

# Fundraising in Times of Uncertainty

Resources for the season of COVID-19. Last updated July 10 2020.

Articles  
or  
Examples



Book



Upcoming  
Opportunities



Webinars or Video



Podcast



This index provides articles, tools, examples, upcoming opportunities and resources, and will be updated weekly. We encourage you to connect with your local Area Director through a Mission Increase ministry account for help applying these resources for your situation. Create a ministry account [HERE](#).

## Resources for Fundraising, Champion Care and Nonprofit Management

<p><b>Mobile Cause Virtual Event Check List and Planner</b> A thoughtful guide and checklist to use when planning a virtual event, regardless if this is only a virtual event, or used in tandem with an in-person event.</p>	
<p><b>Mobile Cause Virtual Event Case Study</b> A case study report highlighting 6 organizations of various causes and sizes who used Mobile Cause to help host their virtual events.</p>	
<p><b>The Better Fundraising Company</b> A useful chart for projecting revenue through the early stages, slumps and surges into the new normal after the Coronavirus crisis. Chart estimates revenue for organizations that follow best practices and those that do not.</p>	
<p><b>Apple of His Eye Charity</b> After a successful virtual fundraising gala, AHEC shares tips for continuing to incorporate experiences in an online event.</p>	
<p><b>Africa New Life</b> An example of prayer resource for champions to stay connected to the cause and deepen their walk-through prayer in P-E-O.</p>	
<p><b>The Steward's Journey</b> An encouraging article to help leaders think through the lens of donor stewardship, especially in light of COVID-19, and the understanding that many might be more receptive to the Good News.</p>	
<p><b>Ronald Blue Trust</b> A encouraging podcast entitled "How to Shepherd Your Staff and Donors Through Economic Crisis." Russ Crosson, Chief Mission Officer and Jim Wise, Director of Ministry Services, share their thoughts on how ministry leaders and development professionals can most effectively lead your teams and financial partners through the current crisis.</p>	
<p><b>Living Stones Academy: Stones of Hope Virtual Gala</b> A Michigan based Christian school held their annual fundraiser virtually. With a goal of raising \$57,000 their champions generously surpassed this goal by bringing in over \$72,000! View their virtual event with the link to the right. Included below the video is a timeline with key happenings in the event so that guests could re watch or choose to watch specific sections. Also included to the right is an example post-event email sent shortly after the event. See this example <a href="#">post-event email</a>, as well as an <a href="#">interview</a> with the event hosts discussing what they learned through the process, along with this <a href="#">tip sheet</a>.</p>	
<p><b>Association for a More Just Society</b> An example of a virtual family-friendly way to build community around your cause. Included in this example of how AJS utilized social media to coordinate and communicate about their event.</p>	
<p><b>Cult of Pedagogy</b> Everything You Need to Know About Building a Great Screencast Video</p>	

<p><b>The Chronicle of Philanthropy</b> How the new \$300 'Universal' deduction works.</p>	
<p><b>Generous Giving</b> In this time of social distancing, you and those in your home can watch a 1-hour lineup of generosity stories that are paired with discussion questions for you to talk through together.</p>	
<p><b>Distinction: A Virtual Reality</b> 5 common mistakes of virtual presenters and how to avoid them.</p>	
<p><b>Christianity Today: "Here Come the Skinny Cows"</b> Four reasons tithes and offerings are about to drop dramatically, and how to weather this unique time.</p>	
<p><b>BoardSource</b> What Nonprofit Board Members Should Be Doing Right Now to Address the COVID-19 Situation.</p>	
<p><b>Generosity: Church from Home with BibleProject</b> Watch the Generosity video and join in the discussion of generosity in the bible through helpful links.</p>	
<p><b>The Praxis Journal</b> Leading Beyond the Blizzard: Why Every Organization is Now a Startup</p> <p>A follow-up article: Strategies for Winter: Redemptive Leadership in Survival Times</p>	 
<p><b>Generous Minds</b> Resources for innovating in a time of crisis, including previously aired live webinars and articles.</p>	

## Encouragement and Soul Care

<p><b>The Steward's Journey</b> An encouraging article to help leaders think through the lens of donor stewardship, especially in light of COVID-19, and the understanding that many might be more receptive to the Good News.</p>	
<p><b>EFCA</b> EFCA's Nonprofit Pulse newsletter including articles related to coming back to work, PPP loan forgiveness process, and utilizing the COVID season as an opportunity to share the gospel.</p>	
<p><b>Gospel Patrons</b> When there's not enough. A reminder that Jesus is abundant, and He has plans to meet our needs and use us to bless the world.</p>	
<p><b>Redeemer City to City</b> A message of encouragement from Tim Keller on resilience and burnout. Tim's message starts at 4:21.</p>	
<p><b>Pittsburgh Post-Gazette</b> More than two dozen workshop leaders from Pittsburgh-area churches combined to form a virtual choir.</p>	
<p><b>Soul Shepherding</b> 7 tips for screen fatigue.</p>	

<p><b>“Out of Solitude” by Henri Nouwen</b> Drawing on three moments in the life of Jesus, Henri Nouwen invites us to reflect on the tension between our desire for solitude and the demands of contemporary life. He reminds us that it was in solitude that Jesus found the courage to follow God's will. And he shows us that fruitful love and service must spring from a living relationship with God.</p>	
<p><b>America Magazine</b> The Good and Beautiful Things I've Seen Amid the Coronavirus Pandemic.</p>	
<p><b>Psychology Today</b> Coping with Anxiety in the Age of COVID-19</p>	

## CARES Act Resources

<p><b>Church Fuel</b> An updated list of resources related to PPP and loan forgiveness.</p>	
<p><b>CARES Act</b> Paycheck Protection Program Borrower Application Form.</p>	
<p><b>Vanderbloemen</b> Church (and nonprofit) resources for navigating COVID-19. Links to past webinars also available.</p>	
<p><b>U.S. Small Business Administration</b> FAQs regarding participation of faith-based organizations.</p>	
<p><b>ECFA</b> How the COVID-19 Economic Stimulus Bill Affects Churches and Nonprofits.</p>	
<p><b>Christian Post</b> An open letter to churches and ministry leaders from Crown Financial: Pause before you take taxpayer funds.</p>	