



# Fundraising in Crisis

**In a crisis, the first step is to divide the needs into those that are immediately critical, those that may be critical in the future and those that are ongoing.**

In this document we will focus on the **immediately critical needs** (food and services for the elderly, disabled, in-treatment programs, etc.).

## SOME THINGS TO THINK ABOUT AT THE BEGINNING

Check with your agencies to see what processes they already have in place and what critical needs are uncertain without a steady flow of revenue

Engage the lay-pro committee (or create one) for those specific needs

Gather the best info possible on precisely what is needed month by month

List each need and what is needed (financially) for each one

Institute a monthly payment plan and share with the community – people can select the need they'd like to give monthly to (*see language below*)

Produce a one-sheeter with the most immediate needs and a total amount to raise (*see language below*)



## SETTING UP AN EMERGENCY CAMPAIGN

Decide whether or not you need to set-up an emergency campaign as another way to support the critical needs. For example: There are still 30,000 Holocaust survivors below the poverty line. If you are considering an emergency campaign, here are some suggestions:

**Don't squander an emergency campaign** — make sure it is of the highest priority

**Encourage monthly giving** — this is how people live; they pay their rent or mortgage, their cable and electric — and they pay for elderly to eat each month, e.g.

**Supplemental gifts** — solicit only your top donors for this purpose. Consider trying to close their Annual gift at the same time, if appropriate (it is not going to get easier). Let them know that you are seeking additional funds, but also need insurance for crucial programs

Matching gift could work with top donors, too. See Toronto.

Contact local foundations that give in this particular area — Weinberg for the elderly, e.g.; EJF Philanthropies for food security, etc.

Even if you opened a giving mailbox, open a mailbox for people to report THEIR needs, as some may not come forth

Give it a name. Some ideas include:

- Stronger Together
- No One Left Behind
- We Are Here
- Here to Help

ONCE YOU DECIDE YOU'RE READY TO START FUNDRAISING FOR CRITICAL NEEDS, HERE ARE SOME POTENTIAL STRATEGIES:

Emergency Campaigns/Emergency Relief Funds (see above)

Supplemental gifts

One time additional gifts to the Annual Campaign

Immediate Sources to Contact:

- Board leadership
- Major donors
- Foundation partners (separately incorporated Jewish community foundations, private Jewish foundations and community foundations that fund Jewish life)
- Donor Advised Fund holders
- Board restricted funds and reserves
- Supporting Organizations