

COVID - 19

RESOURCES FOR CANADIAN FUNDRAISERS

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Information, Resources & Guides

[COVID-19 Resource Hub for the Canadian Nonprofit Sector](#) ▲ (Imagine Canada)

Managing through and building resilience during the outbreak. Charities and nonprofits are on the front lines of dealing with the current COVID-19 pandemic in Canada, and we at Imagine Canada are dedicated to supporting you as the situation evolves. Page dedicated to resources and updates.

[Coronavirus is hard on nonprofits that rely on events](#) (The Chronicle of Philanthropy)

For events supported by businesses, nonprofits should talk honestly with their sponsors. Although corporations typically want to see the return on their investments when sponsoring a charity event, they also want to be seen as good corporate citizens.

[Coronavirus and Fundraising: What to Expect and How to Prepare](#) (Fired Up Fundraising)

"Never, ever stop!" Just because you are delaying some donor asks, doesn't mean you let them go. Not at all!

[Resources to help nonprofits adapt & respond to COVID-19](#) (Ontario Nonprofit Network)

ONN has compiled a list of Canadian resources, including business continuity guides and what to do about your events and conferences.

[A Message to Fundraisers on Responding to the Pressures of COVID-19](#) ▲ (Imagine Canada)

As the ripple effects of COVID-19 are felt by charities and nonprofits, it is clear that revenues are going to be significantly impacted. The spring is normally a period of high activity and with the cancellation of galas, events and other activities, organizations will be looking to offset these revenue reductions.

[AFP's COVID-19 Resource Guide](#) (Association of Fundraising Professionals)

Resources to help guide you in your fundraising, donor communications and more, and what it means to engage with donors during a time in which in-person interaction is likely non-existent.

[Love for fundraisers in a time of coronavirus](#) (UK Fundraising)

Your digital presence is your presence. As fundraising events and public gatherings start being cancelled, plenty of everyday fundraising will become harder to carry out. Which means your website and presence online are rapidly becoming your main and most important presence to your supporters and to the public.

COVID-19 Resources from Canadian Nonprofit Umbrella Groups (CharityVillage)

A number of Canadian nonprofit and charitable sector umbrella groups are busy compiling much needed resources and information to help our community manage through the COVID-19 crisis.

Coronavirus advice for nonprofit leaders (20 Degrees)

Understand different potential financial and programmatic scenarios for your organization. Know your organization's financial runway. Understand how your program might respond to reduced staff scenarios, short-term quarantines or other operationally disruptive situations.

Event and Fundraising Resources During Possible Impact (Blackbaud)

A list of resources to help the social good community prepare for and respond to impacts of the coronavirus. This listing addresses some of the unique concerns facing the social good community and empowers organizations to deal with this crisis while continuing to support your critical missions.

How to raise funds in times of crisis (Future Fundraising Now)

The important thing here is openly talking about crisis when you're in crisis is honest. And it works. Donors respond in record numbers to fundraising that makes it clear they are urgently needed.

A few things for nonprofits & foundations to consider in light of Coronavirus (Nonprofit AF)

The virus reveals several of the weaknesses of our sector and our society, shedding light on things we need to get a better grasp on. Let us use this opportunity to learn and strengthen our work.

How will coronavirus affect your fundraising efforts? (Michael Rosen Says...)

Government grants may shift to other priorities. If you are not working on health, plan for cuts and diversify funding sources. Over-reliance on government funding has always been risky even in the best of times because political winds change.

How to (Quickly) Mobilize Volunteers to Maximize Nonprofit Fundraising During COVID-19 (Breakthrough Fundraising Group)

Staff bandwidth is on overload at every level of nonprofit organizations. In addition to the urgent work of serving clients, many cancelled and future events are burdening budgets. Here are five quick tips for mobilizing some of your most committed champions: volunteers.

The Coronavirus Concern: What Nonprofits Need to Know (DonorDrive)

Most organizations likely don't have a crisis plan lying around, so now is the time to develop the framework for this and future events. Article discussing event workarounds and how to pivot to virtual events & crowdfunding campaigns.

Donor Acquisition In A Recession (TheAgitator, 2009)

Roger Craver discusses the importance of "refilling the bucket" in light of recession and life-altering events.

Grant Connect Community Edition ▲ (Grant Connect & Imagine Canada)

Keeping you connected to funding opportunities during COVID-19. The Grant Connect team at Imagine Canada wants to ensure that smaller charities continue to have access to Grant Connect's Community Edition during this time of uncertainty, despite the closure of libraries and resource centres across Canada.

COVID-19 and the charitable sector ▲ (Imagine Canada)

Prime Minister Justin Trudeau recently announced measures to address Covid-19. We have written him a letter requesting the federal government's response to also include and communicate measures that will assist charities and nonprofits in getting through the challenges we currently face.

7 Creative Virtual Fundraising Ideas You Can Use To Replace Your Cancelled Event (CanadaHelps)

Live events and fundraisers have long been a standard staple for charities. In light of Covid-19, fundraisers are having to pivot to the virtual world. Virtual events can be just as successful and engaging, sometimes, moreso. A list of our best virtual fundraising ideas and some suggestions for how you can make them happen.

Engaging Donors & Volunteers: Maintaining Momentum Bulletin 2 (KCI Philanthropy)

KCI has created a Bulletin Series to provide timely advice about how you should navigate this situation as it evolves, while continuing to maintain momentum in your fundraising activities. In this Bulletin, learn how to communicate and engage with donors, volunteers and other stakeholders during times of crisis.

If your charity has assets/reserve & you don't have a reserve fund policy, you should stop fundraising (Blumbergs Canadian Charity Law)

Every charity that has, or appears to have a large amount of assets (cash, investments, reserves, buildings, etc) AND wishes to fundraise more should have an explanation as to why they have those reserves. This is called a reserve fund policy.

What If Donors Stop Giving? (Veritus Group)

You may be worried that donors in your portfolio will stop giving. There will definitely be some who can't maintain their contributions right now. But many will keep giving. Some will increase their giving, depending on how well you connect with them. Seven ways ensure they will keep giving.

How to Keep the Lights On at Your Nonprofit During a Global Crisis (Classy)

Many nonprofits are questioning how to maintain some semblance of normalcy in their operations, particularly how to send donation appeals and engage their communities while being respectful of the urgency and gravity of the COVID-19 pandemic. Use these tips to keep your nonprofit moving forward during the coronavirus pandemic or any other global crisis.

10 Things Fundraisers Can Do From Home During the COVID-19 Pandemic (Blackbaud)

Many fundraising teams are realizing that an ask at this time could really be a waste of resources, and an emergency plea, unless truly needed, can be seen as opportunistic. Here are ten things you can do instead of meeting with donors and asking for money during the COVID-19 pandemic.

COVID-19 Resources: How to Reach Your Donors and Volunteers (Aspen Leadership Group)

The current environment will continue to present unprecedented challenges. We recognize that working through this crisis is a "long game;" we are not responding to a multi-day loss of power or snowstorm. Just like long-distance runners, pace yourselves, your teams, and be prepared to be nimble and work in new ways with your donors and volunteers for some months.

Work From Home Self Care: 11 Tips for Fundraisers (Bloomerang)

Mazarine Treyz, CEO of Wild Woman Fundraising, shares her tips for fundraisers working from home during the Covid-19 crisis. Check out her 11 tips to help you improve your work from home self care routine.

4 Ways to Engage Major Donors During the Covid-19 Crisis (The Chronicle of Philanthropy)

Face-to-face interactions — typically viewed as the ideal way to connect for fundraisers — are no longer possible during this crisis. However, it is still possible to build meaningful connections with supporters and prospective donors. To navigate this quickly changing terrain, you'll need to know your donors better than ever and use that understanding to shape your approach.

How to Create Compelling Fundraising Videos during the Covid-19 Crisis (DonorPerfect)

Nonprofits are facing new challenges due to the impact of Covid-19, particularly around capacity. Creating a fundraising video may be the last thing on your mind because, yeah, it can be time consuming. But consider this: A Google study has found that a whopping 57% of people who watch fundraising videos will go on to donate to that cause.

Principles of Fundraising: The Coronavirus and Philanthropy (CCS Fundraising)

In light of the current and rapidly evolving circumstances, the CCS team offers 9 general principles and guidelines around fundraising efforts to help nonprofit organizations manage through the crisis with flexibility, creativity, and resolve.

10 Important Donor Types To Communicate To During the Coronavirus Outbreak (Bloomerang)

As is the case during any situation, the more you segment your communications for specific audiences, the more likely those communications are to resonate with the recipient. Now, however, is a critical time to take inventory of your most valuable supporters and reach out contextually. The following list of 10 supporter segments should be your top priority.

Now Is Not the Time to Stop Fundraising (NonProfit PRO)

Last week, several agencies told me they have no reserves, but still think it would look bad to fundraise right now. Here's the thing: It would be worse to go out of business because fundraising was nixed during a time when organizations arguably need it most.

Capital Campaign Fundraising During Coronavirus: Your Questions Answered (Capital Campaign Toolkit)

We are in uncharted territory with regard to fundraising and specifically, capital campaigns. However, we can rely on history, best practices, and kindness to lead us in the right direction. Learn some tips on managing your campaign through this crisis.

How to Maintain Donor Engagement During a Crisis (CCS Fundraising)

While it is important to remain sensitive to the current environment, it is not an effective strategy to cease communications with donors altogether during a crisis. In fact, it is essential for you to ramp up communications to keep key stakeholders informed and engaged during this fast-changing time. Article includes tips and strategies on crafting messaging and how to prioritize communications.

3 Engaging Virtual Fundraisers From Charities (CanadaHelps)

As a charity that's been impacted by disruptions to daily life and the social distancing measures brought about by the COVID-19 global pandemic, you may be wondering how you can continue to fundraise for your cause in the current climate. Here are 3 creative examples from Canadian charities to help make your next virtual campaign a success.

To Call or Not to Call: The Question of Donor Retention (CharityVillage)

As a nonprofit organization, in order to ensure you can keep your doors open now and in the future, one of your top priorities should be donor retention. If you build up donor relationships and focus on maintaining the connection in this time of crisis, you'll find that you'll raise more both now and after the pandemic ends. Three important tips from Bloomerang's Chief Engagement Officer.

COVID-19 Fundraising Templates Kit for Nonprofits (DonorPerfect)

This free kit equips your team to easily and efficiently craft fundraising campaigns that engage your donors during these uncertain times. A PDF with Mad Libs-style templates for promoting your COVID-19 relief fund, crowdfunding campaign, monthly giving program, fundraising event alternatives, remote volunteer listings and more.

8 Tips For A Low-Stress, High-Success #GivingTuesdayNow (Blackbaud via Imagine Canada)

The newly announced #GivingTuesdayNow on May 5th, 2020 (an emergency response to the unprecedented need caused by COVID-19), is a chance for donors to increase their support for causes around the world - including yours. Here are 8 tips for your organization to quickly and easily make the most of #GivingTuesdayNow.

Why Tax Credits Won't Save Us (Association of Fundraising Professionals)

The COVID-19 pandemic has significantly impacted charities across Canada. Juniper Locilento and Jessica Wroblewski discuss this impact, the government's initial response, and what can be done to support Canada's 86,000 charities.

FAQs for Canadian registered charities and nonprofits during COVID-19 (Blumbergs Canadian Charity Law)

Super helpful FAQ page from the team at Blumbergs with Canadian-specific answers to legal and technical questions like "Can my charity or non-profit provide funds to other groups providing COVID-19-related relief?", "Can my charity or non-profit organization hold virtual directors and members' meetings?", and more.

Coronavirus: Five things fundraisers should be doing right now (Candela Strategies)

From a fundraising perspective your work priorities have been shifting or will be soon. Things that consumed a lot of your time are suddenly on the backburner: meetings, conferences, events, networking. So now what should we be doing?

The Fundraiser of the Future: The skills nonprofit fundraisers need for career evolution (CharityVillage)

The world of fundraising is changing and with it, fundraisers' skill sets need to change, too. For the last decade, most nonprofits received their funding through grants, major donors, galas and peer-to-peer events. However, the philanthropic landscape and rapidly changing behaviour of the new generation of donors require us to revisit the fundraising strategies.

Learning Opportunities & Virtual Events

Event: [GivingTuesday Announces Day of Global Action for Giving & Unity](#) (#GivingTuesday)
*#GivingTuesdayNow, a global day of giving and unity, is set for **May 5, 2020** as an emergency response to the unprecedented need caused by COVID-19. The day is designed to drive an influx of generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world.*

Video: [Managing the impact of COVID-19 on nonprofits](#) (TechSoup)
Recording of a free, virtual workshop on managing the impact of COVID-19 on nonprofits hosted by the team at TechSoup.

Virtual Event: [Fundraising Everywhere Festival May 2020](#) (Fundraising Everywhere)
*Virtual fundraising conference hosted online from **May 11th - 15th, 2020** with 50+ speakers. Busy on those dates? Book anyway and you'll receive all the recordings after.*

On-Demand Webinar: [Resilient Fundraising](#) (Blackbaud)
During a crisis, revenue models and fundraising operations are tested. Fundraisers are challenged with balancing budgets while continuing to deliver missions, often with looming uncertainty. What are the key strategies to support a resilient response during these trying times? Watch nonprofit leaders Jen Shang, Steve MacLaughlin, and Katrina Vanhuss as they discuss how to evaluate your plan.

Video: [Online Fundraising for a Virtual World](#) (CanadaHelps)
Join experts as they walk through the online fundraising and marketing best practices you need to know to fundraise successfully during these uncertain times. Timely insights and expertise on how to effectively fundraise and reach your donors online.

Online Courses: [Blackbaud University – Fundraising and Nonprofit Basics](#) (Association of Fundraising Professionals & Blackbaud)
AFP, in partnership with Blackbaud University, is excited to offer introductory-level courses on fundraising and relevant nonprofit topics at no charge to AFP members!

Video: [Achieve Fundraising Success with Donation Forms for the Digital Age](#) (CanadaHelps)
With many traditional in-person fundraising methods being paused, a growing number of donations are being made online. It is more important than ever to invest in the online giving experience for your donors.

Webinars: [Covid-19 and Remote work resources for nonprofits](#) (Bloomerang)
Free webinars on a range of Covid-19 related topics: managing capital campaigns, running online events, crafting messaging during a crisis, and more! Page also lists other resources and discounts.

Video: [Fundraising in the face of COVID-19](#) (Association of Fundraising Professionals)
Recording of March 23rd webinar. Experts discuss tips, strategies and resources for fundraisers during the Covid-19 crisis.

Webinar: [Future-Proofing Your Charity for Our New Normal: Insights from Canadian Charities & Experts](#) (The Partnership Conference)

Wednesday May 6th - 1:00 PM EST. Accelerist & The Partnership Conference have teamed up to bring you the results of a new survey of Canadian nonprofit leaders that tackles questions like “How should a nonprofit budget for corporate partnerships/sponsorships in 2020?” Learn insights, industry examples, best practices and tangible resources to help you future-proof your corporate partnership program.

Webinar: [You Got This - Recommendations from Experienced Fundraisers](#) (The Fund Raising School)

Friday April 24th - 2:00 PM EST. Two of The Fund Raising School's most popular faculty members will share their expertise, wisdom, and advice. Today's virus crisis is just the latest challenge they have confronted with extensive knowledge and skill. Gather their recommendations, and be ready to engage with your questions and concerns.

Video: [Sponsorship During Times of Crisis: Refunds, Cancellations & Postponed Events](#) (The Sponsorship Collective)

Chris Baylis shares thoughts on how to handle sponsorship during a crisis like COVID-19, which threatens events and sponsorship plans, revenue, and relationship building.

On-Demand Webinar: [Managing COVID-19's Impact on your Cause](#) (Blackbaud)

In this free on-demand webinar, Sean Triner of Moceanic shares how to keep the fundraising momentum going during COVID-19, and how to bring the event experience online. Webinar includes tips and best practices on how you can raise more funds and protect your brand reputation during these challenging times.

Webinar: [Fundraisers are Influencers with a Cause](#) (CharityVillage)

Thursday May 7th - 1:00 PM EST. Influencer marketing has exploded in recent years. This form of engagement is more than prestige, advertising and brand endorsement. It's about storytelling, community building and connecting with people in a meaningful way. Learn how to adapt around the new realities facing fundraisers and the organizations they work for.

Podcast: [Fundraising in times of crisis](#) (The Rainmaker Fundraising Podcast)

Andrew Olsen & Roy Jones address whether nonprofits should stop fundraising because of COVID-19, what the impact of pulling back or delaying may be, and how your organization can be successful in spite of this crisis. Learn tactics and strategies you can leverage right now to stay top of mind with your donors and make sure that your cause is positioned for success in a crisis.

Webinar: [What Now? Flexible Fundraising In a Changing Landscape](#) (Blackbaud)

Thursday May 14th - 1:00 PM EST. When it seems like the situation changes faster than we can adjust, how do you plan a fundraising campaign? Should nonprofits scale back, make changes or make all in-person events now virtual? Join Alex Tom of UNHCR Canada and Chris Carter of Candela Strategies as they address attendee questions on fundraising and campaigns and how to stay nimble for short-term and long-term revenue health.

On-Demand Webinar: [The New Normal: Fundraising in the Wake of a Covid-19 Market](#) (The Nonprofit Academy)

Internationally recognized fundraiser Cherian Koshy gives us signposts to look for as we navigate this crisis. He'll share insights from various markets and show you what to consider in your planning. You'll leave with a better grasp of how major donors, foundations, and planned giving donors are seeing this crisis. And with a new hope about how to move forward.

Book: [Remote: Office not required](#) (J. Fried & D. Hansson)

The "work from home" phenomenon is thoroughly explored in this illuminating new book from bestselling 37signals founders Fried and Hansson, who point to the surging trend of employees working from home (and anywhere else) and explain the challenges and unexpected benefits.

Video: [Sponsorship & COVID-19 - Pivoting Your Activations and Tech](#) (Sponsor Circle)

In light of the current climate, watch a virtual "coffee chat" with Aaron Kaufman of Fifth Element Group and Mary Beth Kyer of Sponsor Circle, where they discuss technology and activation options to reach your audience, deliver on KPIs and provide great sponsor benefits.

Micro-Learning Video: [Fundraising During a Time of Crisis](#) (Association of Fundraising Professionals)

Dave Tinker, CFRE, shares his key takeaways from learning to cope during a crisis, along with tips to help you navigate the current environment and successfully raise funds.

Video: [Effective action facing the potential risks related coronaviruses](#) (BNP Performance)

Is your organization ready to face the possible risks linked to Coronavirus? Video recording of a recent webinar from BNP Performance, exploring themes like properly managing the impact on your investments, what you should do with your upcoming fundraising events, what the impacts are on your direct mail or major gifts campaigns, and more.

For up-to-date sector news and more on COVID-19, visit us at www.imaginecanada.ca and [sign up for our Imagine 360° newsletter](#).

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