










JFNA's Fundraising Department Shares Suggestions

-  Be good to each other and take time to recognize the extraordinary efforts of every member of your team, many of whom are balancing family responsibilities, isolation and loneliness while working from home. Keep in touch and stay connected.
-  Consider reaching out to those with disposable dollars as soon as possible to meet current and emerging communal needs, and utilize the momentum of the situation to raise funds.
-  Ask major donors if they can help with cash flow by paying their 2020 pledge now, given that income tax commitments are due in July.
-  Identify potential lead gifts which act as a Challenge/Match that could inspire others to step up and give.
-  Consider accessing Reserve Funds and/or unrestricted endowment dollars to offer immediate help.
-  Encourage supporting organizations to consider directing funds to help with the crisis response now.
-  Market immediate and emerging needs, and seek help from DAF holders both at Federations and from Fund holders known to have DAFs at other institutions including but not limited to Separately-Incorporated Foundations.

-  Steward donors and sponsors. Maintain contact with donors and with corporate sponsors which may have philanthropic divisions (e.g., Goldman Sachs has “Goldman Cares”) to see if they offer grants or micro-loans. Treat donors and corporate sponsors as partners so they feel a part of the Federation family.
-  Hold regular “meetings” with Planning, Marketing and Development to understand each other’s current work plans, and so Marketing can push out messaging and communications in a consistent and accurate manner.
-  Keep your leaders updated with inside information.
-  Keep in touch with your Israel & Overseas partners, and consider their needs in your messaging and communal response.
-  Share your Best Practices with your JFNA FRD Community Consultant.

