



## HAVE YOU GOT THE RIGHT LENS IN THESE VIRAL TIMES?

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*Most would agree that **COMMUNITY** and **GRATITUDE** are two themes that have emerged really strongly in recent weeks. Causes embracing these themes go a long way to strengthening and expanding their supporters' trust and engagement.*

Here at ChallengeWorks we have been talking a lot about context in the past few weeks, mainly with regard to some of the awfully tone-deaf communications we are seeing from some organisations. Not often does such a seismic shift of context take place so quickly and this presents real risks.

So ask yourself whether your donors have shifted overnight from being regular givers to joining a Centrelink queue? Is your corporate partner suddenly at risk of going out of business? Is that 'competitor charity' a potential partner in the new world?

So, while it is really tempting to continue to make the ask, tout your new virtual event, or ask for support in some other new way, perhaps it is time to add another string to your bow.

### *Can you give back to those that gave?*

Can you support your corporate partner's marketing efforts to keep their business alive, have you asked your supporter base if they need anything from you, have you sent a hand written letter of support to your biggest donors showing that you understand that even those with deep pockets are doing it tough, have you approached your major competitor to see how you could work together to ensure that those in need can better be serviced by your combined efforts?

If not don't be surprised if they don't engage now...or even worse...later.

Photo by [Devin Avery](#) on [Unsplash](#)

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