

# FUNDRAISING DURING COVID-19

## COMMUNICATING WITH YOUR SCHOOL FAMILIES & SUPPORTERS

A best practice we recommend is to reach out and personally communicate with your school families in the coming week with the goal of having a real-time phone conversation with each.

Recruit your board, faculty, staff and volunteers to assist with this effort. Generate a list of families with home contact numbers and include any key donors outside of the school that need to be included in these communications. Segment the list to assign each person with a number of families to reach out to, with your leadership assigned to top supporters.

Have a call with recruited volunteers and staff to orient them to the assignment and objectives with each communication and provide training on the resources your school has available. Every person with an assignment should be asked to complete a quick report indicating they made contact and noting any prayer requests or other urgent information discovered.

### COVID-19 Resources

We recommend that your school develop the following resources and make them available to school families online:

- Frequently Asked Questions
- Position Statement addressing how you are responding
- Contact options available during this time
- School support needs and a list of ways to help

## TALKING POINTS FOR PHONE CALLS

- Hello. I am [Name] from [School]. On behalf of [Head of School] and the board, I am just checking in on you and your family.
- First and foremost, how are you doing?
- Please know you are in our prayers during this challenging time of uncertainty...
- We want all of you to know we are constantly re-assessing our plans and taking appropriate measures stay true to our mission while keeping the kids safe...
- How can we pray for you? Are there specific requests we can pray for?
- We will keep you updated in the days ahead and will let you know in what ways you can help [Our School] most...
- Inform student families of resources available [see sidebar]