

The Five S's of Fundraising During the Israel-Hamas War

Year-end giving is just around the corner, but the war in Israel rages on. When approaching donors about supporting your organization, these 5 Ss will make sure you:

- a) are sensitive to the situation and loss of human life,
- b) recognize that many donors have donated more money than they expected to donate, and
- c) are fulfilling your responsibility to position your organization for success.



1

Start: The end-of-year will be here before you know it. Don't get caught behind the eight ball when you see your peers running successful November and December campaigns. Get started now.

2

Stewardship: Now more than ever you need to steward your staff, your volunteers, and your donors. Speak with each segment and key individuals to explain to them why your campaign is important and why it's important now.

3

Sensitivity: Do not be tone deaf. Demonstrate authenticity and care. Make sure that care and awareness is felt and heard. Ask a friend or colleague to proofread your message or pitch to make sure your message cannot be misinterpreted.

4

Story: Develop a story that connects with the wider context. During COVID we saw a generous outpouring of donations to education for example. People didn't want these enduring institutions to close down. It was a non-obvious connection to COVID but education was a huge part of the story. How does your nonprofit become extra relevant even now?

5

Step Up: Talk to donors about this being the year that the Jewish People need them to step up, to support Israel AND to support your cause. This is the year of stepping up.

More than 30% of all online fundraising takes place in December.

There is no time to wait. Now is the time for action

