

Be The One



**COMMUNITY
FOUNDATION**
of Sarasota County

NONPROFIT NEWS

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**Share Your
Input**



**Share Your
Voice**

Take Part in Our Cause-Based Community Indicator Survey...

and your nonprofit may be selected for a \$500 grant!

What we measure matters. Of course, to work well together, we should agree on what to measure. To help our community understand the needs and opportunities throughout our region, the Community Foundation of Sarasota County is seeking to identify commonly-used indicators *and* measurements of success to better share the data and develop solutions with our donors, other funders, and nonprofit partners.

This short, seven-question survey is an opportunity for you and your nonprofit organization to provide your input and let us know what indicators and success measures you may already be tracking. Each nonprofit organization who completes this survey will receive one entry into a drawing for a \$500 grant for their nonprofit organization.

The deadline to complete the survey is **5:00pm Friday, December 4, 2020**.

[Complete the Survey](#)



Looking to Transform Your Social Media Presence?

Don't worry, our free nonprofit training series has you covered.

Join the Community Foundation of Sarasota County and Dana Snyder of [Positive Equation](#) for a free three-part series on social media marketing. These sessions will help refresh your skills as we gear up for the beginning of "Season" and the end of 2020! This opportunity is open to nonprofit organizations with approved profiles in [The Giving Partner](#).

Missed the first two sessions? You can find the recordings below. There is still time to join us for our final session on Nov. 23rd, don't forget to register!

Monday Nov. 23rd 10am: Find New Donors & Raise Brand Awareness with Social Media Advertising

In this training, we'll show you how to maximize your social media advertising budget using a balance of paid, sponsored, and boosted content. Come with idea in mind and we'll walk you through a live demonstration of how to craft your ad content and strategy.

[Register Now](#)

*Ready to put those hashtags to the test?
View recordings from our previous trainings!*



The "Must Know" Secrets to Social Media Marketing for Nonprofits

Refresh yourself on the fundamentals of social media strategy, including how to analyze audiences, stay up-to-date on latest features and services, and keep content new and engaging. The power of storytelling through your social presence was also discussed.

How to Create an Engaging Virtual Livestreaming Event

In this training, we deconstruct and demystify how to create an engaging virtual livestreaming event through various social media channels, including Facebook Live, Instagram Live, and YouTube.

[Watch Now](#)

Please contact Madeline Hansen at mhansen@cfsarasota.org with any questions about these trainings.



More Opportunities to Virtually Connect

For those who just can't get enough of these virtual opportunities, the [Manatee Community Foundation](#) is offering a series of virtual discussions to re-connect and learn from the experiences and plans of your nonprofit peers.

Interested? Check out their upcoming "Manatee Connects" discussions - especially "New Ways of Working and Making Gains" event on November 19 - and register using the link below.

[Join the Discussion](#)

THE GIVING PARTNER



It's hard to believe it's already November! Have you updated your profile in The Giving Partner recently? November 15th was the IRS extension deadline for 2019 990s, so be sure you've uploaded that to your profile.

If you haven't already, we recommend logging in to The Giving Partner to check that everything is up-to-date and in tip-top shape so you can start 2021 with an approved and current profile.

- **Login** - To access your profile, follow this link [The Giving Partner - Login](https://www.thegivingpartner.org/login) or visit www.thegivingpartner.org and select login from the menu in the top right corner.
- **Update** - We've designed the Nonprofit Toolkit and Checklist to make updating your profile a breeze! You can find the toolkit below. Follow the link and start at step #5 to easily identify the key required updates.

Thank you!

[Nonprofit Toolkit](#)



Deadline Approaching! **Equity and Access Grant Opportunities**

Equity and Access Grants (\$5,000 – \$30,000) are designed to align with our commitment to Diversity, Equity, and Inclusion. Priority will be given to proposals that promote educational and health care equity to those populations who face systemic barriers in our community.

Applications are accepted on a rolling basis and will be reviewed in December and April. Applications for consideration for the December cycle should be completed and submitted no later than **11:59 P.M. on November 30.**



14 days until GivingTuesday!

Sending good luck and resources your way!

GivingTuesday is a global generosity movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity. We love what it stands for and encourage our nonprofit community to celebrate!

The GivingTuesday Team has created some great resources for organizations looking to capitalize on the momentum of this global giving event. The link below will take you to their nonprofit resource guide.

We also want to highlight the Facebook GivingTuesday Donation Match Program. Be sure to register your nonprofit's Facebook page and set-up your Facebook donate button. Dana Snyder from Positive Equation highlighted the steps for this during her social media marketing training on Nov. 10th. You can watch the recording below.

Wishing you the best of luck on GivingTuesday!

[GivingTuesday Resources](#)[Social Media Training Recording](#)

Here's Your Chance to Chime In: *Books, Podcasts, and More!*

From binging the latest Netflix original to reading our home libraries twice over, during these last few months we all have leaned into our creature comforts, perhaps even discovering new ones along the way.

Since each of us have interests that span



across genres and platforms, we all can learn something new from one another.

This is your chance to chime in and be featured in the next issue of Nonprofit News: **What have you been diving into recently?** Send us some of your favorite *books, TV shows, podcasts*, or whatever has kept you going lately.

Looking forward to hearing and sharing your responses next month!

[Share Here!](#)

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.

[Nonprofit Job Bank](#)

2020 has been a wild year and we have been reminded time and time again how fortunate we are to live in a community that cares so deeply. We want to extend a sincere thank you to our nonprofit community for making our world better and brighter. Thank you for all you do!




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