



## 10 Ways Nonprofits can Reinvigorate their Fundraising During Covid

1. Review and update strategic priorities
2. Assess current resource gaps
3. Create a running document of success stories and partnerships
4. Identify a partner for potential collaborative grant opportunities
5. Send your current major donors and grant funders an update with a success story of how their support benefited your organization
6. Assess the diversity/equity/inclusion policy at your organization and how this is reflected in operations and program delivery
7. Create peer-to-peer fundraising resources to equip your closest friends to fundraise on your behalf
8. Mine your data to look for new or transformed audience personas and write with them in mind
9. Create a way for donors to “see behind the curtain” into the nonprofit
  - a. virtual coffee hour with your CEO or Development Director
  - b. Zoom call with beneficiaries
  - c. simple video outlining what has happened for the nonprofit and what’s to come
10. Review and freshen boilerplate language