



# “Three Core Strategies for Fundraising Success in and Beyond the Pandemic”

(PGRT Webinar)

Presenter: Melanie Norton, CFRE, MBA, Norton Philanthropic Counsel

So, the new decade started in a way no one would have imagined. 2020 was positioned to be a year where the opportunities for raising funds and commitments had arguably never been greater. Then, a global pandemic hit the scene. In the best of circumstances, there are a number of factors impacting your capacity for fundraising success including competing interests for your donors' attention and dollars as well as available time and program resources. Now we must calibrate our programs and activities to account for even greater competition, unconventional ways to connect with our donors and prospects, and an unprecedented amount of communication noise and confusion. In this presentation, Melanie's "back to basics" message will use relevant research to highlight three key strategies to focus on for short- and long-term fundraising and fund raiser success despite the upset of the COVID-19 pandemic.

**PLUS:** A Tax & Legislative Update by Laura Brownfield, General Counsel  
Community Foundation for Southeast Michigan.

## THURSDAY, SEPTEMBER 24, 2020

**WELCOME/LEGISLATIVE UPDATE: 1:00 PM**

**WEBINAR: 1:15 – 2:15 PM**

**MENTOR GROUP: 2:15-3:15 PM**



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This meeting is free to members and first-time guests.  
Returning guests are \$25 – payable in advance; V, MC, D and AE are accepted.