



Annual Campaign Strategies in Times of Crisis

STRATEGIES TO CONSIDER IN YOUR COMMUNITY

Keep calm and focused on the **Annual Campaign**. Be sensitive to the folks who might be skittish about giving now. It is likely that people who have always been generous will continue to be grateful that they can be on the giving side of the equation and will want to give back when they experience a crisis around them.

Without the Federation's focus on multiple campaign events, invitations, arrangements and details, it is a great time for the essential and best donor relations and donor stewardship opportunities.

Use your solicitor network now more than ever! Provide a few messaging data points and let them GO. (They are all home just like you!) They will be happy to check in with people and if people ask how they can help - remind them that the Annual Campaign is still ongoing. If their gift is not in, now is the time, and if their gift is in, ask them to consider an increase.

Consider training the next generation of solicitors and canvassers by reaching out to college students who are at home now and might be interested in building some fundraising experience and muscle.

For those who want to help, but don't want to solicit, now is the perfect time to have eager volunteers make check in and thank you calls. We can never have too many people checking in on our donors and thanking them.

MESSAGING FOR YOUR COMMUNITY

One of the values of Federation in times of crisis is that of its extensive reach through its network of community agencies, synagogues and related organizations. Federation is uniquely positioned to map and manage overall communal needs. It can also galvanize its partners to identify and respond to those needs and ultimately work with the largest donor base in the community to help fund those needs. This is what Federation does day in and day out and this is what your **Annual Campaign** dollars fund year in and year out.

As an yearly investor in _____ Federation you appreciate the importance of community. Your investment means even more in times of crises so that we continue to support those organizations and programs which make our Jewish community a special place to live.

Thank you. Without your generosity year in and year out through the **Annual Campaign**, our Federation would not be in a position to respond to today's crisis. Please make your 2020 **Annual Campaign** commitment today.