



COMMUNITY FOUNDATION  
*Ocala/Marion County*

**Local Resources for Local Nonprofits  
Weekly Briefing - May 19, 2020  
(Weekly briefings on Tuesdays at 2:00 p.m.)**

**We are Here for You.**



In this week's Tech Talks Software Series, **today** at 3:00 p.m., we welcome **Virtuous** donor management software company and Thursday, May 21 at 3:00 p.m. we welcome **ActiveCampaign** marketing automation software to introduce their products to you via Zoom. **Join us** and watch previous sessions on **YouTube**.

The College of Central Florida is offering 10 self-paced, online noncredit courses available to employers and their staff at no cost through June 30. Courses include: Creating WordPress Websites; Fundamentals of Supervision and Management; Twelve Steps to a Successful Job Search; Small Business Marketing on a Shoestring and Individual Excellence and more. Visit [CF.edu/CorporateCollege](http://CF.edu/CorporateCollege) and click on Free Courses for info.



*—an equal opportunity college—*



Did you apply for PPP funding from the SBA? Then you won't want to miss Steven Lee, CPA at Purvis Gray, on **Friday, May 22 at 10 a.m.** covering PPP Loan Forgiveness Ins and Outs. **Registration is required.** Free to NonProfit Business Council members.

Sixteen different local nonprofits

have received \$267,820 from the Marion County Hospital District COVID-19 Relief Fund. [Request an application](#), and [check our website](#) for more info.



## Updated Resources From Partners and Beyond

Unless indicated as information coming from a sponsor or previous presenter, we do not endorse any third party from which we link information. These are meant as resources to assist our nonprofits and are not endorsements.

### ZARVANA

Zarvana shares [How to Avoid A Key Downside of Remote Work](#).



### Personify WILD APRICOT

Here are [15 Spring Cleaning Ideas for Your Nonprofit](#).



### ORR GROUP Fundraising • Innovation

[Asking Now: Fundraising with Empathy through COVID-19](#)

### THE CHRONICLE OF PHILANTHROPY

[How We Are Working Together Now Should Be the New Normal](#). (Podcast)



[How to Use LinkedIn Events to Promote Online or In-Person Events](#).

Have you looked into the [Google Ads Grant for Nonprofits?](#)



nonprofit hub

### THE NATIONAL LAW REVIEW

[Using Endowed Funds in a Crisis: Key Considerations](#).



### magnifygood CONNECT PEOPLE FOR GOOD

[Donor Personas Can Help Your Foundation or Nonprofit Connect More Meaningfully](#).



[A/B Testing on Facebook: How to Do It Right.](#)



[Nonprofits, what to do right now: Digital Ads](#)

[Donor Messaging in a Virtual World: The New Significance of Personalization.](#)



Here are [7 Donation Page Secrets To Instantly Optimize Your Fundraising!](#)



[Why do people give? Talking to donors during the Coronavirus crisis](#) with Amber Nathan



[Demystifying Facebook Audiences.](#)

## Upcoming Webinars

Wednesday, May 20, 2020

10:00 a.m. [St. Benedict's Preparatory School: a COVID-19 case study in fundraising](#), Graham-Pelton

2:00 p.m. [Shifting Your Events Online During COVID-19](#), GrantSpace.

4:00 p.m. [Connect Online with Donors Today: Cultivating and Maintaining Authentic Donor Relationships](#), GiveSmart.

Thursday, May 21, 2020

**10:00 a.m.** [The Zoom Ask: Soliciting gifts remotely, from planning to execution](#), Graham-Pelton.

**1:00 p.m.** [Working Smarter: Staffing beyond COVID-19](#), Orr Group

**2:30 p.m.** [Tools Every Nonprofit Needs to Simplify Their Life](#), Firespring.

## Friday, May 22, 2020

**8:00 a.m.** *Ignite Informational Session:* [Could your nonprofit benefit from additional revenue and awareness for your cause?](#)

The Ignite Leadership team will be sharing how you can apply to receive funding and a platform to showcase your mission. Additionally, information will be shared on what Ignite is all about and how you can join the Ignite team. Please join us for this one-hour zoom call.

## Tuesday, May 26, 2020

**1:00 p.m.** [Giving Resiliently Through The COVID-19 Pandemic - for philanthropists](#), iwave

## Wednesday, May 27, 2020

**10:00 a.m.** [Redefining success: a new take on your annual KPIs and goals](#), Graham-Pelton

**2:00 p.m.** [Marketing Trends Nonprofits Need to Know \(and Embrace\)](#), Firespring

## Thursday, May 28, 2020

**10:00 a.m.** [Vibrant Emotional Health: a COVID-19 case study in fundraising](#), Graham-Pelton

**11:00 a.m.** [Emergency Analytics: What website data says you should adjust about your online communications and fundraising right now](#), SmartCause Digital

**2:30 p.m.** [Convert Supporters with Powerful Landing Pages](#), Firespring

## Tuesday, June 2, 2020

**2:00 p.m.** [Where Do I Go From Here? Engage Volunteers in New](#)

**Tell us what you want to see in our daily updates.  
What do you want to know? Let us research for you!**



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