

INDIANA HISTORICAL SOCIETY
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Fundraising During a Crisis

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The COVID-19 pandemic changed the way many organizations functioned. We developed plans for caring for collections when we had limited access to our physical spaces. We figured out how to move in-person events to virtual programs and how to provide digital access to our objects. Along with those changes, we also had to learn how to fundraise in a time of global crisis.



[Women Selling War Bonds to a Farmer](#) (Indiana Historical Society, P0569)

A crisis doesn't mean that fundraising stops. The fundraising lessons we learned during the pandemic can be useful in any difficult situation, whether it's a short-term road closure that affects programs or a building emergency that will have a long-term impact on our operations and collections stewardship.

Take stock of the situation.

- What has changed for your organization?
- What needs to change?
- What do you have currently?
- What do you need?
- Who can help?
- What can they help with?

Communicate with your stakeholders.

- Be open and transparent about what's happening.
- Maintain contact with your community, other organizations, and community leaders.
- Schedule calls or Zoom meetings with major donors and sponsors.
- Keep in contact with previous donors, volunteers, and members.

Expand your digital presence.

- Use your website to tell your story.
- Determine how to best use your social media.
- Videos can be great tools for digital solicitation.

Establish a strong digital giving presence.

- Build a giving page to provide online giving options.
- Highlight collections objects and tell their stories so people can still access the history.
- Consider crowdfunding for self-contained preservation and conservation projects.
- Think about establishing an object adoption program.
- Create a digital membership level for people who don't live in the museum's geographical area.

Stakeholders care about you, be open with them. Don't stop asking because it's a tough time. Your organization still needs to fulfill its mission and your current and potential donors want to help.

Resources

- [Collections Advisors](#) (Indiana Historical Society)
- [Timely Tips](#) (Indiana Historical Society)

Collection Trainings

[Choosing and Using Safe Materials for Collection Housing](#)

July 9 (Connecting to Collections Care)

Webinars

[Insuring Historic Properties in an Increasingly Challenging Marketplace](#)

July 16 (National Trust for Historic Preservation)

[DHPSNY: Building Digital Collections](#)

July 29 (Conservation Center for Art and Historical Artifacts)

Recorded Resources

- [Cemetery Disaster Training](#) (Texas Historical Commission)
- [Collections Stewardship](#) (Indiana Historical Society)

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