



**Fundraising During an Epic Crisis- Launching a Campaign During a Pandemic
Fortify Webinar Series**

What is your plan?

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| <p align="center">Campaign Plan</p> <p>Financial goal for the campaign</p> <p>Theme ideas</p> <p>Communications plan</p> <ul style="list-style-type: none"> • Email • Social media • Hard copy letter <p>Board involvement</p> <p>Match ideas (who)</p> | <p align="center">Donor Cultivation and Engagement</p> <p>What are your mission-centered ideas for the next 6 months and beyond?</p> <p>Who can you involve to help you?</p> <ul style="list-style-type: none"> • Leadership board & Staff • Volunteers • Other ideas |
| <p align="center">Plan A/ Plan B for Events</p> <p>How will you adapt your events and keep your donors engaged?</p> <p>Ideas to create more of a sense of “community” for your events depending on social distancing rules.</p> <p>Other ideas?</p> | <p align="center">Your Vision to Emerge Stronger</p> <p>What ideas do you have that will help make your fundraising/donor engagement stronger than ever?</p> <p>Who do you need to share your plan with so they can help you?</p> |