

Skills boost: Effective fundraising campaigns in times of crisis

On March 14, 2023, we held a Skills Boost session on effective fundraising campaigns in times of crisis

[Video](#), [Fundraising](#), [Strategic Communications](#)

LGBTI organisations face a lack of resources, particularly funding that can be used for flexible needs. One of the ways to tackle this is to start (or to boost) your own fundraising campaign. At this Skills Boost session, ILGA-Europe's Partnerships Manager, Anna Shepherd provided some tips and advice on where to start, and walked participants through good practices for effective fundraising campaigns targeted at individual donors.

We covered:

- What are the first steps of individual donor fundraising?
- The power of the story you are telling.
- Clear and direct ask as the core.
- Testing messages.

You might want to check other comms resources by ILGA Europe:

- Four questions to ask yourself before launching a crisis fundraising campaign (a blog post): <https://www.ilga-europe.org/blog/four-questions-to-ask-yourself-before-launching-a-crisis-fundraising-campaign/>
- LGBTI Fundraising Campaigns 101: The 5 crucial elements to raise funds effectively (a blog post): <https://www.ilga-europe.org/blog/lgbti-fundraising-campaigns-101/>
- It Shows that People Care', ILGA-Europe's guide to individual donor fundraising: <https://www.ilga-europe.org/report/it-shows-that-people-care/>
- Several cards on ILGA-Europe resource hub on different aspect of fundraising: <https://hub.ilga-europe.org/fundraising/>

Do you struggle with some specific communications challenge, and do not know where to start? Reach out to us, we might be able to help! Contact svetlana@ilga-europe.org