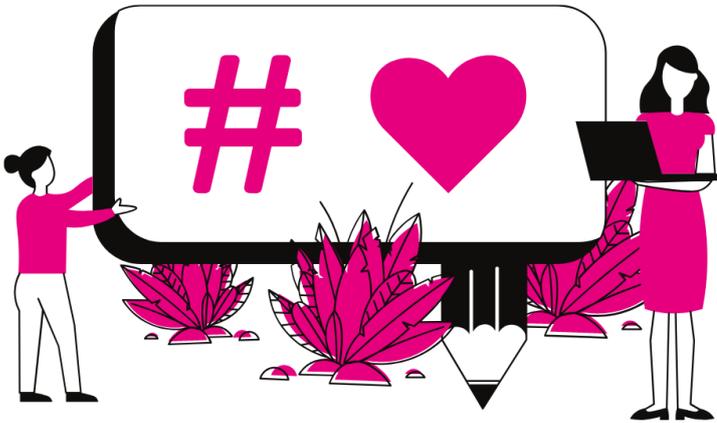




Communication is key

Fundraising is all about building relationships. During this uncertainty, it's a great time to focus on donor-centred communications, building positive experiences supporters will remember after the dust settles. This will increase their loyalty and hopefully inspire them to continue giving despite everything going on in the world.



One of the most important things you can do right now is to speak to your supporters. Be proactive, clear and transparent. It's a scary time for everyone and it's ok to be honest about that. Explain what the pandemic means for your cause in terms of delivering your key services, how you'll be looking after your beneficiaries, staff and volunteers, the impact it's having on your fundraising and how you are responding to these challenges.

Here are our top tips:

Check on your donors

Now more than ever, it's essential to take the time to get in touch with your supporters just to ask how they're doing. Let them know you're thinking of them and want to be sure they're ok during this time of uncertainty. This is a simple, free way to show your supporters that you are concerned for their health and wellbeing.

It will also open up lines of communication – they may not be in a position to help you at the moment, but when they are ready to support, they'll remember your kindness.

Give your donors practical ways to help

Lots of your supporters will want to help, but aren't always sure of the best way to contribute. Even if it doesn't directly benefit your organization financially, giving people ways to help in times of crisis builds trust and raises morale (and a lot of us probably need a little boost at the moment!).

Come up with a list of ideas on how people can safely help your cause without breaking any social distancing rules of course.



In need of a few ideas? Check out our virtual fundraising section.

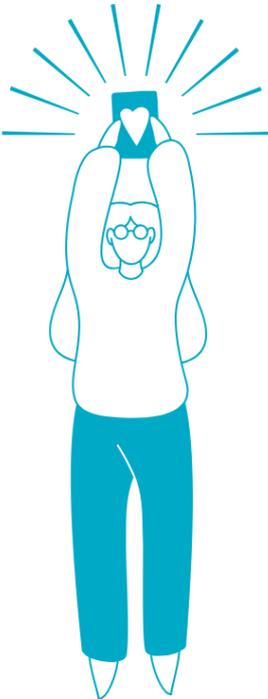


Going digital

Being online is important now more than ever. There are lots of fantastic examples of good causes using digital techniques to enable them to continue providing as much of their services as possible. Remember, your lottery is online so a simple way for people to be able to support you while having to stay at home. Our support team is also there to help register supporters on the phone if your supporters feel more comfortable supporting that way.

There are lots of ways to keep in touch with your supporters. If you're not particularly tech savvy, spend some time testing ideas with family, friends, or co-workers to make sure you're prepared.

Look for more than just money. Your supporters may have access to items you need, even if it's their time.



Say thank you

Always follow up and say thank you. It's really important your supporters know how important they are to your cause during this time. No matter how big or small, it all makes a difference.

We've put together a short template but don't forget to make it personal and unique.

EXAMPLES - Email to supporters



Dear <Personalised>

Our community is stronger together

During this time of great uncertainty, I hope you and your loved ones are keeping safe and well.

Here at <Good Cause>, we first wanted to assure you that we are following the Government advice closely and have measures in place to protect all our staff, volunteers and visitors.

As you can imagine, the current situation is having a dramatic impact on our current fundraising and all indications are that they will fall further. That's why supporting our cause online by joining our weekly lottery is so important to us at this time.

50% of every ticket your purchase in support of <Good Cause> will go directly to us, helping provide us with ongoing funds to continue delivering our services to those who need us most.

Every supporter who buys a ticket will be making a huge difference to us. If you are able to, please join online at <Lottery Website> from just £5 a month. You can also register by calling our support team on <Lottery Phone Number>

Thank you for your continued support, we are grateful to you for being caring and generous.

Connections and kindness matters. **We're stronger together, even when we're apart.**

With many thanks

<Sign Off>

EXAMPLES - Thank You Email



You can use this template to customise a thank you email to all supporters
Here are some top tips!

- Try a sandwiched thank you approach - thank at the start and the end!
- Include an impact statement so people know the difference they are making
- Send the email from a named member of the team
- Personalise where possible
- Keep it simple



Dear <Personalised>

Thank you from all of us at <Good Cause>!

We recently spoke about how the current situation was affecting our work and our concern that many people wouldn't be able to receive our vital support without additional funding. We put a call out to our community asking for help.

You came through.

We were overwhelmed by your generosity and support for our cause. During this crisis, you thought of others and were there when we needed you most.

In this time of uncertainty, you have provided comfort to our community and those who need our support. Thank you for your generosity.

We will continue to do all we can to keep our service running during this time, whilst ensuring all our staff and volunteers are keeping safe and well.

Once again, thank you for supporting our cause by playing the lottery. Stay safe and well.

We're stronger together, even when we're apart.

<Sign Off>



Our Cause

Our community comes together during times of crisis. We can't come together in person to confront #coronavirus but we can still come together and do amazing things to support those who need us now more than ever.

Buying a lottery ticket is just one way you can support us during this time. Every ticket will make a real difference.

<https://www.ourlottery.co.uk>

We're stronger together even when we're apart



Lorem ipsum and 291 others 55 comments

Like Comment Share



Our Cause

Could you #MakeALottoDifference to our good cause?

It's a fun, easy way you can support us from just £1 a week. There is even the chance to WIN prizes up to the £25,000 jackpot!

Find out more at <https://www.ourlottery.co.uk>



Lorem ipsum and 291 others 55 comments

Like Comment Share



Our Cause

We wanted to say a huge thank you to all our wonderful supporters who have continued with their generosity during the #coronavirus crisis.

Playing the lottery online is just one way you are continuing to make a difference to us.

From the bottom of our hearts—thank you.

We're #strongertogether even when we're apart

<https://www.ourlottery.co.uk>



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👍 Like 💬 Comment ➦ Share

Thank you to the amazing people who have already signed up to <Lottery Name> in support of our cause!

You can join too at <https://www.ourlottery.co.uk> and help make a difference to us and the cause we support.

#MakeALottoDifference



Our Lottery

We need your support now more than ever!

If you are able to, please consider supporting us by playing the lottery. 50% of all sales made in support of our cause comes directly to us, meaning we're able to continue raising vital funds during these difficult times.

Join from just £1 a week at <https://www.ourlottery.co.uk>

Thank you and good luck!

#MakeALottoDifference



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