

Communication &
**Donor Engagement
Strategies**

DURING COVID-19

THURSDAY, APRIL 30, 2020



The Panel



Taylor Shanklin
VP of Growth
Firefly Partners



Rachel Muir
Fundraising
Strategist

QUESTION 1

What is your opinion on when and how to start fundraising?

QUESTION 2

What are the must haves of a crisis communication strategy?

QUESTION 3

What messaging is getting donors attention? What platforms?

QUESTION 4

How can you use communication to connect in a virtual world?

QUESTION 5

How do you get your board, staff and key stakeholders on board?

BONUS QUESTION

What's your advice for objection handling?

A woman is seen from behind, wearing a light-colored straw hat and a white lace top. She has a large orange backpack on her back. She is standing on a beach or near a body of water, looking out at a sunset. The sky is a warm, golden color, and the water is calm. The overall mood is peaceful and contemplative.

Questions?

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