

FUNDRAISING IDEAS DURING COVID-19

1. Online virtual fundraising and happy hours: Consider hosting a virtual auction, happy hour or gala. Utilize Facebook live, iConnectX, Google hang-outs or Zoom to live-stream it. If you were planning on hosting a fundraising event in the upcoming months, this could be your next option.
2. Flash fundraiser: Creating an online “flash” fundraiser that lasts one or a few days. Create a sense of urgency. Be ready to take-action. Share with your network via social media or through email. NMF’s online services can provide a giving thermometer and landing page specific to your cause.
3. Peer-to-peer fundraising: encourage your networks to give to your cause. Set up a personal fundraising page through an online platform such as Classy or Facebook. Check out the NMF blog for an example of peer to peer fundraising idea via Facebook.
4. Increase communication: create communications with shareable content to present on social media. Consider a social media sharing blitz with a lot of updates on your cause and why it’s important. Don’t forget to share your results as you go.
5. Say “thank you” while you ask: engage with your past supporters to ask for current support. Use video acknowledgements, hand-written notes, texts or phone calls from your advisory committee to reach out to those prospects and past donors.
6. Find a matching gift: securing a 2:1 match toward your goal will reassure your donors that they are making twice the impact during this time of uncertainty.
7. Remember what NMF has to offer: our development officers are here to help! Please reach out if you need assistance. We can offer an online giving links to send to your donors as well as a *text to give* option.



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