Making Fundraising Work:
A Guide for Small School Development in a Pandemic

June 3, 2020
Agenda

• Welcome and Introductions
• Remote Relationships
• Emergency Campaigns
• Annual Campaigns
• Events
Remote Relationships

Relationships Matter!
Remote Relationships: Messaging
Remote Relationships: Messaging
Major donors

Bring major donors into the work you’re doing

Acknowledge this is new and embrace the awkward

Don’t be afraid to ask right now
...but **do your research!**
Emergency Campaigns

Silent Campaign
- Tapping into major donors
- Avoiding “panic”
- No guilt if people can’t give

Public Campaign
- Unlimited donor pool
- Public celebration
- Community giving in appreciation

Clear target goals
Know what the anticipated needs will be
Clarity around use of funds
Annual Campaign

Consider how you’re marketing the campaign

- Focus on teachers
- Gratitude campaigns
- Sponsoring days of learning
- Wall of Gratitude

Deemphasizing 100% participation

The “why” message is more important than ever

Leverage what’s already out there #DynamicDaySchools
Events

Be creative!

Create shared experiences

Don’t be afraid to toss everything you did before out the window and start from here
Thank you

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