



Answers in an uncertain time: Part I.

In the last issue of our e-newsletter, we asked for your questions about moving your organization forward during the COVID-19 pandemic. Below, you'll find an answer to one of those questions:

What can I do to keep my donors more engaged when face-to-face meetings aren't possible?

Even though you may not be able to meet in person, there are still plenty of ways to create a meaningful connection. Here are just a few ideas:

- Include high-level donors in your organization's planning process. Asking for their opinions on your messaging, or including them in certain development meetings, for example, will help them feel more invested in your work.
- In lieu of site visits, arrange for donors to get an exclusive virtual video tour.
- Leverage the expertise of staff and partners: If you're an arts education organization, offer donors a virtual art class led by one of your instructors. If you've regularly held an event at a local restaurant in the past, perhaps the chef would be willing to lead a virtual cooking class for your donors. If you're a research institution, consider a video lecture series, led by experts in the field.
- Create and send a personalized video message, thanking your top donors individually and by name. Have a client or staff member talk about how the gift has made a difference. You can use a dedicated app to send your message — or simply text or email it to the donor.

In the coming weeks, we'll be answering more of your questions about adjusting your approach in light of COVID-19. Stay tuned.

To learn how Thurlow/Associates can help you navigate the evolving fundraising landscape, please call us at (310) 675-6497 for a no-cost consultation — or send us an email at hello@thurlowassociates.com.