



Donor Stewardship and Deploying Leadership in Crisis

1. **During this isolating, scary and challenging time, we have an important role to play – to connect with our larger Jewish family and ensure everyone feels supported.**

Connect virtually with your donors (deploy all staff and volunteers who want to help) – make facetime calls, connect over periodic zooms. Ensure that key donors hear directly from the CEO and Board Chair. Take them on a ‘virtual tour’ of Israel or schedule a meaningful dialogue with your partnership community in Israel.

Be aware of what Federation’s partners are offering to constituents needing to stay at home. For example, PJ Library offers online activities and resources for young families, and BBYO set-up a full menu of engaging videos for teens using a Netflix-style streaming platform

Talk about the power of the collective. Remind folks that this is who we are and what we do – and it’s all because of donors like you.

Does someone need to be connected to a social service agency in your area?

Keep a list of those who are able to help so that you can call on them when it is safe to do so.

Passover is coming! Send-out a Passover card – deliver branded boxes of matzah – offer a listing of virtual seders that community members could attend – create a short video of community leaders each sharing a Passover idea or personal tradition. Call upon the themes of Passover to bring home and meaning (overcoming plagues, celebrating our freedom, retelling a narrative of resilience amidst uncertainty).



2. **Ensure that your leadership, donors and broader community know what you are doing and not doing.**

In order to ensure the health and safety of the community events are cancelled through _____.

The federation offices are currently closed however we are all working remotely and here to support however necessary!

Share concrete, inspirational examples of how the Federation is making a difference at a moment of great need – and capture personal testimonials and stories to show the impact.

Get key messages out through social media, the Federation’s website and email with consistency (example – leading into every Shabbat).

Engage your leadership in direct outreach to Federation beneficiaries most affected by the pandemic (for example – homebound seniors)

3. **Here’s what you can do to help.**

Reach out to friends in the community and let us know what is needed.

In the face of this crisis, the best way to support our community remains our Annual Campaign. Our annual campaign ensures that in a scenario such as this we are mobilized to convene, support and ensure the safety and security of our community.

If you haven’t yet made your 2020 gift, and you are able to do so at this time, it would be of tremendous help, and we’d be very grateful.

4. **If you want to do more...**

If you have already made your 2020 gift and would like to do more to help, **we will gratefully direct your increased dollars or supplemental gift to a special fund addressing this crisis.**



Hi,

Thank you for your ongoing support and for joining **enter Federation name** to do what our community does best: helping each other in times of need.

As a volunteer for our community phone check-in program, you play an integral role. I have attached a suggested script for your calls to help you ease into the conversation and ensure that you capture important details.

It is very important that we maintain a strong line of communication during this time so we can ensure that everyone is receiving the support they need. Please email _____ once you complete your list of calls with the following information:

- Your name:
- Names of each person you spoke to
- Specific need(s) or request(s) for each person
- If you plan on following up with them again
- Any other items of note

If you are interested and have the capacity to continue reaching out to your contact list every few days, we encourage you to do so. You could even FaceTime them with your kids (if they agree to this) and teach your family about the importance of community and intergenerational connections. It's entirely up to you, but we hope this will be the beginning of an ongoing relationship.

Again, thank you. We are so very fortunate and grateful to be partnering with you during this time of need.

Stay safe and healthy,

SAMPLE SCRIPT FOR CALLS

Hi **name**, my name is **name** and I am a volunteer with **enter Federation name**. I am calling to check in on you during the COVID-19 pandemic. We wanted to ensure that you are safe and healthy. How are you feeling? *(Let the individual answer)*.

Please ask the following questions and record the responses:

- Do you have enough food?
- Do you have someone who can shop for you if you are unable to do so yourself?
- If the answer is no: Would you like someone to order groceries to your home for you?
- What is your address?
- Would you be comfortable with me calling you again in a few days to check in?
- Are there any other critical supplies or urgent needs that you have at this time?

If the person is okay and wants to help, you can give them the following options:

1. They can make a donation to **enter Federation name** – the money will go towards purchasing food and distributing to those in need. They can do so by calling the **Federation Hotline Number** or donate securely online at **enter website**.
2. They can volunteer to make check-in calls by emailing **enter contact person**.

Be sure to wish them and their loved ones well.

Please also be sure to email your UJA contact *(the person who emailed you these instructions)* with information regarding each call you make. This way we can triage needs and ensure everyone is cared for to the best of our abilities.

May we go from strength to strength!