



FRACTURED ATLAS

Fundraising in Difficult Times

REQUESTING SUPPORT

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USING THIS RESOURCE

Here is some language that can help you solicit support during difficult moments. It's important to remember that you and your work have value: asking for support in a difficult time is appropriate (even if it's not a pandemic). As long as you are approaching your community with respect and transparency, you can ask for what you need and offer what you can provide.

Edit and adjust these templates as you see fit. Items you should update are **[BRACKETED AND HIGHLIGHTED.]** Each section includes both the template and an example that fills in the blanks, for your reference.

We also want to reiterate that **it's okay to not want to fundraise during difficult times.** There is a lot of pressure to produce when life itself is already challenging. Use this resource if you are ready and willing. The most important thing is to take care of yourself and your community as best you can.

As always, feel free to reach out to support@fracturedatlas.org if you need any assistance.

Sincerely,

The Team at Fractured Atlas

#MakeItHappen

#LongLiveTheArtist

CONVERTING CHECK DONORS TO ONLINE DONORS

Use this template for donors with whom you have a giving relationship. Send it to them in the mode *they* prefer to communicate in. This can also be modified to use as a script for a phone call.

TEMPLATE

Hello [DONOR],

Thank you for your continued support of [PROJECT NAME.] It has meant a lot to [US/ME] to know that you are in our corner. As you may know, due to [BRIEF DESCRIPTION OF CHALLENGE], we are experiencing some hardship and are asking our current supporters to change their contribution from check to credit card. This will help us by minimizing both the delays in processing and the risks of lost contributions. You can give directly at the link below:

[YOUR DONATION LINK]

If you have any questions, please reach out to [US/ME] at [YOUR CONTACT INFORMATION.] Thank you again for your support and we'll keep you updated on our progress!

EXAMPLE

Hello Fred,

Thank you for your continued support of Rock Nation, the Music and Geology Cabaret. It has meant a lot to us to know that you are in our corner. As you may know, due to the outbreak of COVID-19, we have been forced to cancel our upcoming performances. We are asking our current supporters to change their contribution from check to credit card. This will help us by minimizing both the delays in processing and the risks of lost contributions. You can give directly at the link below:

RockNationCabaret.com

If you have any questions, please reach out to me at producer@rocknationcabaret.com or 555-123-2299. Thank you again for your support and we'll keep you updated on our progress!

Sincerely,

B. Rubble

Producer

SOLICITING NEW INDIVIDUAL DONORS

Use this template for establishing relationships with potential donors who haven't given to your work yet but have expressed interest. Send it to them in the mode *they* prefer to communicate in. This can also be modified to use as a script for a phone call.

TEMPLATE

Hello [DONOR]:

I'm [YOUR NAME] from [PROJECT NAME.] Thank you for [HOW THEY WERE INTRODUCED TO YOU/EXPRESSED INTEREST IN YOUR PROJECT]. Your interest in us is what keeps us going!

[BRIEF PARAGRAPH DESCRIBING YOUR PROJECT]

This work is important, even in challenging times such as these, because [YOUR PROJECT'S IMPACT]. While we are poised to do great work, we can't do it without your help. A financial contribution would allow us to continue [GOALS OF PROJECT] and create [INTENDED PROJECT IMPACT].

We intend to keep going despite [CURRENT HARDSHIP] and will only be able to do so with your help. You can give in the following ways:

[LIST DONATION OPTIONS]

If you have any questions, please reach out to [US/ME] at [YOUR CONTACT INFORMATION.] We look forward to your support and we'll keep you updated on our progress!

EXAMPLE

Hello Mrs. Flintstone:

I'm Betty Rubble from Rock Nation, the Music and Geology Cabaret. Thank you for joining our mailing list. Your interest in our work is what keeps us going!

Rock Nation, the Music and Geology Cabaret is a cabaret series which features your favorite performers singing original tunes about rocks and geological formations! By combining camp, performance and education, we hope to expand people's appreciation of the literal ground we stand on.

This work is important, even in challenging times such as these, because it's important to understand the Earth under the imminent threat of climate change. While we are poised to do great work, we can't do it without your help. A financial contribution would allow us to continue our performances (once venues reopen) and create more supplemental content to educate our audiences.

We intend to keep working despite the cancellations caused by COVID-19, even if we can't host live performances. We are exploring alternatives which we'll only be able to do with your help.

You can give directly at our website, **RockNationCabaret.com**

If you have any questions, please reach out to me at producer@rocknationcabaret.com or 555-123-2299. We look forward to your support and we'll keep you updated on our progress!

Sincerely,

B. Rubble

Produce

ADVOCATING TO YOUR INSTITUTIONAL FUNDERS

Use this template for institutional funders who have given to your project or organization. If they have already given funds and you may not be able to complete the funded work (or if you experience unexpected delays), you should reach out as early as possible to develop a plan of action. Send this to your grant contact to set up a time for a possible longer meeting.

TEMPLATE

Dear [INSTITUTIONAL CONTACT]:

Thank you for your support of [PROJECT NAME.] It has meant a lot to [US/ME] to know that [INSTITUTION] is in our corner. As you may know, due to [BRIEF DESCRIPTION OF CHALLENGE], we are experiencing some hardship. We would like to speak with you about ways we can maintain our commitment to use the funds you've awarded us for our work. We would like you to consider any of the following options:

▶ [ADD OR REMOVE OPTIONS AS YOU NEED]

- ▶ Providing an extension for completion of the project.
- ▶ Repurposing the funds to account for lost income.
- ▶ Redistributing the funds to partner organizations.
- ▶ Expanding acceptable expenditures and/or reporting requirements.
- ▶ Advocating for artist support and/or relief to politicians and policy-makers.
- ▶ An alternative that you think is appropriate.

Your assistance in this matter will not only allow us to continue making the work you value but also adapt to this very difficult situation. We look forward to speaking with you at greater length about next steps. Thank you for your time and consideration.

EXAMPLE

Dear Mr. Slate:

Thank you for your support of Rock Nation, the Music and Geology Cabaret. It has meant a lot to me to know that Bedrock Quarrel and Gravel Company is in our corner. As you may know, due to the onset of COVID-19, we have had to cancel our upcoming cabaret that you so generously funded. We would like to speak with you about ways we can maintain our commitment to use the funds you've awarded us for our work. Please consider the following options:

- ▶ Repurposing the funds to account for lost income.
- ▶ Expanding acceptable expenditures and/or reporting requirements.
- ▶ Advocating for artist support and/or relief to politicians and policy-makers.

As a large funder, you can advocate and support us in significant ways. e. Your assistance in this matter will not only allow us to continue making the work you value but also adapt to this very difficult situation. We look forward to speaking with you at greater length about next steps. Thank you for your time and consideration.

Sincerely,

B. Rubble
Producer