

COALITION COMMUNICATION: Philanthropy



COVID-19 MESSAGING



Governor Mike DeWine @GovMikeDeWine · Nov 4
More than 4,000 new #COVID19 cases have been reported in the past 24 hours in Ohio. Hospitalizations have increased by 186 admissions and 55 more people have died. It's up to all of us to work together to slow this spread. #InThisTogetherOhio

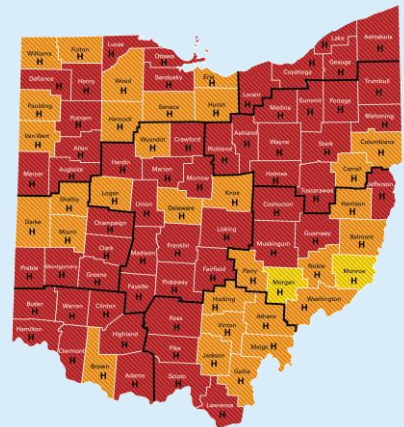


Governor Mike DeWine @GovMikeDeWine · 11h
If you are behind on rent, mortgage, water utility bills, and/or sewer utility bills, funding is available to help eligible Ohioans catch up on past payments back to 4/1/20 and to provide additional assistance through 12/30/20. More: businesshelp.ohio.gov. #InThisTogetherOhio

KEY STATS

Data as of 11/05/2020

Public Advisory System



231,170 CASES

20,015 HOSPITALIZATIONS

New Case Trend



New Hospitalization Trend



INDUSTRY INFORMATION

- [Support for Ohio businesses and nonprofits affected by COVID-19](#)
- [New Charitable Ohio website offers resources for charitable leaders](#)
- [Resources for Ohio Nonprofits Dealing with COVID-19](#)
- [COVID-19 Survey of Ohio's Charities Webinar](#)
- [The Ohio Nonprofit COVID-19 Survey](#)



SUGGESTED SOCIAL MEDIA POSTS

The Ohio CARES Act provides charitable giving incentives, including a one-time deduction of up to \$300 for individuals who give to charitable organizations, but do not itemize their deductions. Please give if you can, and support [name of organization] as we try to help those in need during the COVID-19 pandemic. [#InThisTogetherOhio](#)

[The Ohio Nonprofit COVID-19 Survey](#) revealed that a majority of Ohio nonprofits are operating below their regular budgets. Please support [insert name of organization] as we try to make a difference for the most vulnerable in our community. [#InThisTogetherOhio](#)
[#ResponsibleRestartOhio](#)

TALKING POINTS FOR YOU

- As an Ohio philanthropic organization, we're implementing safety protocols for our volunteers, donors, and the people we serve every day. We require a mask at our offices, at in-person meetings, and ask all individuals to maintain social distancing (6 feet).
- As a community-based organization, we are a vital link between our communities and local health departments and can provide important information on how to stay safe and healthy during COVID-19. We encourage our members, donors, and volunteers to follow [healthy hygiene](#) practices, [stay at home when sick](#), practice [physical distancing](#), and use a [cloth face-covering](#) in community settings.
- Cases are spiking and are at an all-time high. But we can defeat COVID-19 by sticking to our basics (masks, social distancing, etc.) and protecting our most vulnerable.
- We are committed to thinking outside of the box and creating new opportunities for our organization using technology to reach donors, communicate with employees, and hold events virtually, when possible.
- By practicing safety protocols, we are returning to work responsibly and doing our part to control the spread of the virus.

RESOURCES

HASHTAGS TO USE

[#InThisTogetherOhio](#)

[#OhioSmallBusinesses](#)

[#ResponsibleRestartOhio](#)

[#MasksOnOhio](#)

[#StaySafeOhio](#)

WHAT YOU CAN DO

PRECAUTIONS

SOCIAL DISTANCING



[Testing Sites](#)



[Domino PSA](#)



[Restart Guidance](#)



[Social Distancing](#)



WAYS COMMUNITY LEADERS CAN HELP

- Post on social media to describe how you are working to keep your employees, volunteers, donors, and members safe (and what they can do to help you maintain a safe environment) using the suggested hashtags.
- Submit Letters to the Editor to local news outlets that support the "COVID-19 Key Messages."
- Participate in local media/radio interviews to support "COVID-19 Key Messages" and help showcase how you and your organization are supporting Ohio's Responsible restart.
- Film PSAs from business/sector/philanthropy leadership using the messaging outlined in this document. Send those to members and post them on websites/social media.
- Develop a COVID-19 Resource page for your website and share that page on social media using the suggested hashtags.
- Utilize local speaking opportunities and virtual meetings to reiterate the messaging in this document.
- Send out regular communications to your network and ask members to post personal messages on social media. This could include a regular newsletter or message to your entire company/organization.
- Leverage relationships with "local celebrities" and ask them to promote your efforts as well.

KEY MESSAGES

We can control the spread of covid-19 through what we do every single day.

WEAR A MASK



WASH HANDS OFTEN



SOCIAL DISTANCE



It is still recommended that you stay at home as much as possible. Work from home if you can.

HELP US HELP YOU!

We want to help you communicate with your members employees, and others in your circle of influence. If we can help you assemble materials or if you have suggestions for Ohio **philanthropies** team, please contact **Fern Miele** at (614) 842-3660 or by emailing **Fern.Miele@ood.ohio.gov**.