



Launchpad : Social Distancing & Development

Thank You Calls & Letters

During this season of uneasiness, there is an activity you can lean into as an organization and that's thanking those who have supported you. To keep the relationship going you can make calls to current and lapsed donors you just haven't had the time to connect with during your usual busy schedule. Now with certain activities put on hold, it's the perfect time to reflect on those who have supported your organization and sincerely thank them without asking anything in return. This can help build rapport and good will for later down the road. Thank you notes or emails are another way to express your gratitude for your supporters as well. Don't let this precious time pass without sharing a little gratitude.

Collecting Stories

Another item that can set you up for success later is collecting impact stories. During the down time caused by COVID-19 you can still have phone calls and follow up with clients, staff, and partner organizations regarding how your organization has impacted them personally. By banking these stories for later, you can create a library of resources to use for future appeals, thank you letters, newsletters, so you won't have to scramble around at the last minute searching for that story you thought you heard from that one person. Instead you'll potentially have a stockpile ready to go and give you valuable time later to focus on donor meetings and other activities as things return to normal.

Gift Chart Detail

The Catapult Team has already shown you a gift chart with how many asks need to be made at your various dollar amounts, but now is a great time to go through and put specific names to each of those levels. Our team will work with you to identify those individuals and help you be ready to resume donor meetings with intentional ask amounts once COVID-19 dies down.

Giving Handles

To inject urgency and impact into those eventual donor meetings, you're going to need to formulate or update your giving handles. This situation provides the hours necessary to perform a deep dive into your financials and will also us to help you craft better giving handles so you're ready when donor meetings resume.

DonorSearch Screening

The leadership at Catapult also wants to assist your preparation efforts with screening of those new contacts you've made since the initial screening of your database. Our team will be working with you to export the necessary information to process these screenings and assist in importing them back into your respective system.

Social Media Activity

With everyone being advised to stay home or limit face to face interaction, it is highly likely that donors and prospects alike will be spending more time than ever scrolling through their feeds on social media which makes now the prime time to increase the frequency of your posting on all social media outlets. This will lead to increased visibility and awareness for your organization which could lead to more donor opportunities after this has passed.

Database Clean Up

It's everyone's least favorite, but oh so important, tasking item... database cleanup and maintenance. Right now, you have the time and the hours you haven't had in the last couple of months to get that reconciling done with your accounting department. You don't have to be in the same room to review transactions or hunt for duplicates in your database. If it's always annoyed you that there are forty-five Tony Stark's in your system, now is the perfect time to take a look at those and get those merged, or update the address and email so you know for a fact it's not the person.