	Donor Engagement Strategies - COVID-19 Contingency Planning Reasons for Cancelling Spring Fundraisers - Health concern, low attendance, proactice and responsible decision is						making, volatility of stock market and the reduction of personal giving			
		Group			Staff/Volunteer			g	Ī	Materials
		Size	Venue	Objective	Involvement	Timing	Priority	Details	Estimated Cost	Needed
			Email/ Press							
Done	Update Supporters	ALL	Release/ Social Media	Updating supporters and general community	Communications, Operations and CEO	ΔSΔΡ	High - Part 1	Detail what VOA is doing to keep clients, staff and volunteers safe during the pandemic - Spring Fundraising event canceled.	minimal staff time	None
Done	Opuate Supporters	7122	Wedia	general community	Operations and OLO	AOA:	mgn - r art r	With respect and concern for our community spring fundraising event is postponed.	minima stan time	None
								Please hold xxx date on your calendar. Instead of a large gatherings we will hold small		
				Explanation of why event				group meetings to update you & identify ways to help us help even more of our neighbors. With a gap in funding of \$2 million it's critical we updated you on how your dollars are	•	marketing piece to
	Cancelation of		Email and Phone	was cancelled and how they				sheltering veterans and famililes, creating independence through job training and		send out to TC's and
Done	Event	Guests	Calls	can still support VOA	Staff/TC and Board	ASAP		placement.	\$500	guest list of donors
			home page of	Calm fears, educate, inspire				Use language from Part 1 email - shorter & must include a face of 1 person + money		
Done	Website Popup	N/A	website	& share money story		By mid March	High - Part 2	story		
								Event table hosts invite their intended guests to get an update on our response to COVID-		
	Mission		Online - Zoom/Skype or short videos on	inform, inspire, share	Dev Staff, Prog Staff, CEO and			19 restrictions + discuss an important issue (Addiction, homelessness, veterans, foster youth, etc) Have program experts and CEO or respected leaders available to answer		
	Experiences	10 to 15		money story	Board	Bi-weekly		questions		
	Small, Intimate,			, ,	Dev Staff, Table			•		already budgeted,
	"Salon" Asking				Hosts, CEO,	Monthly		Table hosts invite their intended breakfast guests to small gathering in their home.		projector, food and
		6-10 max	Virtual?	Raise \$10-20k+	Testimonial, Board Member	beginning in Mav		Implement all aspects of the event, Mission Moments, Vision & Money story, Video, Client Testimonial and Ask		drinks handled by host
			Zoom, Skype or	,		,				
	One on One	2-4 max	Phone		Dev VP &/or CEO			December 1997		
			Email and Social	Calm fears, and for those that are quarantined give a	VOA Ministers and			Promote on Website, Social, capture email or text messages. Invite people to subscribe to daily prayers-offer them to submit prayer requests - ask for		
	Daily Inspiration	ALL	Media	sense of community	Marketing Team	ASAP	Part 3	people to volunteer to pray for others. Mobile Cause	Minimal	Social
	Personal Calls to			Reduce isolation. Let them				Prioritizing Elderly Population - Ask them how they are doing? Do they need anything?		
	Donors -	1 on 1	Phone Calls	know what we are doing to keep our clients safe.	Volunteers/Board/ Advisory/	dailv/weeklv		Do they want an update? How often? Emails or phone calls? Do they need groceries? Do they just need someone to talk to?		
		** *		Calm fears, educate about	,-	.,		71		
	Facebook Live with	NI/A	Facebook	actions for clients & events,			2			
	CEO	N/A	Facebook	share money story			ţ	Society level donors, planned giving donors, volunteers, community partners.		
	Video Conference			For selected groups to feel				Keep these to 20 minutes with 10+ minutes for Q & A.		
	Calls with CEO	10 max	Zoom or Skype	special & connected			Part 5	Send evites so RSVPs are required Use special, "exclusive group" language		
	Short Videos	N/A	Text, email & Social media	Inspire about what more there is to do			Part 3-4	Thank. Inspire. Educate. Share money story. Short video clips of shelters highlighting staff committed to serving & keeping everyone safe.		
				keep people off campus yet						
	Amazon - Needed			allow them to feel part of a				work with the various program managers in NN to get their most critical needs and she		
	items	unlimited	social media	solution	yes	week of 3/16	?	can work with Logan to get this put together on Amazon		
	Linkedin								l	