



Fundraising in Crisis Formula

Equations can simplify even the most complicated scenarios. Take for instance fundraising in times of crisis. If your experience has been at all like mine in recent weeks you have been bombarded with information, recommendations, and varying perspectives on what the heck to do.

While putting my thoughts together on this very topic a formula emerged: *A Fundraising in Crisis Formula*.

Mentality + Motivators + Message = An Invitation

Here's a snapshot:

Mentality – Stay focused on your mission and why your organization exists. Focus on the needs your organization meets, not what your organization needs.

Motivators – Trust the fundamentals. Donors are motivated by a belief in your mission and understanding the impact you make. A 2016 study found 83.5% of individuals give “spontaneously in response to a need.” This is broadly relevant today.

Message – Even your most loyal supporters likely do not know the extent of COVID-19's influence on your organization. Elevate how it impacts those you serve and your response. And articulate what happens if you do nothing.

An Invitation – Your most loyal supporters are your target audience in times of crisis. The hard part is your target audience is very narrow. The good news is your target audience is very narrow! Remind them why they support you and *invite* them to be part of your solution right now.