



To our valued clients and friends,

It's hard to put into words the whirlwind of emotions that this week's COVID-19 news has wrought on our communities, our families and our work. With the announcements of canceled events, curtailed travel and closed schools, I'm sure your lives have been shaken up.

At The Stelter Company, our focus is always on people first—whether that's our valued clients, your invaluable donors or our amazing staff. People come first!

Like you, we are continuing to monitor the fluid environment around us. I want to share the steps Stelter is taking to ensure your fundraising initiatives remain on course.

Your Projects

Our creative team has proactively reviewed all client projects, both print and digital, to ensure the copy and imagery used are suitable for this unique time. In some cases, we've made adjustments to take into consideration the potential mood of the donor and to position planned giving in an appropriate way. (For example, now's not the time for an email titled "Is Your 2020 Off to a Satisfying Start?") 😊

Our Commitment to You

We know that you likely have more things on your plate today than you did this time last week, and our goal is to support you in keeping your program moving forward.

Asking donors to consider planned giving right now may feel a bit strange. We understand. We think, however, that with some thoughtful adjustments, it's actually a good time to reinforce your humanity, empathy and connection to donors. In fact, earlier this week we shared some ideas in our blog, [Marketing in the Time of Coronavirus](#).

Our Staff

Because of local school closings and other considerations, beginning Monday, March 16, the majority of Stelter staff will be working from their homes. Our goal is to minimize the risk to their health and to maintain the ability to serve you. Rest assured that our day-to-day business remains unaffected.

Your Client Success Manager and other team members will be available to you through all the normal channels. Please feel free to contact them on their direct phone line, by email or through our 800 number (800-331-6881).

We will remain in touch as this situation evolves. Please don't hesitate to contact me at any time. We appreciate your partnership and are committed to getting through this challenging time together.

Sincerely,

A handwritten signature in black ink, appearing to read 'Nathan Stelter', with a stylized flourish at the end.

Nathan Stelter
President
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