

6 WAYS TO IMPROVE YOUR CHARITY'S FUNDRAISING

DURING THE COVID-19 PANDEMIC AND BEYOND



1. KEEP FUNDRAISING

This may seem obvious but in 2020 some charities were too nervous about asking supporters. Fundraising, and relationship building with your supporters, needs constant nurturing. Stop-start approaches will not achieve the best results.

2. KEEP IN TOUCH

High quality thanking and reporting back is always important, but particularly in this environment. Whatever you do, keep the tone fresh and authentic. Avoid your communication sounding administrative or formulaic.



3. MIND YOUR LANGUAGE

Charities need to mind their language and genuinely put supporters at the centre of communications. At a very simple level this can be done with expressions like: "Thanks to you, children are now....". Remember the acronym BOY - 'Because Of You'.

4. THINK AHEAD

Charity leaders - and certainly fundraisers - have to be one step ahead. It's especially important to be thinking where supporters are likely to be mentally when your communications land. Think of scenarios and plan for them, you'll be in a much better place to react quickly.



5. THINK ABOUT YOUR FUNDRAISING TIME HORIZON

Although you need to keep fundraising in all circumstances, your financial position does affect your fundraising time horizon. What is your current reserves level and when does the cash run out based on a range of financial projections? The answer is crucial to informing your fundraising priorities.

6. STAY POSITIVE. ADOPT A GROWTH MINDSET

Despite the pressure faced by charity leaders, adopt a growth mindset: focus on what you **have** not on what you don't. Think about different ways that your closest supporters can help you and make the ask.



Read the full blog and learn more at

WWW.CRANFIELDTRUST.ORG



OUR THANKS TO ANDREW BARTON FOR SHARING HIS EXPERTISE.

Andrew Barton is a Cranfield Trust volunteer based near Milton Keynes. Now a freelance fundraising consultant, he has worked in executive leadership fundraising roles at World Vision, Oxfam and Christian Aid.