

Pause.  
Take stock.  
**Hit the ground  
running.**

**A Fundraising Workbook for Uncertain Times.**



# Pause (breathe).

The need for your services will never end and your pace of work has always reflected this reality. When was the last time you reassessed your personal goals and those of your organization? Clear thinking has never been more important and you may now have the time to do it.

## Personal

What are three personal affirmations (words or phrases, ie. There is light at the end of the tunnel)?

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

What are your deepest concerns? \_\_\_\_\_

\_\_\_\_\_

What are your deepest hopes? \_\_\_\_\_

\_\_\_\_\_

What can you do for yourself right now? \_\_\_\_\_

\_\_\_\_\_

What can you do for your organization? \_\_\_\_\_

\_\_\_\_\_

What can you do for your team? \_\_\_\_\_

\_\_\_\_\_

## Professional

How has this time of uncertainty affected clients and programs:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How has this time of uncertainty affected your revenue (contributed and earned) and expenses:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Take stock.

Traditional fundraising events and meetings have been put on hold but the need for fundraising has never been greater. Shifting from events to one-on-one engagements, video conferencing, and electronic storytelling will keep your organization front and center with your donors.

**What are the strengths of your funding strategy given the current crisis?** \_\_\_\_\_

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**What are the weaknesses of your funding strategy given the current crisis?** \_\_\_\_\_

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**How will this change your strategic plan moving forward?** \_\_\_\_\_

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**How is this crisis affecting your clients? Think of at least five specific stories you can share with your community:**

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**What are some innovative ideas for how best to share these stories (video, narrative, video conferencing, email, etc.)?**

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**Which team members or volunteers have the time and creative capacity to help with outreach efforts?**

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# Hit the ground

Relationship building is more critical than ever. When this crisis is over, and it will end, you want your board, committee members, and donors to know you have listened to them and have continued to work heroically on behalf of a cause they care deeply about. While everyone is experiencing difficulty and many are in survival mode, heads will lift again and you want your organization to be in clear sight.

## Month 1

List potential innovative actions and goals (identify people responsible for completion):

WEEK 1 \_\_\_\_\_  
\_\_\_\_\_

WEEK 2 \_\_\_\_\_  
\_\_\_\_\_

WEEK 3 \_\_\_\_\_  
\_\_\_\_\_

WEEK 4 \_\_\_\_\_  
\_\_\_\_\_

## Month 2

List potential innovative actions and goals (identify people responsible for completion):

WEEK 1 \_\_\_\_\_  
\_\_\_\_\_

WEEK 2 \_\_\_\_\_  
\_\_\_\_\_

WEEK 3 \_\_\_\_\_  
\_\_\_\_\_

WEEK 4 \_\_\_\_\_  
\_\_\_\_\_

## Month 3

List potential innovative actions and goals (identify people responsible for completion):

WEEK 1 \_\_\_\_\_  
\_\_\_\_\_

WEEK 2 \_\_\_\_\_  
\_\_\_\_\_

WEEK 3 \_\_\_\_\_  
\_\_\_\_\_

WEEK 4 \_\_\_\_\_  
\_\_\_\_\_