



COMMUNITY FOUNDATION
Ocala Marion County

**Local Resources for Local Nonprofits
Weekly Briefing - August 18, 2020
(Weekly briefings on Tuesdays at 2:00 p.m.)**

We are Here for You.



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.

Calling all nonprofits!
[Give4Marion.org](https://www.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 Academic Series* in
partnership with the Edyth Bush Institute for
Philanthropy & Nonprofit Leadership,
continues on Zoom with
Dan Samuels.

“Annual Giving”

Creating a successful annual fund campaign will generate
reliable unrestricted income, develop a base of loyal
donors, and position your organization for major gifts,
capital campaigns and planned giving.

September 2 (part I) & September 3 (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.

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.



Inspiration from Fellow Fundraisers: Crowdfunding Through the COVID-19 Crisis.



Here are the **Top Seven Tips to Collect Email Addresses of Your Nonprofit Donors.**



How Do I Acknowledge Matching Gifts?



The State of Nonprofit SMS: 7 Key Highlights.



Here are **Successful Ways for Nonprofits to Leverage Social Media.**

Here are **5 Donation Platform Questions to Ask When Choosing a New Tool.**



Here are **6 Ways to Cultivate a Workplace Culture That Inspires Diversity and Inclusion.**

Facebook Groups for Nonprofits: How to Master Them.



Here is a [Scenario Budget Planning Template](#).

Stanford **SOCIAL INNOVATION** Review
Informing and inspiring leaders of social change

[Centered Self: The Connection Between Inner Well-Being and Social Change](#) - article series.

Here are [5 Tools to Boost Your Instagram Marketing Efforts in 2020](#).



[Amplified Needs Require Amplifying Voices](#).

The logo for STELTER features a solid orange square with the word "STELTER" in white, uppercase letters.

[Engaging Donors During Quarantine: Tips for Successful Marketing & Messaging](#).

Upcoming Webinars

Wednesday, August 19, 2020

12:00 p.m. [Outcome Measures – The Metrics that Matter for Nonprofits](#), Sage Intacct

3:00 p.m. [Virtual Donor Engagement During the Pandemic and Beyond](#), Nonprofit Hub

Thursday, August 20, 2020

1:00 p.m. [How to Identify Your Ideal Board Member](#), One Nine Design

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)

Tuesday, August 25, 2020

1:00 p.m. [Attracting and Retaining Diverse Board Members](#), Bloomerang

1:00 p.m. [How to Get Your Board to Fundraise](#), Keelabs

2:00 p.m. [Anatomy of a Nonprofit Website: Why Your Donors Aren't Giving \(More\) Online](#), QGiv

Recorded Webinars to Watch on Your Time

- [Staying Nonpartisan as a 501 \(c\)\(3\) Organization](#)
- [Fundraising Metrics: State of the Industry and Looking Forward](#)
- [Creating and Executing a Hybrid Fundraiser](#)
- [How to Drive Social Media Engagement With Your Nonprofit Stories](#) with Julia Campbell
- [Fundraising Through Fear and Uncertainty](#)
- [How to Be One of the Best Organizations to Work For—Even on a Budget](#)

**[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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Ocala/Marion County

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