

2019 -  
2020

# Five Good Ideas

about fundraising in the time of the  
COVID-19 pandemic



**Susan Vardon, National Director, Right To Play Canada, and Lindsay Groves, Vice President for Global Partnerships, Right To Play**

Tuesday, June 30, 2020 - 1:00 to 1:45 p.m.

In this period of uncertainty created by the Covid-19 pandemic, many non-profit organizations have revised budgets and modified revenue projections to reflect the new reality. While it's essential that we exercise caution in our outlook, we must also seek every opportunity to set priorities and plans that strengthen our fundraising potential in 2020 and 2021. Lindsay Groves and Susan Vardon will present Five Good Ideas on how to re-think your case for giving, innovate your approaches to communications and stewardship, as well as recover revenue from lost special events.



## Five Good Ideas

1. Evolve your case for giving
2. Stay close to “family”
3. Get creative with your grant portfolio
4. Re-frame your special events
5. Leverage technology to advance relationships

## Resources

- Association of Fundraising Professionals (AFP): Coronavirus/ COVID-19 resource guide (<https://afpglobal.org/covid19resourceguide>)
- Oxford Group: Insights (<http://www.theoffordgroup.com/insights/>)
- Global Giving: Eight tips for compassionate fundraising during COVID-19 (<https://www.globalgiving.org/learn/8-tips-for-compassionate-fundraising-during-covid-19/>)
- Philanthropy Daily: How to recover revenue from canceled fundraising events (<https://www.philanthropydaily.com/how-to-recover-revenue-from-canceled-fundraising-events/>)
- KCI: COVID 19's impact on Canadian fundraising (<https://maytree.com/wp-content/uploads/COVID-19s-Impact-on-Canadian-Fundraising-Trends-Advisory-Board-Consultations-Summary-May-7.pdf>)



Susan Vardon is the National Director at Right To Play Canada and has been in that role since September of 2019. She leads a team that fundraises from Canadians for both global programs and partnerships with Indigenous communities in Canada that support children

through the power of play. Prior to joining Right To Play, Susan was the Director of Strategic Partnerships at Community Food Centres Canada (CFCC), spent over 20 years at United Way Greater Toronto in a variety of different roles, and worked as a fundraiser at Queen's University, The Wellesley Hospital and Upper Canada College.



Lindsay Groves is the Vice President for Global Partnerships at Right To Play. She joined Right To Play's Global Office in 2008. As the Vice-President for Global Partnerships, Lindsay builds impactful partnerships and programs that empower children to rise above the challenges

they face. Lindsay has a Bachelor of Arts from Queens University, a post-graduate degree in International Project Management from Humber College and a Masters of Education from the Ontario Institute for Studies in Education (OISE) at the University of Toronto.



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## FIVE GOOD IDEAS

PRACTICAL STRATEGIES FOR NON-PROFIT SUCCESS

*Edited by* **ALAN BROADBENT AND RATNA OMIQVAR**

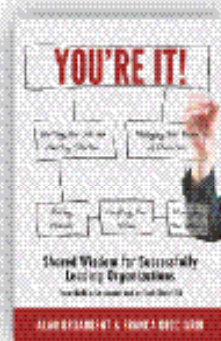
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