

## Digital Dialogues @ toolbox INDIA Foundation

Fundraising: How does one ask?



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**Rationale:** The uncertainty and economic slowdown that affected countries worldwide has led to an unprecedented crisis and has impacted organizations across all sectors. In the backdrop of the pandemic, lockdowns and no visibility on the long-term capital availability, the session aims to address some of the immediate measures that organizations can undertake.

### Key takeaways:

#### **1. Fundraising during the COVID crisis**

- Need to stay connected to program communities and demonstrate that your organization is there in difficult times.
- Most people acknowledge that there is a responsibility to give today, but it has to be in the right time and the right way. People who have always contributed to nonprofit causes are having second thoughts about giving right now and rather would direct their funds totally to the cause of COVID 19 at this time.
- While there might be reductions in the amount of funding, donors have expressed support on extension of reporting timelines, funding of salaries and shrinkage in program goals set.
- **Crowd-funding or Direct appeal to Donors? Which is the best way forward?**
  - Nonprofit organizations could adopt a mixed approach of crowd-funding platforms and making direct donor appeals.
  - Most crowd-funding platforms have waived off their transaction charges during the current circumstances

#### **2. Communication with Donors**

- Communication needs to be focused on specific agendas, with specific goals and call for action to be effective for soliciting funds from the donor community (institutional and individual).

- **Specific communication** that is personalized should be adopted to reach out to the donor community and keeping them updated with personalized information is essential; giving very specific updates on the pivots in the organization's planning for the next few months more on how COVID is going to impact the beneficiary communities.
- Personal impact or a personal connect story which is close to people's hearts is something that could encourage the donor community to give a lot more than they would do otherwise.
- **Generic communication** will create communication fatigue. Instead more continued communication on the work with beneficiary communities over long durations could be highlighted.
- **Social media communication** might not be effective to send grant appeals to the right people. Tailored communication could be used with the following key components-  
  
Communicating through Personal connects/personal emotional stories that donors can connect with.

**Digital Dialogues @ toolbox INDIA is a virtual round table facilitated by toolbox INDIA Foundation on topics of interest and relevance curated for NPOs operating in India.**

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