

# Coping with the Crisis – Checklist 3

## Reviewing your approach to fundraising

This current crisis has challenged us like no other; none of us could have been known how this would affect our plans for 2020. As a fundraising leader, you are probably finding that 99% of your planning has hit an enormous barrier: social distancing! Here are a few things to be thinking about, maybe some you are already doing and maybe others you might want to try as you refocus your plans.

Key things to know	Have you...	
Much of what fundraisers had planned involved being with other people, like marathon running, jumping out of a planes, charity events ... they will be possible again, just not yet. Recognise that for an unknowable time, we need to fund raise differently; make sure everyone understands that.	<b>Acknowledged that much of your current fundraising plan is redundant?</b>	<input type="checkbox"/>
You need to understand what your income and expenditure looks like, taking out any income you are not likely to achieve now. Know what you need to replace.	<b>Worked out how much funding you have lost now, are likely to lose over the next few months, and what the shortfall will be?</b>	<input type="checkbox"/>
Make sure you communicate with your Board – they are responsible for the charity and need to understand the risks. Communicate with your teams; explain the situation; don't leave them in the dark.	<b>Explained to the trustees and your employees what the challenges are?</b>	<input type="checkbox"/>
Supporters could also be funders; let them know what's happening. If you have grant funding, talk to your funders – they want you to succeed, they may be able to invest in you further.	<b>Told your supporters what is happening and what you need?</b>	<input type="checkbox"/>

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Make sure you are talking to your current and potential audiences. An emergency appeal can work but don't just do one long email, keep them short and keep the story developing

**Implemented short-term fundraising using social media, email, text, telephone?**

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Whether you have a fundraising team or just you and a couple of other people, get together and start coming up with virtual fundraising ideas – Google ideas if you can't think of any and research them.

**Got your team together to brainstorm new ideas?**

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If you can, start talking to your donors – share your charity's story in this crisis. Everyone is going through it, but everyone has a different story to tell. Make it relatable and personal. If you have capacity, start getting your supporters' insight and start researching what new virtual ways of fundraising are working.

**Planned or started planning your medium-term plans?**

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You may have been updating your fundraising plans as the lockdown weeks have rolled by BUT don't throw the baby out with the viral bath water. We will eventually stop social distancing and being afraid of meeting lots of people so keep the good plans but include new, virtual ones, learning from this experience; you never know, they may work better in the longer term!

**Started thinking about long-term fundraising planning?**

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**Planned or started planning your medium-term plans?**

## Sources of further support

**Funds Online – 8,000 funders giving £8bn**

[www.fundsonline.org.uk](http://www.fundsonline.org.uk)

**The Complete Fundraising Handbook**

<https://www.dsc.org.uk/publication/the-complete-fundraising-handbook/>

**The Directory of Grant Making Trusts**

<https://www.dsc.org.uk/publication/the-directory-of-grant-making-trusts-2020-21/>

**Community Fundraising**

<https://www.dsc.org.uk/publication/community-fundraising/>

**Institute of Fundraising**

<https://www.institute-of-fundraising.org.uk/home/>

**Virtual fundraising advice**

<https://fundraising.co.uk/2020/04/22/more-virtual-fundraising-ideas-when-you-are-stuck-at-home/>

**The Giving Machine**

<https://www.thegivingmachine.co.uk/fundraising-ideas/>

**This Coping with the Crisis Checklist is part of a series, visit [www.dsc.org.uk/crisischecklists](http://www.dsc.org.uk/crisischecklists) for more**

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