

# COALITION COMMUNICATION: Philanthropy



## COVID-19 MESSAGING

**Governor Mike DeWine** @GovMikeDeWine · Nov 16

This is a critical time for us in Ohio. I can't stress enough that we need to pull back. We don't want to shut the state down b/c that has ramifications for things like mental health and drug addiction. Instead of shutting down, we need to slow down in our individual lives.

1K 923 4.5K

**Governor Mike DeWine** @GovMikeDeWine · Nov 17

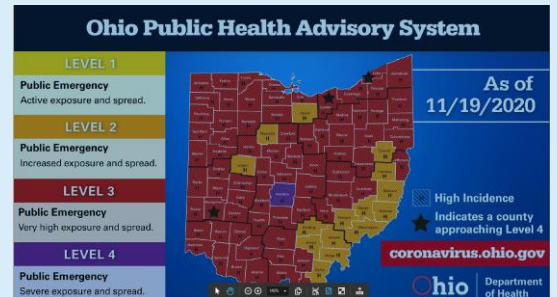
We are issuing a curfew in Ohio that will start Thursday. This will run from 10 p.m. to 5 a.m. for 21 days. We believe this will help reduce #COVID19 spread. I'm also asking each Ohioan every day to do at least one thing that reduces your contact with others.

8.3K 9.8K 11.8K

## KEY STATS

Data as of 11/19/2020

### Public Advisory System



## INDUSTRY INFORMATION

- [New- Non-profit Reimbursing Relief Grants](#) -The Ohio Department of Job and Family Services (ODJFS) is providing up to \$25 million in federal Coronavirus Aid, Relief and Economic Security (CARES) Act grants to nonprofit agencies that serve low-income Ohioans and have been adversely impacted by the COVID-19 pandemic. These are discretionary grants and awarded based on the eligibility criteria.
- [Chronicle Advice on How to Respond to COVID-19](#)
- [New Charitable Ohio website offers resources for charitable leaders](#)





## SUGGESTED SOCIAL MEDIA POSTS

Ohio is currently experiencing a more intense surge in COVID-19 cases, hospitalizations, and ICU admissions across the entire state. We need to stick to the basics; wash your hands; wear your mask even when you're with friends and family; stay socially distanced; work from home when you can, and stay at home when you are sick.

Most charities and philanthropies have been doing a good job ensuring that COVID-19 safety guidelines are being followed. We have a responsibility to our employees and donors to ensure that our interactions are as safe as possible.

With the holidays upon us, it is essential to practice safety protocols while helping those in need. If you are volunteering, wear a mask, wash your hands and maintain a 6 ft. distance from others. We can be safe and still make a difference. [#MasksOnOhio](#) [#StaySafeOhio](#)

## TALKING POINTS FOR YOU

- Governor DeWine reminds us that the social gathering order limits public and private gatherings to no more than 10 people.
- Ohio's positive COVID-19 cases are skyrocketing, and it is vital to use all the tools in our arsenal to stay safe. For trusted coronavirus information, visit [coronavirus.ohio.gov](https://coronavirus.ohio.gov).
- By practicing safety protocols, we are doing our part to control the spread of COVID-19 within the community. We are using technology to reach donors, communicate with employees, and hold virtual events.
- [Insert philanthropy or charity name] follows all recommended safety guidelines to protect our employees, donors, and the people we serve. We encourage our community to follow these same guidelines when at home with loved ones.

## RESOURCES



### [Workplace Posters and Signs](#)

### [Holiday Celebration Guide](#)

## VIDEOS

### [Dominos](#)

### [Why I Wear a Mask](#)

### [Coaches Meyer and Tressel](#)

## HASHTAGS

[#InThisTogetherOhio](#)

[#ResponsibleRestartOhio](#)

[#MasksOnOhio](#)

[#StaySafeOhio](#)



## 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 donors, employees, and others in your circle of influence. If we can help you assemble materials or have suggestions for the Ohio philanthropy team, please contact **Fern Miele** at (614) 842-3660 or by emailing [Fern.Miele@ood.ohio.gov](mailto:Fern.Miele@ood.ohio.gov).