With today's technology, people are bombarded by advertising and marketing messages everywhere. How can your organization cut through the digital noise and deliver important information that resonates with your organization's members and stakeholders?

During this interactive workshop, public relations professionals from KSC, Inc. will guide you through eight steps of developing a strategic communications plan. Using the 2020 Giving Challenge as an example, participants will outline a plan that will incorporate their organization's goals to develop strategies and key messages designed to make a difference. An exclusive grant opportunity will be available to workshop attendees.

Learn:
The basics of a strategic communications plan.
Develop goals, strategies and tactics for a communications plan.
Identify target audiences to reach with key messages.
The importance of research, budgeting and evaluation in communications planning.
Develop a strategic communications plan outline for the upcoming 2020 Giving Challenge.

When: Thursday, October 17th from 9:30a-11:30a
Where: Community Foundation of Sarasota County (2635 Fruitville Rd.)

Who Should Attend:
This workshop is exclusively available to organizations with updated profiles in The Giving Partner.

Please contact Madeline Hansen at mhansen@cfsarasota.org with any questions about this event.

Register Here

*Please limit registration to one representative per organization*

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Updating your profile on The Giving Partner?

We hope you're just as excited as we are for the launch of The Giving Partner upgrade in November.

In anticipation of this launch, we'd like to remind all our nonprofit partners that we have reached our September 6th deadline. What does this mean? Any updates made from this point on will not be reflected on the upgraded platform at launch.

Please refrain from making updates to your profile (unless it's absolutely essential for grants that you are applying for) until after the upgraded platform has launched, or those updates will need to be re-entered. Please know that there will be plenty of time for you to make updates between the launch of the upgraded platform and the 2020 Giving Challenge.

If you have any further questions or concerns, please contact Nonprofits@CFSarasota.org or 941-556-7170.

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The Problem with Bifurcated Payments

The 2019-2020 Season is quickly approaching. With so many fundraising events to choose from and the expense to attend such events, donors may want to request to pay a portion (the benefits portion - the portion which is
Betsy Pennewill  
Corporate Counsel  
Community Foundation of Sarasota County

not tax deductible) of an event ticket/table with personal funds and pay the remaining portion (the charitable portion) through their donor advised fund at the Community Foundation. This is the act of bifurcating the donor's contribution to the nonprofit hosting the event, which goes against our policies.

For example, an event table costs $5,000 for 10 people. Food and entertainment are valued at $200 per person (or $2,000 for the whole table). The donor intends to attend the event and wishes to write a personal check for $2,000, and will request the Community Foundation to provide a grant check for the remaining $3,000 to the nonprofit. However, the Community Foundation of Sarasota County will not make this grant due to the donor receiving more than an incidental benefit from the nonprofit organization.

Here's why:
The IRS imposes an excise tax if an advised contribution from a donor advised fund results in more than an incidental benefit to the donor or donor's family. Because no third party could buy a table at the event for the mere $2,000, it is more than an incidental benefit to the donor to bifurcate his/her contribution to the nonprofit organization and attend the event. All Community Foundation grants are contingent upon the nonprofit organization stating that no goods or services were provided to donor in connection with the grant. If a donor has questions about this, please direct them to reach out to their contact at the Community Foundation for further assistance.

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Driving Impact Webinar Series

The Bank of America Charitable Foundation is offering a complimentary online webinar series connecting leaders to learning. Designed to give nonprofit leaders the tools, resources, and expertise to drive impact in our community, this webinar series will cover diverse topics such as nonprofit sustainability, innovation, and leadership development. If you or your organization is interested in participating, please visit the links below for more information and registration:

2019 Webinar Series
All webinars begin at 2 p.m. (EST)

Strategic Communications: Cutting Through the Clutter
Andy Goodman (The Goodman Center)
10/17/19

Nonprofit Job Bank

Whether you're seeking a new nonprofit position or you want to post an open position at your organization, your local resource is the Association of Fundraising Professionals Southwest Florida Chapter's Job Bank, supported by the Community Foundation of Sarasota County.