

# HOW TO HANDLE *Donor Cultivation* WHILE SOCIAL DISTANCING

*It may sound like a contradiction in terms, but you can be an effective fundraiser while following social distancing guidelines. Qtego can help make your new virtual outreach efforts a success.*



## *Stay in touch.*

If you can't meet with your donors in-person, and have had to cancel your fundraising events, you can still stay in touch with your donors. Qtego's platform can help you reach out through broadcast texts.

## *Keep up engagement.*

Many people are at home and feeling anxious due to coronavirus health concerns, the economy, and overall social upheaval. More than ever, non-profits need to use virtual tools to keep donors connected. Give your supporters the opportunity to stay engaged with your cause and make a difference by hosting online events and connecting them to urgent giving opportunities. Qtego can help you leverage your dashboard to boost virtual engagement.



## ***Call on your board.***

Your board, staff, committee members, and major supporters have a critical role to play in your organization's ability to thrive during the pandemic and beyond. Now is your chance to get your stakeholders involved in spreading the message. Encourage them to put your QLink in their email signature, text it to their friends, and share it with all of their social media networks.

## ***Tell your story.***

Non-profits play vital roles in the communities and missions they serve. Now, more than ever, your work matters. Let your donors and supporters know how their gifts are helping people and institutions during the current crisis. Use video, newsletters, email, and social media to get the word out and build a lasting bond of connection with your donor base.



***Get the support you need to cultivate your donors during uncertain times.***

We're known for concierge service, and that reputation extends to virtual service as well. As your fundraising needs shift, we're still on your team. From brainstorming to troubleshooting to virtual event service, *Qtego is here to help.*