



**PRIZMAH**

Center for Jewish Day Schools

**Making Fundraising Work:**  
A Guide for Small School Development  
in a Pandemic

June 3, 2020



# Agenda

- Welcome and Introductions
- Remote Relationships
- Emergency Campaigns
- Annual Campaigns
- Events



# Relationships Matter!



# Remote Relationships: Messaging



**PRIZMAH**

Center for Jewish Day Schools



# Remote Relationships: Messaging



**PRIZMAH**

Center for Jewish Day Schools



# Major donors



Bring major donors into  
the work you're doing

Acknowledge this is new  
and embrace the  
awkward

Don't be afraid to ask  
right now  
...but **do your research!**

# Emergency Campaigns



**PRIZMAH**  
Center for Jewish Day Schools

Silent Campaign

Public Campaign

Tapping into  
major donors

Avoiding  
“panic”

No guilt if  
people can't  
give

Unlimited  
donor pool

Public  
celebration

Community  
giving in  
appreciation



Clear target goals

Know what the anticipated needs will be

Clarity around use of funds

# Annual Campaign

## Consider how you're marketing the campaign

- Focus on teachers
- Gratitude campaigns
- Sponsoring days of learning
- Wall of Gratitude

## Deemphasizing 100% participation

The “why” message is more important than ever

Leverage what's already out there  
**#DynamicDaySchools**





# Events

Be creative!

Create shared experiences

Don't be afraid to toss everything you did before out the window and start from here



**\$290,326.33** raised

\$295,000.00 goal



# PRIZMAH

Center for Jewish Day Schools

# Thank you

**Hannah Strasser Olson**

Vice President of Development

[HannahO@prizmah.org](mailto:HannahO@prizmah.org)

**Traci Stratford**

Associate Director, Governance &  
Fundraising

[TraciS@prizmah.org](mailto:TraciS@prizmah.org)

