



COMMUNITY FOUNDATION
Ocala Marion County

**Local Resources for Local Nonprofits
Weekly Briefing - August 11, 2020
(Weekly briefings on Tuesdays at 2:00 p.m.)**

We are Here for You.

August NonProfit Business Council Meeting



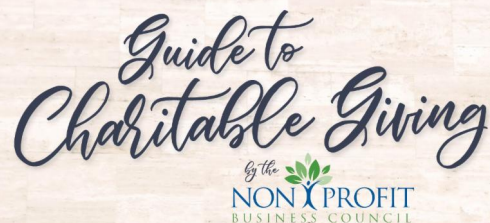
The NonProfit Business Council's monthly general meetings continue on Zoom with William T. "Bill" Krizner, J.D. Tuesday, August 18 at 8:15 a.m.

**"A Torch in the Darkness:
Employment Law
Update 2020"**

Recognizing that employers need legal assistance to avoid employment law claims, Mr. Krizner developed the preventative services model to aid clients in implementing policies and procedures that will help avoid costly lawsuits and other organizational problems before they occur.

Register Now.

With more than 120 nonprofits in the third annual *Guide to Charitable Giving*, do you want your nonprofit to stand out from the rest? Consider placing an ad or enhanced listing in the *Guide*. [Learn more](#) or [email us](#) to let us know you're interested. Ad deadline is August 14.



The *Nonprofit Academic Series* in partnership with the Edyth Bush Institute for Philanthropy & Nonprofit Leadership, continues on Zoom with Holly Parish, MPA, CFRE.



“Data to Dollars: Fundraising with Data”

Metrics and data are essential in fundraising. Participants will learn how to incorporate data into the culture of their organizations by computing and communicating key numbers related to the health and effectiveness of their fundraising platforms. Participants will then be guided to use these key metrics to inform donor cultivation strategies.

August 19 (part I) & August 21 (part II)
1:00 p.m. to 2:30 p.m. each day
(Sessions will be recorded if unable to attend one or both days.)

Register Now.

Calling all nonprofits!

Give4Marion.org is LIVE, and we want you to participate! This exciting community-wide giving campaign coming **October 20** will be one you and your nonprofit don't want to miss!



The Nonprofit Resource Center *Brown Bag Basics* continue on Zoom with Beth McCall, CFRE

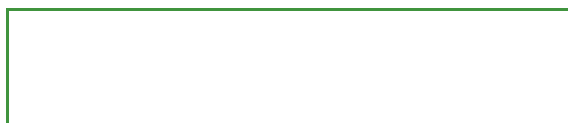
Monday, August 24 at 11:45 a.m.
“Thank You Letters vs. Substantiation Letters”

Join us as the Executive Director of the Marion County Children's Alliance and owner of Beth McCall, LLC, shares tips and differences between thank you letters and substantiation letters.

Register Now.

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.





Here are [5 successful email marketing ideas to retain donors.](#)



Here are the [Best and Worst Nonprofit Coronavirus Crisis Communication Strategies.](#)



[Will COVID-19 lead to global empathy – and greater giving?](#)



[Peer-to-Peer Fundraising Isn't Dying — It's Evolving.](#)



[Engaging with Your Supporters During the Coronavirus Pandemic: 7 Things Your Organization Can Start Doing Today.](#)

[Here are 50+ Infographic Ideas, Examples & Templates for 2020.](#)



[How Nonprofits Are Pivoting To Virtual Fundraising In The Face Of Covid-19.](#)



[Practical, Creative Ideas to Thank Monthly Donors.](#)



[How to Ask for Money During a Crisis](#)



[How to Write a Blog Post: A Step-by-Step Guide.](#)

MARKETING FOR THE MODERN NONPROFIT

[How to Identify and Attract the Right Social Media Audience for Your Nonprofit](#) by Julia Campbell.



Personify

WILD APRICOT

[Treat it Like a Marriage: Top Tips for a Long and Happy Donor Relationship.](#)



moceanic

[One Rule That Can Turn Your Fundraising to Gold.](#)

Upcoming Webinars

Tuesday, August 11, 2020

2:00 p.m. [Driving revenue when the outlook is murky](#)

Wednesday, August 13, 2020

12:00 p.m. [Leadership Today: Key Skills and Career/Job Tips](#)

1:00 p.m. [Managing Employees in Uncertain Times](#), Charity Village

Monday, Aug. 24 and Tuesday, Aug. 25, 2020

12:30 p.m. - 5:00 p.m. [Donor Perfect Virtual Conference 2020](#) (various sessions and speakers)

Recorded Webinars to Watch on Your Time

- [\\$100 Social Media Ad Budget](#)
- [How to Improve Board Structure](#)
- [7 Ways To Better Engage Your Donors Through Email](#)
- [All Hands on Deck: Bringing Together a Fundraising Technology Ecosystem](#)
- [Building Community Connections Through Social Media](#)
- [3 Secrets to Raise 6 Figure Major Gifts with Amy Eisenstein](#)

[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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