

# Reopening Fundraising

Top 10 Rules of Pandemic Fundraising

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# #1: Fundraising Best Practices Still Hold True

# Habits & Activities



**Cultivation & Stewardship**

**Record Keeping**

**Engaging Marketing & Communication**

**Donor Appreciation**

**Technology Optimization**

# Tactics



**Recognition**

**Publicity**

**Matching**

**Face-to-Face (or Screen-to-Screen)**



## #2: Demonstrate Your Unique Selling Proposition (USP)



# Your USP



1

**Why should someone support your cause?**

2

**Why do you need support NOW?**

# #3: Be Financially Transparent.

## Show

The Good

The Bad

The Ugly

and The Unknown.

# #4: Demonstrate Fiscal Responsibility



## #5: Be Nimble & Ready to Adapt

What do you do  
when paradigms are  
turned on their  
heads?

**#6: Notice  
the good  
and keep  
it after the  
pandemic.**



Zoom as alternative  
for in-person  
participation.

**#7:**  
**Create a  
culture of  
philanthropy.**



Treat donors  
like heroes.



Recognize  
generously.

**#8:**

**Generate  
Good Will**



**Share the Love**

# #9: Plan for Transfer of Wealth

