



New Partnerships, New Opportunities

The Cape Cod Foundation recently joined a coalition of community foundations throughout the Commonwealth called the Massachusetts Community Foundations Partnership. The connection to a larger network of peer organizations that are working to provide capacity-building support to their local communities, like we are, and the opportunity to leverage each other and expand economies of scale offers our partners many benefits. We'll share more information about the Partnership later this month during Community Foundation week.

FREE Virtual Educational Opportunities Planned

There is a schedule of free virtual educational opportunities through December below. These programs are the first in a series of technical assistance and capacity-building programs offered by the Massachusetts Community Foundations Partnership in collaboration with Massachusetts Nonprofit Network and Philanthropy Massachusetts. They are in direct response to input from more than 1,000 nonprofit organizations across Massachusetts about the most significant training and capacity-building needs they are facing as a result of COVID-19.

Register now for any of these FREE programs offered by the Massachusetts Community Foundations Partnership.

Two-Part Series:

Engaging Donors Virtually

Tuesday, November 10 and 17, 10:00 am

Presenter: Jenn Hayslett

[REGISTER](#)

PART 1: 10:00-11:15 am

What should you say to your donors? How to effectively communicate and ask donors for support during the pandemic

This session will explore how to:

- Craft intentional and clear messages that speak directly to your donors.
- Gather and share your clients' stories in a respectful and inclusive way that explains your impact to your donors.
- Segment your messages to communicate the importance of your nonprofit's work and ask your donors for support using print appeals, e-appeals, social media and website.
- Build a diverse and inclusive communications advisory team to review your messages and materials so that you are speaking to your multiple audiences with a voice that supports racial, gender, and economic justice.

PART 2: 10:00 am-Noon

The Time is Now: How to Have Successful Donor Fundraising Meetings on Zoom

In this interactive online workshop, you will learn how to confidently reach out to your donors using Zoom or other video conferencing platforms. You will:

- Receive a customizable Training Manual that gives you the tools and scripts you need to invite your donors to meetings and ask them to support your organization.
- Learn the Connecting Conversations Model to help you ground yourself in meetings with donors.
- Have a chance to practice participating in meaningful, goal-directed conversations with your donors.
- Increase your skills and confidence to make your online donor meetings successful.

Making Strategy in Uncertain Times
Presented by Impact Catalysts
Thursday, November 12, 10:00 am-Noon
[**REGISTER**](#)

Many organizations are nimbly adapting to the pressing needs of their communities, temporarily putting a pause on their long-term plans. But how long is "temporarily?" For example, how will you know when (if ever) you're able to shift back to your traditional service model? Or will your service model have to fundamentally change?

Facing questions like this can be understandably unsettling. Part of the purpose of developing a strategy--which we define as a framework for decision making--is to help manage that stress. In this interactive session, we will identify the essential components of strategy making in uncertainty, explore how you can get started, and consider how your organization might need to adapt.

For background, we recommend you read these two short blog posts from Impact Catalysts about contingency planning:

[Contingency Planning In 5 \(not so easy\) Steps](#)
[Adapting Strategy In The Contingency Planning Era](#)

How to Update Your Digital Fundraising Strategy in the Age of COVID-19
Presenter: Julia Campbell

Thursday, November 19, 1:30-3:00 pm

[REGISTER](#)

The COVID-19 pandemic, the election, and racial justice protests have upended the entire nonprofit landscape. It is no longer business as usual for nonprofit fundraisers. With all the noise on social media, along with serious ethical considerations clouding the platforms, how can we continue to reach our audiences and spread our messages online? In this webinar, digital fundraising expert Julia Campbell will review important shifts in the digital fundraising landscape that nonprofits need to understand; discuss ways to stay relevant on social media in times of uncertainty; and provide a framework for your 2021 digital fundraising strategy.

How to Build, Launch, and Promote a Digital Fundraising Campaign

Presenter: Julia Campbell

Thursday, December 3, 10:00-11:30 am

[REGISTER](#)

The research is in - 60% of people in North America prefer to give online. Revenue from individual online gifts grew by 19% over the past year. But are you making it easy for your donors to give on digital platforms?

During this virtual workshop, digital fundraising expert Julia Campbell will show you, step-by-step, how to build, launch, and promote a digital fundraising campaign, including the best ways to use the variety of channels at your disposal (website, email, blog, social media). She will also cover how to use offline methods to augment your digital fundraising, and how to evaluate your success and measure results.

Skills, knowledge and attitudes to be addressed:

- How to navigate the latest changes and trends in the social media landscape - what fundraisers need to know;
 - How to use digital channels to build and deepen relationships with current donors and prospects;
 - How to manage digital fundraising tasks at a small nonprofit with limited capacity;
 - Free and low-cost tools you can use to enhance your digital fundraising on a shoestring budget;
 - Real-world examples from small and mid-size nonprofits.
-

