

# Fundraising Strategies Even When Times Are Tough

*Keeping Your Non-Profit  
Afloat In **Any** Economy*

# FUNDRAISING IN TOUGH TIMES



## Fundraising Strategies Even When Times Are Tough

### COMMUNICATION

~ Let's Keep In touch

By now you have to know fundraising is not just about raising money. However in the current economic climate, a new norm is rapidly coming into view. Nevertheless, there is a fundraising constant which will **NEVER** change. A smart Fundraising Manager knows whether the economy is on the way up or on the way down, success is virtually always attributed to an organization's ability to communicate effectively.



Do you know one of the top reasons donor organizations saw a decline in their funding during the last recession? You're not going to believe this. Some nonprofits *never* reached out to their donors! Hmmm..... Imagine that. Some organizations thought the best way to

solve the problem of declining donors was to **"Stop Talking To Them"**. Seriously I can't make this stuff up.

While the nonprofits who took a more direct and upfront approach, by continuing to frequently reach out and update their donors, found most

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people appreciated the honesty and the great majority agreed to still allocate funds out of the endowments.

## ~ How To Do it?

1. Always remember fundraising is about people, not just the people only those who donate to your mission but also the people you want to help. This means creating effective communication so your target audience clearly understands your goals and objectives. Show not only how the money will be raised and how it will be used. Most importantly, say **“Thank You”** often.



2. Your story shouldn't just be captivating, it should be unforgettable. Give your organization a “face”. If possible show images of how their donations help people right in the community. Break down the numbers to show how even small donations can make a huge impact.
3. Now this may sound obvious but it's imperative that you do this: **Tell Your Donors What To Do!** Make it easy when people come to any of one your social platforms. Each platform should be congruent with your brand. Also display a large DONATE NOW button (preferably blinking) so they know exactly where to click. Then make the walk through process easy to navigate.

**DONATE NOW**

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## MARKETING

### ~ What Has Worked

Yes communication is vital to the success of your non-profit. With that said.....Let's get something straight.....There is a BIG difference between an effective Communications Plan and a strategic Marketing Plan. There is a balance that needs to exist.



Unlike the typical marketing, you're not offering a product to prospective donors, you're giving donors the satisfaction of realizing their own desire to pursue their passions and make a meaningful contribution to individuals and worthy causes in the community.

Our challenge is to smoothly transition from your Communication Plan to your Marketing Plan while creating an environment favorable to contributing to your mission. Each campaign will be different but the system you'll follow will be the same.

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## ~How To Do It?

1. Successful marketing starts with strategic planning. If your organization doesn't have a marketing plan, you must create one now! You raise money by being strategic, first about what your organization is and does, and second about



how you are going to create sustainable revenue streams. You are entering a new normal well thought out [Marketing Plan](#) is a smart way to get a sense of the activities that really matter to your donors.

2. Focus on recurring giving. If this has been on your list for months, now is the perfect time to launch. As you're reading this monthly gifts are continuing to sustain thousands of organizations. It's far easier to decline a new request for support than to stop your monthly gift to a mission you already



support. For past donors? Reconnect with those donors who made a gift 3-6 months ago thanking them again then find out

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why they invested initially. Adjust your messaging so it appeals to what attracted them to your mission.

3. What gets tracked gets done. This also applies to your Marketing Plan. Although your first instinct is to pull back marketing spend, that's not necessarily the best approach during a recession.



Whether the economy is soft or strong, one sure way to raise less money is to stop asking for it! Keep on advertising, in an economic downturn you can still gain exposure to broaden your audience, but at discounted advertising rates. Keep learning now is a great time to learn from others, get a fresh perspective and keep your mission moving forward. One of the top ways to recession-proof your fundraising is to keep doing the things that raise money and carefully track what is working and what is not.



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properly prepared, your fundraising program is almost certainly doomed to failure. In good times and bad.

## ~ How To Do It?

1. Be sure to keep campaign donors and volunteers in the loop on any goal adjustments to avoid challenges down the road. People like to play on a winning team. Let your donors know your organization is ready to help and with their support can reduce the urgent need created by recent economic events. Continue to communicate what direction your non-profit will be taking, and how much you appreciate their past support. All donors need to feel appreciated. They need to feel informed. Their confidence in the charity needs to be constantly reinforced. At no time can a nonprofit operate as though its donors will continue giving no matter how they're treated.
2. It's not about you, you're donors, like you are passionate about the mission. While the economy has shifted directions, the needs of people who benefit from funds raised through your cause have not stopped. The needed goods, services and programs are still needed and you still want to help. Emphasize how your cause makes the world a better place regardless of the economy! That fact is not going to change. Continue to shed light on the good things happening around us, always continue to see the silver lining.
3. To remain competitive in challenging times you must persevere. You want to invest donors in the change you are creating. Let your donor know we're all in this together and how important they are to you

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and those you serve. Fundraise around that and you will see increased investment. Above all, try to stay calm. Your mission matters more than ever during a recession.

## The Future Together

### ~ Team Work Makes The Dream Work

There is strength in numbers. You and your donors are trying to change the world. You can still raise funds and help your community When you:

1. Treat your donors as people and stay connected to them.
2. Create a Marketing Plan that can be flexible and adjust to the changing times.
3. Prepare and don't panic, keep your donors in the loop so they feel comfortable with you.
4. Form an environment of community people support what they help to create.



Remember your mission and vision are not any less significant today. Staying on top of issues will help your nonprofit weather the storm! Above all, try to stay calm. Your mission matters more than ever during a recession. Following these simple tactics and fundraising strategies will keep a nonprofit afloat, giving perceptive organizations like yours a unique way to take advantage of what uninformed companies will be panicking about.

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For more information to help your organization create a successful fundraiser even in tough times reach out to YourTravelGurl Marketing Today at: [contact@yourtravelgurl.com](mailto:contact@yourtravelgurl.com)

