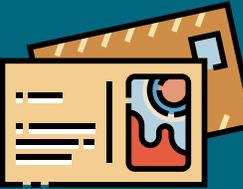


# Boost Donor Engagement During Times of Uncertainty

Over the past two weeks our community, along with the world, has shifted; and today more than ever the nonprofit sector must not retreat but advance their missions. Below are some tips to help you develop a short-term communications plan to boost donor engagement during this time:

## Create & Send a Series of Postcards



Most nonprofits have a stockpile of great photos that showcase their mission, but are never shared. Pull these treasures out and create a series of postcards on Vistaprint or another inexpensive website. Keep them generic on the back so you, or your Board members, can add handwritten special messages to your donors.

## Write Extra Special Emails & Letters to Donors

Spend a little extra time writing and sending emails, or better yet, handwritten notes / letters to your donors and share how their gift impacts the people, animals, or community you serve. Ask your program staff to add a special story to demonstrate the impact philanthropy plays at your organization.



## Place Updates on Your Website



Designate a special place on your website where your CEO/Executive Director can add brief updates and messages during this time. Drive individuals to this section as you send personalized emails, letters and postcards.

## Embrace Technology

Find ways to incorporate video conferencing and virtual briefings from your CEO/Executive Director. Through your iPhone you can provide mission-impact stories, updates, and news from your nonprofit's perspective about the crisis.



## Motivate Your Volunteer Leadership



Motivate your Board members by reminding them of how your organization and/or the philanthropic sector has weathered previous storms and been resilient in difficult times.

Above all else, show empathy and concern when talking with donors. Everyone has been impacted by COVID-19 in some way. Be donor centric and let donors know you value them and are concerned about their welfare. If appropriate, offer any resources that might be helpful to them.

**We at Cramer & Associates have learned that it is those nonprofit organizations who stay the course and engage extensively with their donors and stakeholders during times of crisis that emerge successfully.**

*Cramer & Associates is a strategic fundraising and communications consulting firm, serving nonprofits, foundations & corporations for 30 years.*