CREATING A
DEVELOPMENT
PLAN POST
COVID-19



BASICS OF SOLID FUNDRAISING



THINK 80-20 MORE TIME BUILDING RELATIONSHIPS
THAN ASKING FOR MONEY





FIND WAYS TO INVOLVE YOUR BOARD

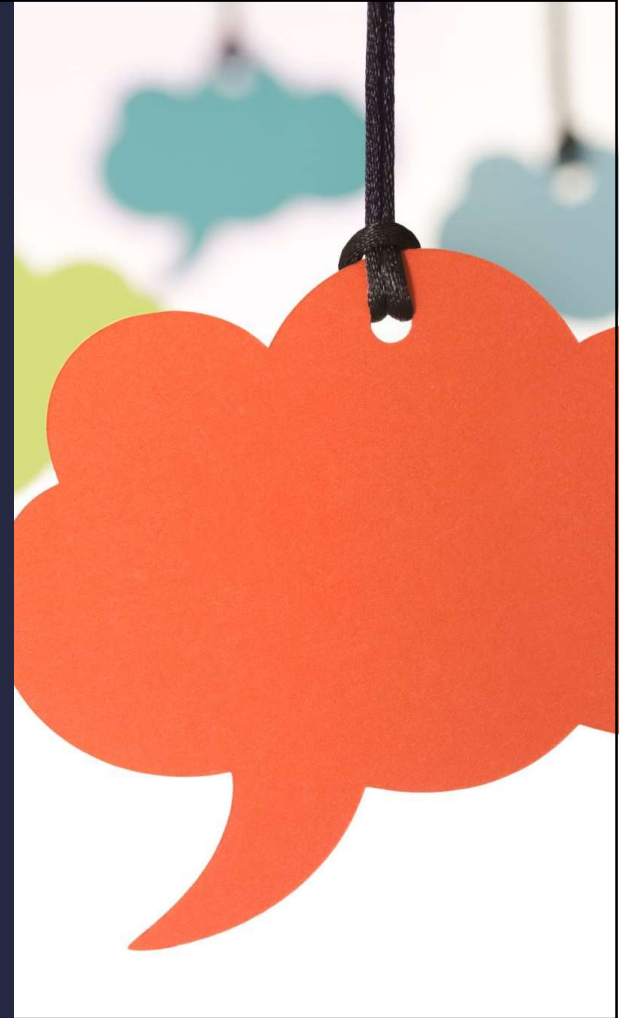




FUNDRAISING SHOULD BE JOYFUL FOR ALL
INVOLVED



CREATE A SIMPLE
PLAN A AND B
SHARE WITH
STAKEHOLDERS



**MORE THAN EVER-
INCLUDE
COMMUNICATIONS IN
YOUR FUNDRAISING
PLANNING**

TO GET YOU
GOING...



I will share my slides



A process sheet to help get your ideas
flowing on what you want to do next
with your development activities



Examples of a couple appeal letters



QUESTIONS?



THANK YOU FOR JOINING ME!

SALLY DADMUN BIXBY

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