

# 7 IMMEDIATE FUNDRAISING STRATEGIES TO RESPOND TO THE COVID-19 CRISIS



*The COVID-19 crisis is impacting every aspect of our lives. The shutdown will have a dramatic impact on nonprofits and their ability to function in the long term. What is the best way to mitigate this effect? **Fundraising.***



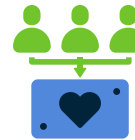
**SET UP AN EMERGENCY RESPONSE FUND**



**ASK YOUR DONORS FOR SUPPORT VIA ONLINE VEHICLES**



**CALL DONORS AND LET THEM KNOW HOW IT'S GOING**



**SET UP MONTHLY GIVING TO MAKE DONATIONS EASIER TO FULFILL**



**PUSH STORE ITEMS, GIFT CARDS, ETC.**



**ASK FOR EARLY MEMBERSHIP RENEWAL (IF APPLICABLE)**



**HOST A VIRTUAL EVENT & ENGAGE WITH STAKEHOLDERS, THEN... ASK FOR SUPPORT!**

ACCESS CURRENT COVID-19 RESOURCES NOW:

**YOURNPP.ORG**

THE NONPROFIT PARTNERSHIP

Access current COVID-19 Resources via the Resource Library at [YourNPP.org](https://YourNPP.org)!

