

PAC FUNDRAISING

AMONG REMOTE WORKFORCES

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NATIONAL ASSOCIATION OF BROADCASTERS



OUTREACH STRATEGIES

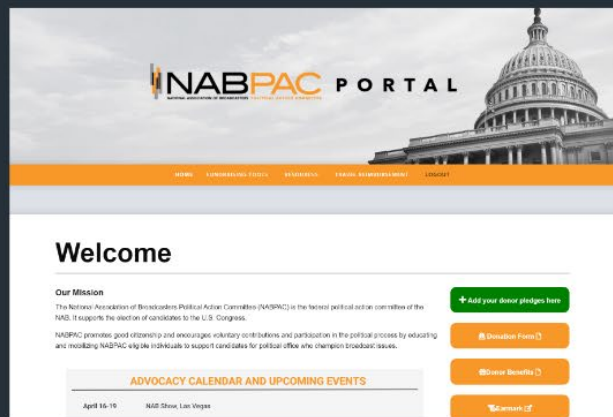
EFFECTIVELY COMMUNICATE, FUNDRAISE AND ENGAGE REMOTE WORKFORCES



FUNDRAISING TECHNOLOGIES

Reach a Dispersed Audience

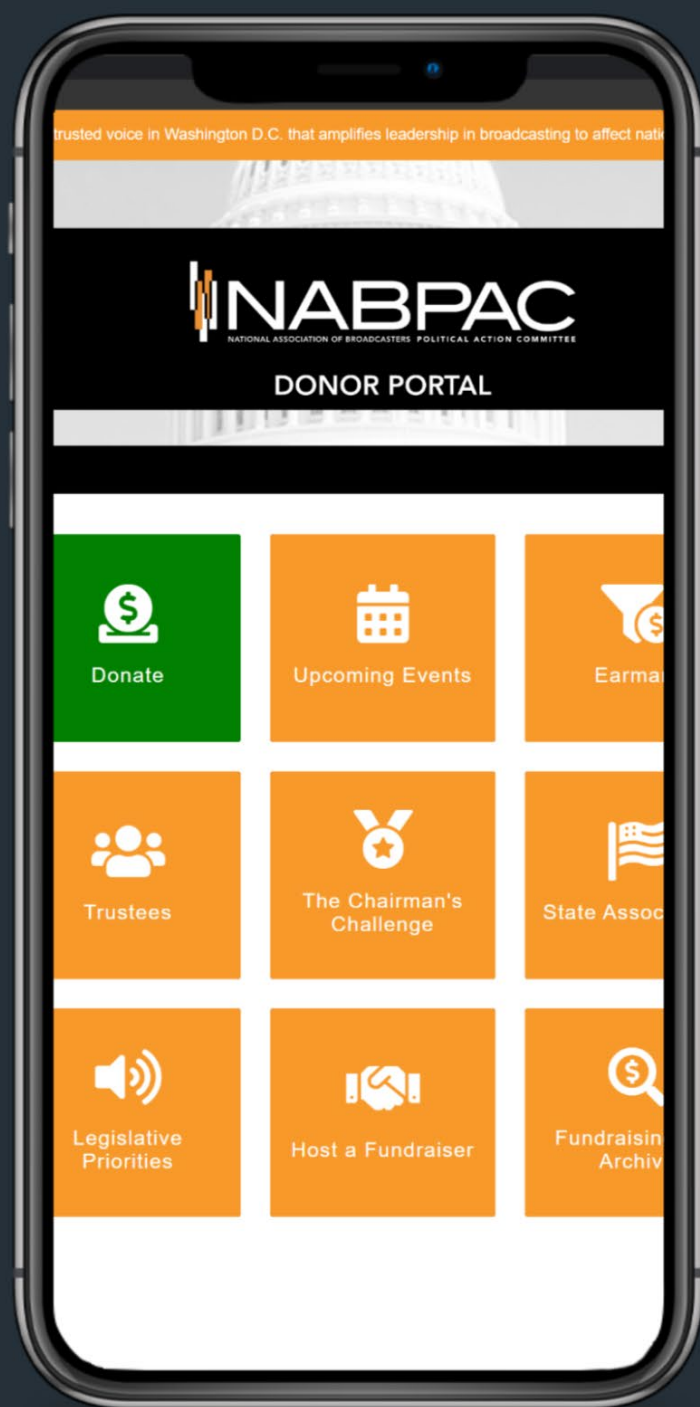
STAYING CONNECTED



DATA AND INFORMATION



TELLING YOUR STORY



WEBSITE

REVAMP

- Well Designed and Functional
- Easy to Use
- Optimized for Mobile
- Fresh, Quality Content
- Readily accessible contact and location
- Clear calls to action

GAMIFICATION

FUN-RAISING



CREATE PERSONAL ENGAGEMENT OPPORTUNITIES

Take Your Fundraising Initiatives On The Road

- Host Events and Activities - or
have an advocate support/promote
- Organize Roadshows
- Host Donor Appreciation Events
- Conduct Personalized Outreach



ADJUSTING YOUR SOLICITATION STRATEGIES

For a Hybrid or Remote Work Environment



- Embrace Digital Channels
- Make Online Giving Easy
- Provide Virtual Event Opportunities
- Personalize Your Outreach
- Provide Multiple Giving Options
- Prioritize Relationships



Thank you!

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