

# Back to Fundraising

Non-profit Fundraising Solutions for the  
**Next Normal**



# Pivot to Virtual Ideas

Distribution will be important for non-profits in the next normal



## 1 | DIRECT MAIL

Utilize brochures and postcards to introduce your community to new virtual fundraising events.

- Print is the most trusted form of communication: use our new durable synthetic paper that can be wiped clean and shows recipients we care about keeping them safe in this new environment
- Direct donors to virtual online landing pages for donations
- Share stories of hope and success that will inspire others to give as we face these challenging times together

## 2 | DONOR FORMS, ENVELOPES, LABELS

Plan fundraising campaigns to reach new donors or thank current donors for continuing to support when events and large group gatherings may still have to be minimized.

- Easily include an informational form and return envelope for donations

## 3 | Post-it® Notes

Post-it® Notes will be visible in the home and continue to share your message long after the first impression.

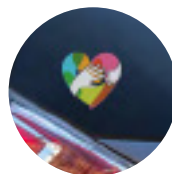
- Consistently connect with your donors and constituents to keep them engaged and aware of how their financial support helps so many in this time of great need

## TAKE YOUR MESSAGE MOBILE



### Door Hangers

Canvas your community to keep your cause top of mind while social distancing.



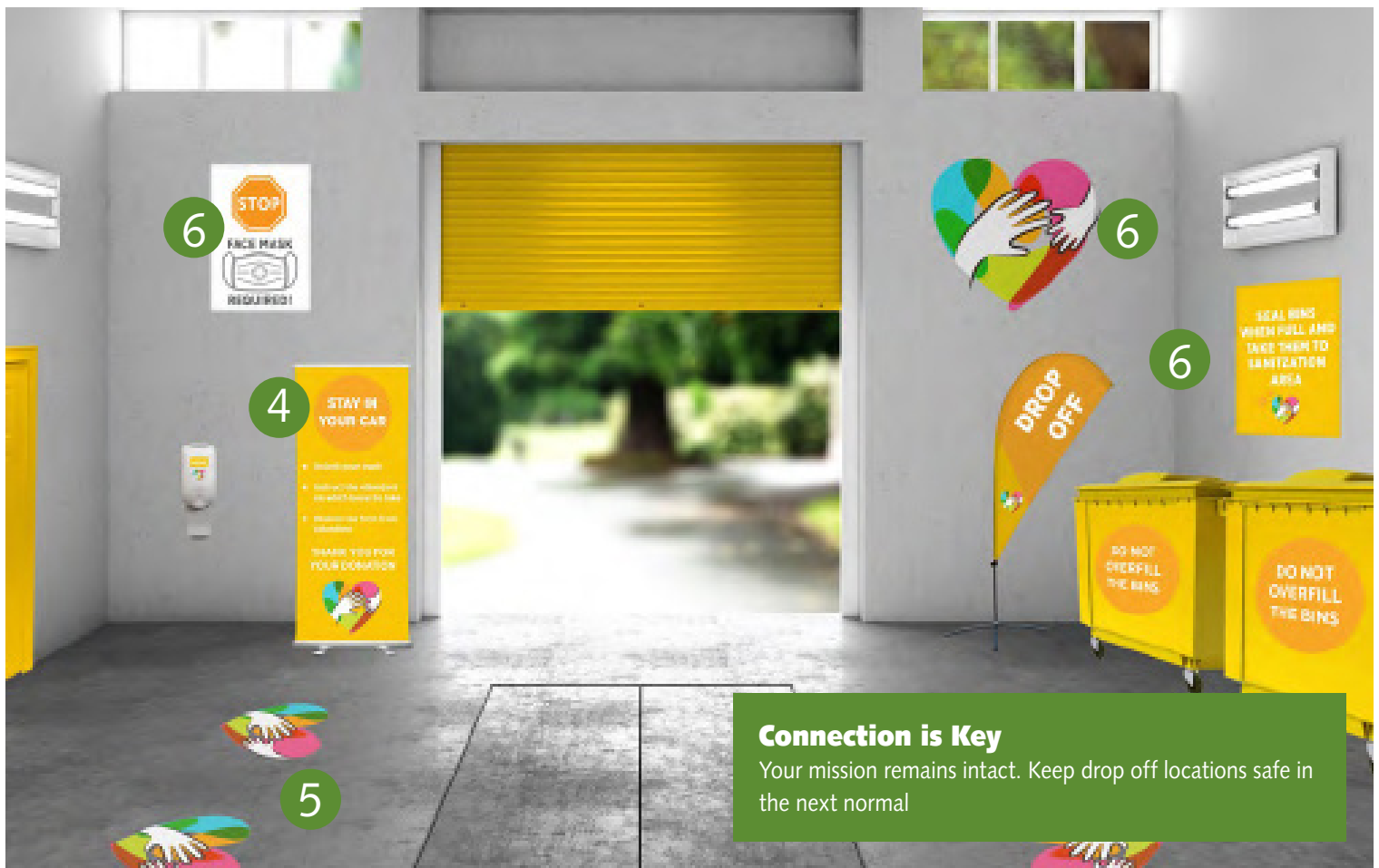
### Car Decals

Handing out car decals that support your non-profit are a great way to share your message from a safe distance.



### Windows Decals

Send prospective donors a window decal to remind them your cause continues to need their support.



## 4 | RETRACTABLE BANNERS

A great way to adjust your messaging to the changing environment and highlight new hours for drop-offs or pick-ups.

- Remind donors that our mission remains intact and we need them now more than ever
- Remind your community that their support helps us change the lives of many

## 5 | FLOOR DECALS

A low-cost way to encourage social distancing while social connecting to give to those in need.

- Create queue waiting spaces outside
- Made of durable plastic
- Use pre-designed templates or be creative and design your own

## 6 | LARGE FORMAT SIGNS

Identify designated parking areas and waiting zones to drop off or pick up donations.

- Plastic yard signs are a cost-effective way to share your message on-site or around town
- A-Frame sandwich board signs are mobile and can be used indoors or outdoors

## DONATION DROP OFF SAFETY



### Cloth/Face Masks

It's important to make sure people feel safe at your event. Supply volunteers and attendees with pleated cotton cloth face masks to promote a safety.



### Mask Hooks

Provide mask hooks for volunteers and staff. Can be customized with your non-profit logo, are disposable, sanitary and made from heavy duty recycled paper.



### Fasturn Labels

Make labels available for donors to mark their boxes upon drop off. Creates a safe environment of "drop and go" with limited contact and communication.



# Back to Fundraising

## Product Listing

### Large-Scale Signage

Product	Description	Popular Sizes	Typical Quantities
Window Decals	Translucent and Repositionable, Full Color, Easy Application and Removal, Multiple Sizes	8.5" x 11" to 24" x 36"	1 - 500+
Yard Signs	Plastic Graphic with Metal H-Stake, Replaceable Graphic	18" x 24"	1 - 2,000+
Sail Signs "Feather Flags"	1 or 2 Sided Indoor or Outdoor Signs with Ground Spike or Cross Base with Water Ballast	6.5' to 15' Height	1 - 150
A-Frame	Replaceable Graphics Available	28" x 22"	1 - 500+
Banner Stands	Replaceable Graphics, Mobile Units	33" or 48" Height	1 - 250+
Floor Decals	Circles, Squares, Rectangles, Arrows, Custom Shapes	12" diameter, 24" x 36" and 6" x 24"	1 - 1,000
Wall & Door Decals	Opaque and Repositionable, Full Color, Easy Application and Removal, Multiple Sizes	8.5" x 11" to 24" x 36"	1 - 500+

### Small Scale Messaging

Product	Description	Popular Sizes	Typical Quantities
Brochures	Full Color, Multiple Fold Styles	8 1/2" x 11" open	50 - 1,000+
Mailing Envelopes	1 or 2 color with peel and seal option for a sanitary closure	9" x 12"	5 - 5,000+
Postcards	Full or Spot Color, Multiple Stocks Available	4 sizes	25 - 5,000
Door Hangers	Full Color, Double or Single Sided, Variable Text Options	3 1/2" x 8 1/2"	50 - 1,000+
Labels, 24-Hour FasTurn	Full Color, One-Color, Foil or Embossed	1/2" x 1" to 5" x 7"	250 - 10,000+
Disposable Masks Hooks	16 pt. Stock, Available Blank or Full Color Printed	8.25" x 2.25"	250 - 10,000
Custom Forms	1 color or full color options for 2-part or 3-part forms	8 1/2" x 11"	100 - 5000
Post-It® Notes	Long and Short Run Options, Full Color or Spot Color, Cube Printing	3" x 3" to 4" x 3"	8 - 5,000+ Packs 300-610 Sheets per Pack

#### SUGGESTED MESSAGING TO SUPPORT STAFF AND VOLUNTEERS

- We appreciate you. Facing this challenge together
- We care more than ever
- Doing OK? We appreciate you, especially during challenging times
- You are always ESSENTIAL to us
- Today. Tomorrow. Together.
- Stronger Together

#### SUGGESTED MESSAGING TO THANK DONORS

- Our Mission Remains Intact -- We Need You
- Still a cause you love and support
- A message of gratitude from our foundation
- Thankful for our donors' continued support - we can't do {this} without you
- Your support keeps us going through this crisis and helps keep {our mission} alive
- Your support helps us change the lives of many

